

Mineral Farmer's Market

Guidelines - 2017

Our purpose: We organized this farmer's market for these reasons:

- To create a new income opportunity for area growers, producers, and craftspeople
- To offer consumers high-quality farm-fresh products and local craft work at a convenient location
- To strengthen ties within our community

Place, dates and times: The location of the market is the field on Louisa Avenue across from Luck Field in Mineral, Virginia. The market will be open in 2017 every Saturday from May through October. Hours of operation will be 8:00 AM to 1:00 PM, rain or shine. Opening day is May 6th, 2017.

Our rules: For a farmer's market to succeed, it has to run smoothly. We have set up several guidelines so that vendors know what's allowed and expected. Some of the basic rules include:

- Consumption of alcohol is not permitted at the Market. Vendors will be responsible for bringing their own canopy, tables, chairs, generator, etc. Vendors will also be responsible for set up and clean up of their vendor area. Please pick up your litter, including cigarette butts. It is of utmost importance that we leave the field in the same shape that we find it. No permanent structures are allowed. Limited vendor parking (trailers only, please) is allowed at the far end of the field by the mural. Vendors who otherwise must have their vehicle near their tent should set up in the spaces along the train tracks.
- Vendors must be set up (and cars parked in vendor parking) by 8:00 AM to accommodate customers, and must remain set up until 1:00 PM. Vendors may pack up early if the weather is completely uncooperative or if special arrangements have been made with the market manager ahead of time. Please, no vehicles driving on the field during market hours unless management is informed ahead of time.
- Please indicate on the application form which days you plan to be in attendance. Consistency and professionalism are important, so if customers know they can find a particular vendor at the market each Saturday, they will feel most confident shopping at the market and will make the market a regular and scheduled part of their week. If, however, a vendor is unable to attend on a scheduled day, please contact the market manager ahead of time. In addition, if a vendor is only interested in selling their products for a day or two, this can be arranged. Daily vendor fees will be \$10/day. Daily vendors will still need to fill out an application. Acceptance will be on a space-available basis and daily fees collected before start of market.
- Products sold at the Mineral Farmer's Market should be "vendor produced" within the Commonwealth of Virginia. Please see the market manager for further clarification of this term. No vegetable resellers, please. (Co-op situations may be allowed, if each product is clearly labeled with the name and address of the farm of origin. Please get prior approval from management.)
- Products that are suitable to sell at the market include fresh and home canned fruits and vegetables, meats, eggs, baked goods, dry mixes, potted and cut flowers and herbs, bee products, maple syrup, homemade preserves, handmade soaps and body care products, and certain handmade crafts. Management reserves the right to veto or refuse sale of any item at any time.
- As a reminder, you are authorized to sell ONLY what you applied to and were approved to sell on your application! Mid-season additions must be approved by management.

Questions? Comments? Suggestions? Please contact the Market Manager, Becky Vigon, at (540) 854-7626.

We are pleased to accept SNAP (Supplemental Nutrition Assistance Program) at our market. If you sell SNAP approved goods, please display a SNAP placard (available from the Market Manager). We also have a number of free "Virginia Grown" banners and price cards for your use.

There is a \$40 seasonal fee for vendors. The monies from this fee will offset advertising and Market costs. Submittal of an application does NOT guarantee approval. Each application must include the fee. Vendors who have not submitted the fee and received an approval letter will not be allowed to set up.

Mineral Farmer's Market Vendor Application - 2017

Farm/Business Name: _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____

Phone: (Daytime) _____ (Evening) _____

Website/Facebook Page : _____

Please name the major products you intend to sell at the Mineral Farmer's Market: _____

Please circle the Saturdays you plan to participate as a Mineral Farmer's Market vendor:

May: 6, 13, 20, 27

August: 5, 12, 19, 26

June: 3, 10, 17, 24

September: 2, 9, 16, 23, 30

July: 1, 8, 15, 22, 29

October: 7, 14, 21, 28

Please sign here if you understand and agree to our guidelines:

(Signature) _____ (Date) _____

Please sign and return this form
with your \$40 seasonal fee to:

Mineral Farmer's Market
PO Box 964, Mineral, VA 23117

Office Use Only

Rec'd _____ Check# _____ Cash _____ Waived _____