

Mineral Farmer's Market

Guidelines - 2018

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 2018 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 5th, 2018.

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 the market hours (8:00 AM – 1:00 PM)** unless management is informed ahead of time. This includes your customer picking up large items or bulk orders.
- We welcome leashed dogs at our Market. If YOU the vendor bring your dog, please take care to make sure he's comfortable, has water, and is "walked" well away from customer traffic areas. Please clean up after your pet. The Market will not be held liable for damage/injuries caused by a dog under your control.
- You are encouraged to arrange for child care while you're at the Market. Market days can be long, hot, and boring for a child. While there is a playground across the street, it is unsupervised.
- If a prospective vendor is only interested in selling their products for a day or two, this can be arranged. Daily vendor fees are \$10 a 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.)
- Absolutely no "direct sales" or MLMs (multi-level marketing companies) allowed.
- 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, plants 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.

Mineral Farmer's Market

Guidelines – 2018 (con't)

- 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.
- Food vendors must comply with all local Health Department and Virginia Department of Agriculture and Consumer Services (VDACS) regulations applicable to their product, including proper labelling. Contact the VDACS Food Safety Program at 804/786-3520 to ensure that you are within their guidelines for safety. Management has VDACS Food Safety pamphlets available – just ask.
- Liability insurance is highly recommended but not required. Your signature will serve as a “hold harmless” for the Mineral Farmer's Market, its agents, and the property owners.
- Crafters should take care to avoid using trademarked, licensed, or copyrighted works (ex: Disney, Harley Davidson, sports teams) in their art. We're proud to showcase local Virginia artists who display unique creativity and originality.
- Please help us market the Market! You can start to promote your participation in the MFM as soon as you have been approved for the 2018 season. It is very important for you to utilize your email lists and social media outlets to let your customers know where they can come and purchase your products.
- 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. Should your application be denied or “waitlisted” because of category maximums, you will receive a decision letter within 10 business days.
- Each application must include the fee. Vendors who have not submitted the fee and received an approval letter, email, or phone call will not be allowed to set up.

A final note: Complaints about other vendors should be discussed with the Market management, not with other vendors, and certainly not with customers. We do not assign spaces, but may reserve spaces as needed.

We are a group of hard-working volunteers, and will always appreciate help setting up and breaking down the Market (moving trash cans and little red wagons, signage, picking up litter, etc.) We also notice and appreciate when you help fellow vendors set up and break down!

We're excited about our TENTH season and are pleased you've applied to join in the fun!

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

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. We will be posting a weekly list of vendors on our Facebook page on Fridays.

Mineral Farmer's Market Vendor Application - 2018

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: 5, 12, 19, 26 August: 4, 11, 18, 25

June: 2, 9, 16, 23, 30 September: 1, 8, 15, 22, 29

July: 7, 14, 21, 28 October: 6, 13, 20, 27

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

(Signature) _____ (Date) _____

Please sign and return this form Mineral Farmer's Market
with your \$40 seasonal fee to: PO Box 164, Mineral, VA 23117

Office Use Only

Rec'd _____ Check# _____ Cash _____ Waived _____