



North Adams Farmers Market

Market Rules 2020

MISSION STATEMENT

The North Adams Farmers Market provides its customers with fresh, quality, locally grown produce and products in a safe and fun environment, in North Adams, MA.

MARKET RULES

The rules of a farmers' market form the market's character, integrity and vision. The individuality and appeal of this market lies in its connection to its locality, climate, tastes and traditions. The way we run our market and the way it looks reflect on all of us. All vendors must sign a MOU that they have read and agree to these rules prior to their first market of the season.

MARKET DETAILS

The North Adams Farmers' Market is held weekly in the parking lot on the corner of Marshall Street and St. Anthony Drive, in North Adams, Massachusetts on Saturdays, beginning June 6th and ending on October 17th. The market is open for business from 9 AM until 1 PM.

The market is held monthly from November through May at an indoor location decided upon prior to the start of the winter market season.

- **Set up time** for vendors begins no earlier than 7:30 am.
- **All vendors must be set up by 8:50 a.m. and may not breakdown prior to 1:00 p.m.**
- **Market hours** are from 9:00 a.m. to 1:00 p.m.
- **Vendor Fees** are due prior to the beginning of the market season at the rate of \$20/market, \$340(a 15% discount)/full season single space approximately 15 x 10, or \$425/full season extension space approximately 25 x 10 (limited availability.) Vendors wishing to pay on the day of each market will be charged the rate of \$25/market.
- **Plots** are assigned by the Market Manager.
 - Vendors may set up **ONLY** in the plot assigned, and must keep their tables and products set up in a way that allows customers to access all items for sale within the boundaries of their assigned plot.
 - Customers should not have to access items by way of abutting vendor plots.
 - Plots may be adjusted at the discretion of the market manager to accommodate the growing and shrinking of the market footprint during the season.
- **Cleanliness** of the market area is the responsibility of the vendors during and immediately after the market is in operation. Everyone is expected to leave their plot area cleaner than it was when the vendor arrived for set up. Vendors preparing food on site **MUST** have a sanitation station at their site.
- **Safety** is an important factor. All tents and signage must be secured at all times.
- **NO SMOKING** is allowed at the market, by vendors or customers.
- **No plastic bags with handles** are allowed to be used at the market

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- Vendors will represent themselves in a professional manner when interacting with customers and other vendors. Offensive remarks and inappropriate behavior will not be tolerated. Hawking (defined as calling attention to your stand or products in a loud or offensive manner) is prohibited.
- *In the event of an absence of the Market Manager a chosen representative will take the Market Manager responsibilities for that day.*

Becoming a vendor at the North Adams Farmers' Market

A **vendor application** will be given to every returning vendor before the start of each season. This must be filled out and signed before approval is given. Changes can only be made with approval from the Market Manager so it is important for vendors to list everything they intend to sell throughout the entire season.

New Vendors will be approved or denied by the Market Manager and the Farmers Market Committee. Approval requires that the new vendor:

- Read and agree to the market rules
- Fill out the vendor application and have it approved by market manager
- Upon approval vendors must supply a copy of their required licenses and certificates to the market committee prior to the first day of market.

Vendors will not be allowed to simply “show up” at the market to sell their products without prior approval from the market manager.

If a vendor cannot attend the market, the Market Manager should be notified as soon as possible. Cancellations with less than 7 days notice are non-refundable.

Produce at the Market

- Items for sale must be clean.
- Items for sale must be of top quality.
- Less than top quality produce must be marked as “seconds”.
- Prices for all items for sale **must be clearly marked and visible**.
- Any vendor who is certified organic must give a copy of their certification to the Market Manager prior to their first day at the market.
- **All farm products sold at the market must be locally grown by the vendor.** Special permission from the committee must be obtained to bring any goods to the market not grown or produced by the vendor.
- All processed foods must comply with federal, state and local laws rules and regulations.
- A copy of certification (Serve Safe, and Allergen Awareness, commercial kitchen license - for example) must be given to the Market Manager.
- Any vendor selling baked goods, canned or preserved foods are required by law to display allergy warning signs and have product ingredient lists on site and accessible to customers.



