

SANFORD FARMERS' MARKET RULES

The purpose of the rules presented here are to govern the operation, administration, and management of the Sanford Farmers' Market. In issuing rules, it is not our intent to burden participants, but to ensure the smooth operation of the market. The Market Manager (appointed through N.C. Cooperative Extension) will implement and enforce all rules and regulations pertaining to the operation of the market in a fair and equitable manner.

Market Days and Times

Saturday Markets

The market will operate from 8:30 a.m. until 12 p.m. each Saturday from April through November at the Buggy Factory (115 Chatham Street, Sanford, NC 27330) in downtown Sanford, with the possibility of extending into December for a special event (ex. holiday market).

Tuesday Markets

The market will operate from 8:30 a.m. to 12 p.m. each Tuesday when Senior Farmers' Market Nutrition Program vouchers are available at the Enrichment Center (615 S 3rd St, Sanford, NC 27330), typically from July to November.

Vendor Eligibility

The Sanford Farmers Market is open to all vendors: growers, farmers, fishers, value-added processors, and craftspeople within a 100-mile radius of Lee County. Exceptions may be granted at the discretion of the Market Manager. All vendors must be registered with the Market Manager and agree to pay expected fees and abide by the regulations set forth by the North Carolina Department of Agriculture and Consumer Services (NCSA & CS), North Carolina Department of Health & Human Services (NCDHHS), North Carolina Department of Revenue, and Food & Drug Administration (FDA) regarding sales of food and personal products. The Market Manager will review all applicants and determine eligibility status.

Vendors (or representatives) must be the original producers of all items being sold. No buying or reselling of produce or other products is allowed. See "Market Products" section for details on specific market products.

Certain exemptions will be applied to, but not limited to:

- a. Seafood vendors - vendors must have caught or directly purchased fish through a licensed NC fisherman.
- b. Other exemptions will be reviewed by the market leadership team on a case-by-case basis.

Market Products

Products which can be sold at the market include:

- Any vegetable grown by the seller from seeds, sets, or seedlings.
- Any fruits, nuts, or berries grown by the seller from trees, bushes, or vines on the seller's owned or leased property.
- Any plant grown by the seller from seed, seedling, transplant or cutting.
- Bulbs propagated by the seller.
- Meat or poultry products from a vendor's own animals slaughtered/processed at a state or federal inspected facility.
- Eggs produced by the seller's poultry (packaged/labeled according to NC Egg Law).
- Dairy products (yogurt, cheese, butter) from animals raised by the vendor.
- Honey or wax produced by the seller's bees.
- Mushrooms cultivated by the seller.
- Cut or dried flowers grown by the seller.
- Firewood cut by the seller.
- Straw baled by the seller.
- Preserves, pickles, relishes, jams, jellies, made by the seller in a NCSA approved kitchen.

- “High acid” or acidified foods (pickles, tomato products, etc.) may be sold if the vendor has passed the FDA Acidified Foods Manufacturing School training (via NC State University). A copy of certification must be on file with the Market Manager.
- Baked goods baked by the seller. All baked goods must be wrapped or covered.
- Wine or beer produced by licensed sellers.
- Fish or seafood caught in North Carolina by the licensed seller or purchased from a licensed fisherman.
- Prepared food items and beverages. Vendors meet state and local health regulations by NCDA or county health inspectors (whichever applies) and labeling in compliance with regulations.
- Crafts made from raw products and materials and handmade by the vendor.
- Any other agricultural product/products approved by management.

Products prohibited from sale at the market include:

- Home processed low-acid canned foods such as green beans, tomatoes, corn, peas, carrots, etc.
- Live animals (to be sold or given away). Animals may be allowed at the market only for educational purposes and must be approved on a per-case basis by market leadership.
- Resale items.
- Partially constructed crafts (ex. paint-by-numbers, t-shirts, etc.).
- Items not specifically listed on the vendor’s application at time of acceptance and/or items exempted from approval.

Guidelines for Market Products

Produce. All produce must be of top quality and should be displayed attractively.

Meat and seafood. Meat (fresh or frozen) and seafood may be sold if it meets all NCDA requirements. Meat vendors need to be registered with NCDA for Meat and Poultry Handlers Certification and the license must be submitted with the vendor’s application. Likewise, vendors selling seafood must have either a commercial fisherman’s or fish dealers license and must submit a copy with their application. Meat and seafood vendors must also have a copy of their respective certifications/licenses available with them at the market. These products must be maintained in cold storage units while at the market.

Baked goods, prepared foods, and dairy products. Baked goods, prepared foods, and dairy products being sold at the market must be made in accordance with all applicable NCDA, state, and local health regulations. All prepared foods must be made in an NCDA or health-department inspected home or commercial kitchen, depending on the product. A copy of the inspection certification must be attached to the vendor application and a copy must be with the vendor when selling at the market. Information and resources can be found on NCDA’s website at <http://www.ncagr.gov/fooddrug/food/homebiz.htm>

Crafts. Crafts are defined as handcrafted goods from raw products and materials (such as pottery, furniture, soap/body products, baskets, metal art, etc.). To be considered handcrafted, items must show evidence of manual skills obtainable through a significant period of experience and dedication, as well as show originality of design.

