

Foothills Farmer's Market 2010 Market Rules



Adopted by the Steering Committee February 8, 2010

Mission & Goals

Foothills Farmers' Market is a grower-certified market that provides community access to the freshest, best quality foods available anywhere. We value family farms, endorse sustainable production practices and innovation, contribute to the health and prosperity of the local community, and support the creation of a local food economy.

The market seeks to:

- Reduce risk to farmers by creating a viable retail market for locally-grown fruits, vegetables, ornamentals, and value-added products;
- Create opportunities for small and mid-size family farms to engage profitably in production agriculture;
- Improve public health through increased consumption of fresh fruits and vegetables;
- Enhance tourism and retail trade in Uptown Shelby through spillover of farmers' market shoppers, and;
- Strengthen the social fabric of the community by building awareness and appreciation for local agriculture

Locations & Hours

The primary market is located under white tents on beautiful tree-lined Washington Street on historic court square in Uptown Shelby, NC. The 2010 season will run from April 24 through November 27.

Uptown Shelby location hours are:

- Wednesdays & Saturdays from 8 AM until 12 Noon
- Fridays from 2-6 PM

Foothills Farmers' Market will endorse a secondary satellite market that will operate in the parking lot of the Cleveland County Health Department (CCHD) located at 315 E. Grover Street in Shelby. The CCHD/Alliance for Health will provide oversight and management and will establish a written Memorandum of Agreement with participating vendors. Satellite market vendors must comply with the standards set forth for the Uptown Shelby location, including producing every thing they sell and complying with site certification visits.

The mobile market in CCHD parking lot will operate:

- Tuesdays from 8 AM until 12:30 PM beginning May 4 through August 31.

Other Satellite/Mobile Markets

The Steering Committee/Board of Directors will also entertain requests to endorse other FFM-sanctioned satellite and/or mobile markets on a case-by-case basis, provided a sponsoring agency/organization is available to provide on-site management, and the operation of such a market will not significantly dilute the vendor base supporting our Uptown Shelby location.

A maximum of one (1) new satellite market location will be sanctioned each season.

Vendors at all FFM-sanctioned satellite markets are required to grow, make, or prepare everything they sell (they must be certified).

Vendors

In order to sell at Foothills Farmers' Market or any of its sanctioned satellite locations, vendors must be Market Members in good standing as defined in Article II, Section 1 of our Corporate By-Laws.

FFM is open to producers within a 50-mile radius of Cleveland County, provided they are certified by Cooperative Extension in their respective county and hold a current Grower's Certificate. All approved vendors are subject to one or more certification site visits by NC Cooperative Extension and/or FFM management during the season.

New vendors are encouraged to make some new commodity/variety/item available for sale in an effort to diversify the market's product line.

New vendors (those who have never been approved to sell at FFM), including craft vendors, must submit a "Vendor Application Form", available at www.foothillsfarmersmarket.com/vendorapp.pdf or at the County Extension Center, 130 S. Post Road in Shelby. A written description of the applicant's business enterprise and product line is also necessary for web-based marketing.

The market manager may assign new vendors to particular market days or satellite locations in an effort to adequately supply our customer base.

Fees & Space Allocation

In addition to the payment of annual membership dues, vendors will be assessed a fee of \$10 per space per day, payable on the day of the market.

Uptown Shelby market vendors who participate in 18 or more of the 62 market days during the 2009 season will be permitted to reserve a designated space for the 2010 season. The order of selection among the available spaces will be determined by the number of days each vendor participated in the market during 2009 as listed below:

1. Rock Bottom Farm – 40 days
2. Underwood Family Farm – 36 days
3. Forever Young's Breads & Spreads – 35 days
4. Earl's Produce – 33 days
5. Baskets by Phyllis – 30 days
6. Lewis Farms – 29 days
7. Wilson Farm – 26 days
8. Roper's Farm – 25 days
9. Quail Hollow Farm – 20 days
10. Glencora, LLC – 20 days
11. Gayle's Gardens – 20 days
12. Thomas Moore – 18 days

Any reserved space not occupied 15 minutes after market opening is subject to re-assignment by the market manager.

Tents & Product Display

A limited number of tents are available to vendors at the Uptown Shelby location, and will be assigned by the market manager on a first-come, first-served basis.

Vendors wishing to provide their own tents are permitted to do so, provided they are attractive and in good repair and fit into the confines of their assigned space (approximately 10' x 10').

Vendors are responsible for retrieving, putting up, and taking down their tents and returning them to storage.