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- **Gathered items such as nuts, mushrooms and wild flowers must be local and gathered by the vendor.**

The Market Manager reserves the right to verify that all products are grown, produced or made locally by the vendor.

- The Market Manager and/or a member of the market committee has the right to inspect a vendor's growing area to verify the production of products being sold.
- If a vendor is growing at a site which is not at their home address, the site at which they are growing must be put on the vendor application at the beginning of the season and approved by the Market Manager.

Only commercial grade, digital scales may be used at the market. Scales used at the market must be inspected and sealed annually by the sealer of weights and measures.

- There is a commercial grade, digital scale available for community use at the Market for all farmers to use.
- Hanging scales may not be used at the Market.

Other Goods for Sale at the Market

- **Other vendors** (crafts, non food items) will be limited to no more than 20% of the total market vendors at each market. This is a requirement for the market to retain the ability to accept SNAP/EBT benefits, and will help keep the Farmers Market atmosphere and prevent the market from losing its local food focus.
- All manufactured goods must be locally made or assembled by the vendor in major part.

Coupons, vouchers and SNAP (food stamps)

Vendors must enroll properly to accept any WIC vouchers or coupons, Elder coupons. Provided signs should be displayed by those vendors accepting these benefits and coupons. There will be no cashing of coupons between vendors.

All market vendors are required to accept SNAP benefits at the market for eligible products, and ONLY for SNAP eligible products.

Market Manager

The Market Manager is responsible for all aspects of the day-to-day operations of the market, including, but not limited to the ones outlined elsewhere in these guidelines. The Market Manager will be appointed by the Director of Community Events, under the advisement of the Farmer's Market Committee.

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Farmers' Market Committee

The Farmers' Market Committee is an advisory committee to the Director of Community Events for the City of North Adams. Members of this committee will be appointed by the Director of Community Events. Committee members will consist of the Market Manager, at least one active Farmers' Market Vendor, and others involved in the local food community. The committee will not exceed 10 people. This committee's primary function is to provide year-round support of the Market through planning, marketing, grant-writing and other outreach efforts. In rare instances, this committee will also be responsible for settling disputes among vendors that cannot be settled by the Market Manager and may be called on for various other market issues as well.

Annual Market Meeting

Each winter there will be market meeting to discuss concerns, make amendments to the market rules for the coming season, choose members of the **Farmers' Market Committee** and take care of any other necessary business. All vendors should make every effort to attend this meeting. Notification of the meeting will be sent via US Postal Service mail to all vendors registered with the market during the immediately preceding market season.

Disputes

All **disputes**, complaints or grievances by vendors must be brought to the Market Manager. The Market Manager will handle all disputes, calling on members of the Farmers' Market Committee only when Market Manger deems necessary.

These rules are intended to be in the best interest of the Market, its vendors and customers. The Farmers' Market Committee along with the Market Manager may amend these rules if needed during the season with a majority vote by the Farmers' Market Committee.

Any **violation** of any of these rules can result in permanent eviction from the market by the Market Manager with no refund of dues.

Rule violations (including but not limited to: no shows, excessive last minute cancellations etc.) will result in the following actions:

- 1st Offense - Warning
- 2nd Offense - \$20 fee and vendor may not return to the market until the fee is paid
- 3rd Offense - \$50 fee and vendor may not return to the market until the fee is paid
- 4th Offense – Removal from the market for the remainder of the season

Vendors are responsible for the actions taken by their employees, family members, helpers or anyone who is helping sell at their stand.

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**North Adams Farmers' Market
Contact Information**

Market Manager:

Arthur De Bow

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Cell: (503) 708-0235

City of North Adams:

Suzy Helme

Director of Community Events

Office: (413) 664-6180

Cell: (413) 652-1814 (please only use outside of office hours: M-F 8AM – 4:30PM for emergencies)

tourism@northadams-ma.gov

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