

# Stowe Farmers Market Rules & Policies 2024

2024 DATES: May 12 - October 20, 2024

## FEES:

- New Applicant Fee: \$25.00
  - To be paid by all new applicants at time of submission. Applications submitted without payment will not be considered.
  - Application fee must be paid online at time of application submission. Page automatically redirects to payment screen following submission. Application fees are not accepted via cash or check in the mail.
- Membership Fee: \$75.00 per season
  - To be paid by all vendors upon acceptance regardless of number of markets attending.
- Full Time: \$900.00 per season (attends all 24 market dates)
  - Returning Full Time Vendors: payment is due in full at time of submission.
  - Newly accepted Full Time Vendors: payment is due in full upon acceptance.
  - Total due = \$975.00 (\$900 season fee + \$75 membership fee)
- Part Time: \$50.00 per day (12 dates assigned in advance)
  - Part Time Vendors: payment is due in full upon acceptance and once your dates have been assigned by the Market Manager.
  - Total due = \$675.00 (12 dates @ \$50 ea. + \$75 membership fee)
- Fill In/Day Vendor: \$60.00 per day (On call/no dates assigned in advance)
  - Accepted to attend the market on an as-needed basis. You will be notified of an opening via email no later than Friday before the upcoming Sunday market.
  - Day Vendors: payment is due upon arrival at the field the morning of attendance.

## ACCEPTED PAYMENT METHODS:

- New Applicant Fee: Must be paid online at time of application submission. Page automatically redirects to payment screen following submission.
- Full Time & Part Time Vendor Fee:
  - Cash or check mailed to Stowe Farmers Market at 998 South Main Street, Suite 185, Stowe, VT 05672
  - Online invoice upon request. This method accepts credit cards and ACH transfer. A 3% processing fee will be added to this payment method.
  - Payment plans are available upon request. Requests must be made via email to the Market Manager upon receipt of your season balance notification. Payment plans will be managed by QuickBooks invoicing and payments will only be

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accepted via the online platform. Payment plan payments are due by May 1, 2024 and July 1, 2024.

- Day Vendor Fee: Cash or check upon arrival at the market on your assigned date.

**HOURS:** Sunday from 10:30 am - 3:00 pm, Rain or shine

**LOCATION:** Mountain Road, Stowe, VT

## **CONTACT:**

- Hannah Stearns, Market Manager
  - Email: [stowefarmersmarket@gmail.com](mailto:stowefarmersmarket@gmail.com)
  - Phone: (802) 585-3488
  - Website contact form: [www.stowefarmersmarket.com](http://www.stowefarmersmarket.com)

## **ADDITIONAL INFORMATION:**

1. **Market day details:** Hours of operation are 10:30am to 3pm and all vendors must be on site and set up by 10:00am. Vendors may sell products while setting up.

Market Manager is on site by 8:30am. Vendors may arrive before the Market Manager only if they are a returning vendor and do not have any questions about set up. All first time vendors and day vendors must check in with the Market Manager upon arrival and prior to set up. The Market Manager reserves the right to relocate any vendor that has set up incorrectly. After 10:00am, the Market Manager may reassign vacant spaces to another vendor.

Vendors must remain in their space from 10:30am - 3pm. In the event of a sell out, vendors must remain set up and cannot leave early. The market operates rain or shine and remains open if weather occurs during market hours. In the event of severe weather, the Board of Directors will decide if the market remains open, closes early or is canceled for the day. All vendors will be notified of the decision in person or via email. Vendors must receive permission from the Market Manager or Board of Directors to leave the market early for any reason.

Vehicles may be driven to vendor spaces prior to market opening. The market area is closed to all vehicles between 9:45am and 3:15pm. Vendors who park directly behind their space are not allowed to leave the field before 3:15pm and vendors without car spots cannot pull onto the field until 3:15pm. All vendors must be off the field by 5pm.

Vendors will be assigned vendor parking spaces and notified of their location prior to the first date of attendance. When driving in the market area, please drive slowly and be mindful of people walking, market equipment and other vehicles. The Market Manager

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and Board of Directors may issue warnings and fines for unsafe driving in the market area.

