

Westport Farmers' Market Association Market Guidelines

Dates: May 21, 2009- November 19, 2009
Location: Imperial Avenue Parking Lot
Day & Hours: Thursdays, 10:00AM – 2:00PM

MISSION

To provide access to and education about sustainably produced and locally grown food.

MARKET RULES: The Westport Farmers' Market Association (WFMA) seeks to support local growers with a venue that is vibrant and thriving and provides customers with an item selection that is wide-ranging and wholesome. These guidelines are established to provide fair and transparent criteria that support the market producers and instill in market shoppers a sense of confidence in the food they purchase from WFMA vendors and a connection to area growers and farmland. These guidelines should be used as a tool to encourage an ever-increasing dedication to the purity and sustainability of our food system. The WFMA retains the right to update these guidelines in subsequent market seasons.

The term "Sustainable" as it is used in these guidelines means that:

- A. All food sold at the market comes from as close to the market as possible.
- B. Growers and producers demonstrate a dedication to land stewardship by protecting soil, air and water resources and limiting or excluding chemical inputs
- C. All meat, milk and eggs come from animals that are raised humanely—with access to well-managed pasture, exhibiting natural behaviors, and are fed a diet that is free from prophylactic antibiotics, and artificial hormones.
- D. All fish and shellfish are locally sourced and/or adhere to the Monterey Bay Aquarium's Seafood Watch Program as "Best" or "Good" choices.
- E. The market itself does its best to preserve and protect natural resources.

• **LOCALLY RAISED, GROWN AND PRODUCED:** All food sold at the market is raised, grown and produced as locally as possible. Preference will be given to Connecticut growers. Regional vendors who grow products that fill a need of the market may be represented if such items cannot be sourced within the state of Connecticut.

• **PRODUCER ONLY:** Many eaters come to the market to develop a relationship with their growers and to learn about what they are purchasing. To maintain this important feature all vendors should be able to tell the story of what they are selling—how and where it was produced, what variety or breed is on offer, etc. At least one person who is directly involved with production must attend every market, that is, someone who works on the farm or in the bakery.

• **EXCEPTION TO PRODUCER ONLY:** WFMA vendors may resell goods if:

- A. They bring greater variety to the market and,
- B. The market vendor has a thorough understanding of the product they are representing, has visited the site where it was produced and can tell the story of that food and,
- C. It is clearly marked with signage that indicates the sourcing information and,
- D. The vendor has received a unanimous vote from the WFMA to bring such goods to market.

• **IMPORTED INGREDIENTS:** Food, beverages, and food products made from predominately imported ingredients (such as coffee, tea, chocolate) may be featured in the market if:

- A. They bring variety to the market and,
- B. A portion of their production or manufacture occurs locally and,
- C. A portion or all of the ingredients used are fair trade or certified organic by a third party and,

- D. The vendor can tell the story of the food—where it was produced, how it was produced, why it is unique and,
 - E. The vendor has received a unanimous vote from the WFMA to bring such goods to market.
- **VALUE ADDED PRODUCTS** (soaps, jams, jellies, pickles, yogurt, jarred salsas, butter, cheese) :The featured ingredient (s) in value-added products must be locally grown (cucumber pickles must feature local cucumbers, strawberry jam must be from local strawberries).
 - **PRODUCT LINE EXTENSIONS**: Vendors of the Westport Farmers' Market whose primary revenue comes from the sale of food may sell non-food items that are thematically related to their business (for example: cheese makers may offer cheese boards, soap makers may sell soap dishes, beekeepers may sell honey pots).
 - **FLOWERS, PLANTS, ORNAMENTAL GREENERY**: Must come from the grower's own farm. Wreaths and ornamental decorations must use materials gathered or grown on the farm. Products such as compost and mulch must be produced with materials grown on the farm.
 - **PREPARED FOODS AND BAKED GOODS**: The WFMA recognizes that producers who craft these items face a unique set of sourcing hurdles but encourages its artisans to work with other members of the WFMA and beyond to continue to evolve their products toward an ever-growing commitment to local agriculture. The WFMA requires that all prepared foods and baked goods offered at the market be made from scratch, by hand, by the artisan and/or their team.