- Paid vendors may sell crafts and provide other agricultural services, (i.e. pea and bean shelling, honey bee hive rentals, etc.). Vendors must designate whether they intend to sell crafts on their vendor application. The Sanford Farmers’ Market will maintain a 30% crafts : 70% food ratio, with vendors selling both crafts and agricultural products factored into this percentage.

Vendor Applications

Market vendors (new and returning) must submit applications with required forms for products intended to be sold to the Market Manager each year. Applications must be approved at least one week before the vendor can begin selling at the market. Applications are due one week before the first market date of the season, and then will be processed on a rolling basis. Applications are available from the N.C. Cooperative Extension Lee County office (2420 Tramway Road, Sanford, NC 27332-9174, telephone number (919-775-5624) and are available on the Extension website at <http://lee.ces.ncsu.edu/sanford-farmers-market/>. Applications may be requested from the Market Manager via email.

All vendors have the option of scheduling an annual meeting with the Market Manager to review their application and required forms and to discuss their products and goals for the market year. New vendors will need to meet with the manager and to schedule a site visit within their first season selling at the market.

Vendor Types and Associated Fees

Vendor types include the following:

- a. Member vendor - planning to attend the market five or more times per market season.
 - a. Aggregate vendors – additional designation for member vendors who agree to represent and sell their products as well as those grown by another approved member vendor.
- b. Guest vendors or food trucks – vendors attending on a per-market basis
- c. Educational or non-profit vendors - vendors attending on a per-market basis at the discretion of the Market Manager who align with market values and compliment market vendor products. These vendors include non-profits, community organizations, and individuals demonstrating a skill, providing an activity for market attendees, or providing education on a relevant topic (agriculture, crafting, cooking, etc.)

Vendor Type-Associated Fees

- Member vendors pay a \$25 annual fee. This fee must be paid on or before the first day of market attendance.
- Aggregate vendors pay the same annual fee as full members. A separate point of sales must be used for each vendor represented and their products clearly designated. All aggregate vendors must pay the associated parking fee for their space even if not in attendance for all market dates their products are being sold.
- Guest vendors, food trucks, and educational or non-profit vendors will not be charged annual fees, but pay higher per-market fees for spaces depending on the vendor type (see Market Space Fees below).
- A \$10 credit will be given to members and guest vendors that attend the annual meeting(s).

Market Space Fees

Weekly fees for each 10 x 10 space per vendor are as follows:

- \$ 5 for member vendors
- \$ 25 for guest vendors and food trucks

Educational and nonprofit vendors will not be charged for their space provided the following conditions: a) they are not selling any products, b) only selling products that directly support their organization, or c) only sell items to cover the cost of educational materials.

Payments

All vendor payments need to be paid by either cash or check (made out to Sanford Farmers Market). Weekly fees will be collected at the start of market days by the Market Manager.

Use of Funds

Market funds will be spent for promotion, advertising, postage, signs, insurance and other items deemed necessary for market operations by the market leadership team. All paying member vendors have voting rights on how market funds will be used.

Market Procedures

Weekly vendor communications

- Vendors are expected to keep weekly communication with the Market Manager regarding attendance at the market and the diversity of products being sold each week. Vendors are encouraged to update the Market Manager on changes to seasonal produce and products being offered.
- Unless otherwise communicated, member vendors are assumed to be attending the market each Tuesday or Saturday, depending on the market days they elect to participate in. In the event of an expected absence, vendors should contact the Market Manager by Tuesdays at 5pm before Saturday markets, or Fridays at 5pm before Tuesday markets, so that market promotions are up-to-date. In the event of an unexpected absence or emergency, the vendor should notify the manager as soon as reasonably possible.
- Guest vendors are expected to communicate with the Market Manager concerning their desired attendance schedule and update the Market Manager as soon as possible any changes to this schedule. Guest vendors must comply with the same rules as member vendors regarding timeframe for reporting expected and unexpected absences.

Market Days

- Vendors are strongly encouraged to arrive at the market to set up at least 30 minutes prior to the market opening. No vendors may enter the market area with a vehicle less than 15 minutes prior to market start time (will need to carry in supplies by-hand). During market times, members must not move their vehicles in or out of the market area, as such movement would pose a danger to people in the shopping area.
- A market space is a normal-size parking space (accommodates a 10 x 10 tent). Vendors can pull vehicles into their assigned spaces and set up their table behind the vehicle. Vendor spaces will be assigned by the Market Manager, with returning vendors having preference for spaces. All efforts will be made to keep vendors in the same spaces for the entire market season, but will be modified at the discretion of the Market Manager to fill unoccupied spaces and accommodate special events. Vendors will be notified if such changes occur the day before the market is scheduled. Vendors not participating for 3 consecutive markets can have their spot reassigned, except in the case of certain situations such as sickness, extended vacations, etc.
- Each member is responsible for maintaining safety in their space and cleaning up the area around his/her/their vehicle. If using tents, members must use proper weights to ensure structures are secure in case of wind.
- Prices must be posted for all items being sold. Vendors participating in federal food nutrition programs (ex. SNAP/EBT, WIC, Senior Farmers' Market Nutrition Program, etc.) must also display signage for those programs at their booths. Per requirements by the N.C. Department of Revenue, vendors must prominently display their NCDOR Sales and Use Tax Certificate of Registration number, Agricultural exemption number, or a written statement attesting that their products are produced by them, depending on tax requirements for the products being sold.
- Scales used at the market must be approved and recertified annually by NCDA. The Market Manager will arrange a date for vendors to drop off scales for calibration at the N.C. Cooperative Extension office. Those not able to recertify during this date will need to contact the Standards Division at NCDA (919-733-3313) and arrange for an inspection before the equipment may be used at market.