Vendors should secure assistance from the market manager and/or other sellers when erecting and lowering market-owned tents to avoid damaging them.

Vendors are responsible for providing their own tables/chairs and are encouraged to display their products attractively.

Attractive handmade signs to indicate product/farm information are strongly recommended.

Prices must be posted at or on each item being offered for sale.

All vendors must display their grower certificate and a sign identifying their name and farm or business location.

Sales Allowed

Home-grown vegetables and fruits, meat, eggs, butter, flowers, plants, honey, molasses and select food items (baked goods, jams and jellies, candies, dried mixed, spices, some sauces and liquids) subject to the guidelines listed below:

- A. The sale of any food items requires that they be produced in a kitchen inspected by the NC Department of Agriculture and Consumer Services. Pickled products may be sold, but only by vendors who have successfully completed the Acidified Foods Class taught by NC State University in Raleigh. Refer to the following web sites for more information:

<http://www.ncagr.com/fooddrug/food/homebiz.htm>

<http://www.ces.ncsu.edu/depts/foodsci/agentinfo/workshops.html>

- B. Meat sales are allowed, but only by vendors who are Certified Meat Handlers (for details, please refer to <http://ncagr.com/meatpoultry/meathandlers.htm>)
- C. Vendors should have copies of appropriate documentation with them while selling at the market.
- D. All foods sold must meet sanitation and food safety regulations set forth by the Cleveland County Health Department, NC Department of Environment and Natural Resources, and the NC Department of Agriculture and Consumer Services.
- E. All produce or plants sold shall be grown by the individual whose name appears on the grower's certificate or someone representing that person. **Foothills Farmers' Market was designated as a 100% growers market effective Saturday, July 18, 2009.** Under this designation, vendors will be permitted to sell only what they produce. For clarity, vendor-grown and produced shall mean the following:

All production, harvesting, construction, processing, preparation and packaging of products offered for sale at Foothills Farmers' Market is undertaken by the vendor, members of the vendor's household or persons directly employed and paid by the vendor. This may include items grown on land under lease or license, provided that the vendor who leased or licensed the land undertakes all of the above activities.

- F. All scales must be approved as "Legal for Trade."

Crafts

Space will be made available on a rotating basis for the sale of quality, hand-made crafts (requiring skilled use of the hand to create).

Crafts must be handmade by the vendor. No flea market type items will be allowed (market manager reserves the right to refuse items).

All craft vendors must submit a Vendor Application and be Market Members in good standing as defined in Article II, Section 1 of our Corporate By-Laws (unless invited by FFM management for a one-time special event or market promotion activity).

To guarantee your space for craft sales, you must call the County Extension Center at 704-482-4365 no later than 5 PM on the Monday of the week you want to sell. Craft spaces will be assigned on a first come, first serve basis.

Samples

Vendors will be allowed to give away samples as part of their normal operation. Vendors will use approved handwashing facilities/technique and wear gloves when preparing food for customers.

Sales NOT Allowed

Live animals (including pets for give-away), flea market type items, low-acid canned foods (such as beans, corn, tomatoes, etc.) as specified by the NC Department of Agriculture and Consumer Services.

Vendor Conduct

Each vendor is responsible for leaving his/her space clean and at the end of the day. Vendors may not deposit waste into the trash receptacles on the sidewalk.

Vendors must practice good sanitation at all times. Vendors should wear food handling gloves when preparing samples for public consumption or when handling all ready-to-eat prepared products (excluding raw fruits & vegetables).

All vendors should conduct themselves in a professional manner; profane language and discourteous actions are prohibited and may lead to expulsion from the market: Any concerns about unfair pricing or vendor conduct should be submitted to the market manager in writing for review by the Steering Committee/Board of Directors).

Vendors will not allow pets or children to run unattended in the market area.

The parking of vendor vehicles shall be confined to spaces designated by the manager. Such vehicles shall not be parked where they will obstruct traffic or take up space necessary for the orderly operation of the market business.

Vendors are responsible to satisfy customer complaints. Upon receipt of numerous complaints concerning the same vendor, the market manager may cancel the marketing privileges of the offending vendor based on the decision of the Steering Committee/Board of Directors

FFM emphasize courtesy to customers. Vendors are encouraged to assist customers with heavy or bulky items when possible. Uptown Shelby location customers with special needs may pull vehicles inside the traffic cones close to vendors' tents as long as traffic is not impeded.

Vendors are encouraged to support FFM marketing and promotions efforts by notifying the market manager whenever they expect to have new products available for sale.