The WFMA suggests the following recommendations for all prepared foods and baked goods offered at the market:

- A. Reflect the seasonality of the market
 - B. All farm vendors should feature locally grown ingredients in their offerings
 - C. All non-farm vendors should feature locally grown ingredients whenever possible and should offer at least one item per market that features one or more locally grown ingredients
 - D. No genetically modified ingredients should be used
 - E. No Partially Hydrogenated vegetable oils should be used
 - F. No High Fructose Corn Syrup should be used
 - G. All ingredients are listed on the packaging or are available from the seller
- **CRAFT, ART, BOOKS and OTHER NON-FOOD GOODS**: There will be one 10x10 space designated as the artisan booth. Each market the booth will feature a different local craftsperson or artist. This person must:
 - A. Be Connecticut based and,
 - B. Be the craftsperson, author or artist, not a rep or dealer and,
 - C. Provide their own tent and table or easels, as appropriate and,
 - D. Preferably have some connection to agriculture or use native materials and,
 - E. Pay the sliding scale fee, but will incur no registration cost
 - **SUSTAINABLE and GREEN GOODS**: Vendors who sell food related and non-food related items that help customers live a more sustainable life may be featured at the market.
 - A. There will be no more than one such vendor, occupying a 10x10 space, per market
 - B. Sustainable goods include those that lessen carbon footprint, decrease chemical usage in the home or garden, decrease waste, increase recycling
 - C. Vendor must be Connecticut based
 - **NON-PROFIT ORGANIZATIONS**: There will be one 10x10 space available to local non-profit agencies who would like to share information about their organization with the market community. These organizations:
 - A. Must be Connecticut based, preferably in Westport
 - B. Need to supply their own tent and table
 - C. Need not pay a fee for their space

- **LIABILITY INSURANCE** is required. This document must be kept current.
- **WIC CERTIFICATION** is required for those who are eligible.
- **IN COMPLIANCE WITH STATE AND LOCAL REGULATIONS**, vendors must provide copies of all applicable licenses and permits (e.g. catering, bakery, etc.). These documents must be kept current. All vendors must comply with state, local and federal regulations regarding food safety. All applications, forms and fees required by state and local regulations must be met by the vendor.
- **TO MAINTAIN THE INTEGRITY OF OUR MARKET**, please note that violation of these guidelines may result in suspension or expulsion from the market.

MARKET OPERATIONS & MANAGEMENT

•**FEE STRUCTURE:** All WFMA vendors participating in the market for one or more seasons will pay a one-time \$100 registration fee per 10x10 unit of sales area. Additionally, vendors must pay a weekly fee based on the percentage of their earnings at the market, up to 50 US dollars. Fees are used to pay for liability insurance, market licenses and permits, market staff, market equipment and the promotion of the market. Fees are non-refundable.

•**WEEKLY MARKET FEE:** All vendors in The Westport Farmers’ Market abide by the same fee structure in which producers pay a separate market fee for each day of the market they attend. Fees are set by sales, with six brackets (please see below). There are 10 and 50-dollar respective minimum and maximum fees, and we rely on the honor system when you report your sales. Please make checks payable to WFMA.

It is the vendor’s responsibility to check out with the Market Director at the end of each day to pay fees for the previous week’s sales. The market will not invoice vendors. If you are absent for the day, please send your payment with your replacement staff.

BAND WEEKLY GROSS FEE

A	Up to \$300	\$10 *(minimum)
B	\$301 - 600	\$18
C	\$601 - 900	\$27
D	\$901 - 1200	\$36
E	\$1,201 - 1500	\$45
F	\$1501 or more	\$50 *(maximum)

Markets are successful when vendors commit to showing up to market each week. We are committed to holding markets despite inclement weather, unless there are dangerous weather conditions. If you are unable to attend a market, please note that you will still be expected to pay a \$10 “missed market” fee. This cost helps ensure the sustainability of the market. Please also make note of the call-in number 646.431.0030 and email address (sherri@sherribrooksvinton.com) if you must miss a market.