Food Purchasing Options

To help provide all Lee County residents access to healthy, fresh local food, purchasing options will be available through federal food assistance programs for eligible market products. Current programs supported by the market are listed below:

- Farmers Market Nutrition Program (FMNP) – this program reaches WIC families and senior citizens. Farmers wishing to participate must complete an application and attend training provided by the Market Manager, attending recertifications as needed. Only vendors who have undergone these training sessions may accept WIC or SFMNP vouchers as payment.

Pet Policy

Pets are allowed at the market as long as they are on-leash.

Market Leadership

Role of the Market Manager

The Market Manager has the following responsibilities:

- Communicate with vendors on a weekly basis regarding information on market products, availability, space assignments, and attendance.
- Attend and coordinate market operations on Saturdays. Activities include but are not limited to setting up traffic cones for vendors, setup and takedown of Market Manager and N.C. Cooperative Extension activity tables, providing information and resources for market customers during market hours, collection of market metrics (ex. market attendance numbers), and collection of weekly space fees from vendors to provide the Treasurer.
- Maintain a daily registration list of all vendors selling goods that day, including the vendor's name, permanent address, and certificate of registration, exemption numbers, or written statements, in the event of an audit.
- Coordinate promotion and marketing of the farmers' market, including social media and other media channels.
- Plan and coordinate special events at the market.
- Serve as the point person for market information and communications between the City of Sanford, local organizations, businesses, customers, potential corporate and community sponsors, grantors, and others.
- Seek out funding opportunities for the market.
- Collect data on market metrics.
- Recruit new vendors and retain current market vendors.
- Organize market vendor meetings and provide updates on the status and health of the market and future planning.
- Provide relevant educational programming for vendors to expand their knowledge and skills.
- Serve as liaison for market vendors, applicants, and market leadership team.

Role of Market Leadership Team

The market leadership team will include the Market Manager, Treasurer, one new vendor representative (less than 2 years' experience selling at the market), and a seasoned vendor representative (2 or more years of experience selling at the market). All positions held by vendors will be elected on a regular basis (1-2 years). The Treasurer is responsible for maintaining the farmers' market checking account, making regular deposits of fees, and giving a yearly report to the members. The market leadership team reserves the right to interpret the rules and to modify rules as needed for the market operation.

Code of Conduct

Everyone is welcome at the Sanford Farmers Market regardless of race, age, color, religion, sex, national origin, language proficiency, political affiliation, disability, sexual orientation, marital status, gender identity, or gender expression.

All market vendors, staff, volunteers, and other persons participating in market functions are expected to conduct themselves in a professional manner at all times, at the market, during market meetings, and on social media platforms. All individuals are responsible for ensuring harassment and/or discrimination does not occur. Grievances may be reported to the Market Manager or market leadership team member.

Inclement Weather Policy

In the event that inclement weather is anticipated on a market day, the Market Manager will send out communications to vendors no later than Friday at noon deciding whether to continue or cancel Saturday markets, or Monday at noon for Tuesday markets. Communications will be sent out via all communication channels, including the vendor group text, the Sanford Farmers' Market page on the N.C. Cooperative Extension - Lee County Center website, both Sanford Farmers' Market and Market Vendor Facebook pages, and by phone calls.

Vendor Liability

Vendors are responsible for compliance with all permits, inspections, licenses, and all regulations governing their products, production, and business practices. Vendors are responsible for carrying any liability insurance they deem necessary for their products.

Each vendor participating in the market shall be responsible for any loss, personal injury, deaths and/or damage that may occur as a result of the vendor's negligence or that of its agents and employees and, thereby, agrees to hold harmless the market, its successors and assigns from and against all losses, damages, claims, suits or actions, judgments and costs and attorney fees which may arise or grow out of any injury or death or persons or damage to property in any manner connected with the vendor's products, operations or vending at the market.

Filing Complaints

Any complaints, violations, or disputes of the rules may be submitted in writing to the Market Manager at meredith_favre@ncsu.edu. Please include "market complaint" in the title so that it is clear that you are submitting a formal complaint to be reviewed. Repeated violations of market rules may be subject to loss of membership. All complaints will be reviewed by the market leadership team and are open to interpretation. Questions, concerns, complaints or grievances will be addressed by the Market Manager in a timely manner.

Meredith Favre, Market Manager
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