Please keep your area tidy throughout the day and pick up all stakes/weights, storage containers, vegetable/food scraps, and trash at the end of the market day.

- 2. Cancellations:** All vendors must contact the Market Manager no later than 5:00pm Wednesday prior to the scheduled market if unable to attend. This rule is crucial and failure to comply may result in vendor space being reassigned. Part-time and Day vendors may contact the Market Manager via email by Thursday to check availability if they wish to attend a Sunday market that was not scheduled.
- 3. Equipment:** Vendors are strongly urged to have a 10'x10' tent to protect themselves and product from the sun and inclement weather. It is mandatory for each leg of the tent to be securely weighted with at least 20 lbs. per leg. If the Market Manager deems a tent to be unsafe or insufficiently weighted, they reserve the right to require that the tent be taken down and the vendor will be issued a warning. Repeated offenses of unsafe equipment or lack of weights will result in a fine.
- 4. Application Review & Jury Process:** The Board of Directors reviews all completed applications and determines vendor acceptance to the market. The basis for acceptance is: availability of space; consideration of product sold; past attendance record; participation and involvement in market promotion and activities; origin of materials; amount of work invested in product being sold; seniority; and vendor balance of total market plan. By the nature of this market, a majority of spaces will be given to agricultural businesses. Crafts are limited to 40% of total market vendors.
- 5. Eligible Products:** All items sold at the market must be produced by the vendor on their property or handcrafted by the vendor. Eligible products include farm products such as fresh produce, flowers, shrubs, seedlings, honey, maple products, wool, eggs, meat, cheese, etc. All plugs and bedding plants must be grown by the vendor for a minimum of eight weeks. Use of local or your own farm products in prepared foods or crafts is strongly recommended. Homemade baked goods and other prepared food. Handmade crafts.

Bought finished products such as flea market items, antiques, used clothing or crafts made from kits are not eligible. Exceptions may be brought before the Board and the Board will make final determination of product.

All products must be listed on your application. If you would like to add a product during the market season, you must apply to the Board of Directors in writing and receive written approval before selling the product.

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- 6. Vendor Space & Parking Assignments:** All assignments are made by the Market Manager in consultation with the Board and based on vendor balance in total market plan, overall market aesthetics, and individual vendor preferences. Accommodations to individual preferences are not promised or guaranteed and the vendor will be notified in writing of the status of their request.

The standard vendor space is 10ft x 10ft. Vendors may request additional footage on the vendor application and their request will be considered during the application review process. Vendors who request additional footage will be notified in writing of the status of their request when their application notification is sent. Additional footage will be charged at \$50.00/foot.

All vendors will be assigned a parking space either next to their vendor space or in a designated area determined by the Board. If you bring more than one vehicle, park the additional vehicle in designated vendor or customer parking. If you are unsure where to park, ask the Market Manager.

We must be considerate of surrounding businesses and not park in spaces reserved for their customers/employees. Remember that we are guests on Sundays and it's imperative that vendors follow these guidelines or we risk losing this outstanding location for our market. It's a privilege we want to retain.

- 7. Fines:** Minimum of \$50.00/incident after warning. The Board of Directors reserves the right to determine cost of fine based on severity of the incident.

## VENDOR REQUIREMENTS

1. As Full Time Vendors, principal owners (as listed on the application) must attend and work their booths 75% of the season. As Part Time and Fill In Vendors, principal owners (as listed on the application) must attend and work their booths 100% of the dates they are assigned. If this requirement isn't met, the Board reserves the right to review the vendors ongoing participation in the market.
2. Attendance at both the annual Spring and Fall Membership Meeting is mandatory for all vendors. Full Time Vendors are expected to participate in voting at these meetings.
3. It is the responsibility of the vendor to comply with all state laws including, but not limited to, licenses required for selling meats/foods; inspected scales, handling of food items and charging sales and/or rooms and meals tax where applicable. Contact the VT Dept. of Agriculture, the VT Dept. of Taxes and/or the VT Dept. of Health for assistance. Proof of compliance required with application.
4. All vendors are expected to contribute time and effort to the operation of the market. Each vendor will be part of a group assigned to a specific task to be completed at the

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beginning or end of the market day. These jobs are integral parts of a successful market day and must be completed in a timely manner each week. The Market Manager will make assignments to fulfill this responsibility and task assignments will be noted in acceptance letters. These tasks may include, but are not limited to, putting up and taking down the market signs, parking cones, picnic tables, umbrellas, emptying trash and recycling, and any other job deemed necessary by the Market Manager. Physical disability or other reasons which would create a hardship for the vendor will be considered when making assignments.