•**MARKET ATTENDANCE:** The market is most vibrant when a full complement of vendors is present. However, the WFMA recognizes that extenuating circumstances can preclude a vendor from attending the market from time to time. Producers who are unable to attend a market day should call or email market management within 24 hours of the market so that the resulting adjustments in market setup can be made smoothly (call-in number 646.431.0030 and email address (sherri@sherribrooksvinton.com)). Vendors absent from the market on four or more days during the season will submit a request to the group for permission to continue their participation or risk losing their market space.

APPLICATION PROCESS : All applicants must submit the following materials:

- Application
- Market Guidelines, signed

- Crop plan
- Appropriate licenses (Bakery, Shellfish Reshipper, Dairy, etc.)
- Copy of liability insurance with the following listed as additional insured:

Westport Farmers' Market
 c/o Tammie Maynard
 495 Hut Hill Road
 Bridgewater, CT 06752

• **SELECTION CRITERIA:** The WFMA is a producer-run organization. All decisions are decided democratically with each vendor holding one vote, regardless of sales space or length of membership. Prospective members must complete a vendor application and submit it to the Market Director for review. If the applicant meets with the market criteria, as described above, the WFMA members will vote on the applicant's admission to the market. A majority of the existing WFMA vendors must approve the applicant for them to be invited into the market.

Conversely, if any vendor fails to meet the criteria listed above the WFMA may vote to expel the vendor from the market. A majority vote by WFMA members must be reached to expel a vendor from the market.

• **FARM VISITS & INSPECTIONS:** WFMA may conduct site visits prior to your admission to the market or at any point throughout market season. Failure to pass or comply with WFMA inspection may merit expulsion from the market. In order to ensure traceability of prepared foods, market management may request copies of purchase invoices.

• **SPACE ASSIGNMENTS:** Space assignments will be made at the discretion of market management to promote a diverse and balanced market environment.

• **FARMSTAND MANAGEMENT:** Market displays must be constructed with equipment (tents, tables, chairs) that is in good condition. All tents must have anchors available. All market produce on display should be of high quality. Those products that do not meet this standard for quality may be removed at the discretion of the Market Director. Any products at the market not currently on display must be kept a minimum of 12" off the ground for health safety purposes.

• **FAIR PRICING:** All products must be labeled and all prices must be clearly marked. All scales must be in good repair and bear a Connecticut Department of Consumer Affairs seal.

• **PROFESSIONALISM:** All sellers and their employees must act professionally. They must be courteous and honest with all customers, other vendors and staff. There will be no profanity, shouting, or causing of disruption to the market. All vendors and their employees must dress in appropriate attire. No offending body parts should be exposed. In accordance with Connecticut Department of Agriculture regulations, sellers and their employees are not allowed to smoke at their site while the market is open.

• **SAMPLING:** All samples offered at the market must comply with all town health and sanitation regulations. If sample food products are offered to the public, such samples must be kept in clean, covered containers (including, for example, being covered by a clear plastic film). Perishable samples must be kept at appropriate temperatures. Samples will be distributed in individual portions with clean disposable toothpicks or utensils. Hand sanitizer and paper towels must be available to customers at all times.

• **QUESTIONS, COMMENTS, COMPLAINTS:** should be directed to the Director. The Director will make a final and binding determination concerning all issues, including the referral of any serious issues, when appropriate, to other relevant entities or authorities.

I UNDERSTAND AND AGREE TO ABIDE BY THESE MARKET GUIDELINES. I ALSO UNDERSTAND THAT I AM NOT PERMITTED TO ATTEND ANY MARKET UNTIL I HAVE PROVIDED WFMA WITH A CERTIFICATE OF INSURANCE AND, IF ELIGIBLE, AM CERTIFIED BY THE CONNECTICUT DEPARTMENT OF AGRICULTURE TO ACCEPT WIC COUPONS.

NAME (PRINTED)

SIGNATURE

FARM/BUSINESS