5. All vendors are required to anonymously report total gross sales to the Market Manager at the end of the season for market growth analysis. A request to submit this information will be sent via email in October. This information remains confidential and is not shared with other vendors or any governmental agency.
6. All vendors must carry a \$1,000,000 general liability and product liability insurance policy listing Stowe Farmers Market as additionally insured. An insurance certificate must be submitted to the Market Manager prior to first market date.
7. Smoking or drinking is not allowed on market property. No exceptions.
8. Vendors bringing children to the market must provide proper supervision. The market requires that an adult accompany children at all times.
9. Vendors may not bring pets to the market.
10. Any vendor who knowingly acts in direct violation of the bylaws, rules and policies, a board or manager directive, or acts in a way injurious to the market is subject to the disciplinary process below.
  - a. The consequences of any of the above actions would be a written warning with the person in violation being given one week to respond with corrective measures or an explanation. Should such a violation occur again, however, that vendor could be fined (according to the rules), suspended and/or expelled from the market permanently or for the season, depending on the infraction. The action taken is at the discretion of the Board. The Board also reserves the right to enforce these consequences without a written warning for any action which immediately endangers vendors or customers. After such action, the vendor will have one week to respond with a written appeal and supporting information. This will then be reviewed by the Board within 2 weeks and the Board will vote to either uphold or overturn its previous decision in writing. Any vendor who has difficulty meeting these requirements or has a grievance with any rule should make an appeal in writing to the Board. The Board reserves the right to suspend the person in violation from attending the market until the matter is resolved.

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## WHAT TO BRING AND OTHER HELPFUL INFORMATION

The market provides promotion/advertising, an assigned space, vendor and customer parking, centralized trash receptacles, live music, special demos, picnic tables with umbrellas, bike racks, port-o-lets, first aid kit and fire extinguisher for safety.

Vendors are responsible for bringing their own tables, tablecloths, shelves, chairs, signs and labels, scales, tape, colored markers, pencils, scissors, paper, sufficient change, and anything necessary for them to operate during market hours. Vendors should be prepared to protect themselves and their products from all types of weather. Most vendors have 10'x10' canopy over their display or an umbrella secured to the ground. Side walls will help keep wind and rain off of products and front top flaps will allow customers to stand in front of your canopy while staying out of the rain or sun. Consider the aesthetics of your display including removal of trash, protecting perishable foods, and keeping products in good supply.

## MARKETING HINTS

Vendors are expected to conduct themselves and represent their business in a professional manner. It's important to stand up and acknowledge customers with a friendly greeting as they pass by. Please remember that behavior at the market is a reflection of both your business and the market organization.

Give thought to creating attractive displays and signs. Variety, color, and appearance of abundant quantities, clearly labeled prices, and items arranged so they are easy to reach are all very important. Flowers, tablecloths and signs that tell people who you are and where you are from can help draw shoppers to your booth. Many customers are interested in learning about how or where a product was created and what makes it unique. Customers enjoy demonstrations, recipe ideas and free samples.

It is always helpful to have something with your name, address and phone number available at your booth or included on your packaging. Many vendors get requests from customers that visit the market and live out of state. Keeping a mailing list sign-up is another helpful way to keep in touch with customers after they leave the market. You have the ability to reestablish contact with these prospective customers and turn their interest into sales year round.

If you would like to be featured on the market website or social media, you may submit photos and information to the Market Manager via email. If you post on Instagram, be sure to tag @stowefarmersmarket so your post is visible to the Market Manager and can easily be reshared. Some helpful social media tags are #stowefarmersmarket #stowevt #gostowe #visitnewengland