



## Bedford Farmers Market

### 2017 Market Season

### Application for vendor participation in Bedford Farmers Market

Welcome to the Bedford Farmers Market. We are very excited as we start our 2017-year as a community farmers market. Thank you for your interest, potential participation and future success.

#### **Mission Statement:**

The mission of the Bedford Farmers Market is to bring together local growers and artisans who produce the highest quality foods and goods for the benefit of Bedford County and nearby communities. Vendors provide a positive, family-friendly and customer focused meeting place that serves the market, yet also contributes to a prosperous downtown and promotes community. The Bedford Farmers Market also educates consumers in health and economic benefits of buying locally grown produce and meats, as well as provide an introduction to time honored artisan traditions.

#### **The purpose of the Bedford Farmers Market:**

*Is to provide our community with the freshest, Virginia and regionally grown and produced goods from farmers, producers and artisan-craft vendors. We support local agriculture and producers by providing a direct market for their products to our community*

#### **The application and contract:**

*Note: At times as you read, understand and agree to the various components in this application and contract you might perceive a thought that the application is slightly less than positive. We understand and do strive to make the market a very positive experience for everyone, the rules are herein for the benefit of the majority, a community of progressive and positive vendors and consumers. You, as a vendor are an integral part of the market, come to the market with a warm thought, a forecast of success and an enrichment for all.*

- Please **read, review, accept; initial and sign** for your understanding and acceptance of these rules, requirements and regulations carefully and fully, before signing and completing this application.
  - *Please note that certain items, rules and contractual components have changed from the previous seasons, please read and review carefully.*
  - *By either initial, or signature you are agreeing to understanding and fulfilling the intent and specifics of this application and agreement.*
  - All concerns-complaints-suggestions must be placed in writing on a separate form provided by the Farm Market Manager, verbal concerns-complaints-suggestions are not an acceptable method of communication at any time.
- Please keep a copy of this application to act as a reference and record for your future files.
- Failure to comply may result in forfeiture, suspension or termination of your market agreement and privileges which would not give you the ability to sell and participate in the market now or in the future
- All payments are non-refundable at any time
  - No refunds for weather, emergencies, personal reasons, no shows
  - If you cannot attend a specific market, you will not be allowed to attend another market day in lieu of the missed day
- The Bedford Area Family YMCA is dedicated to working with you as a vendor for everyone's involvement which will in turn support everyone's success.

Initial of Vendor \_\_\_\_\_

#### **Success of our market, our farmers, our vendors and our consumers:**

- See "Tips and ideas to make you a successful farm market vendor"
- Fill out a "**Concern-Complaint-Suggestion Form**"
  - Have a private one on one meeting with the Farm Market Manager concerning your concerns-complaints-suggestions
- Understand the rules, protocol and who your consumer is

Initial of Vendor \_\_\_\_\_

**Location of Our Markets:**

- Washington and Center Streets, Bedford, Virginia 24523
- Other sites as designated by the Farm Market Manager

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**The Market Season and Hours:**

- **Bedford Farmers Market**
  - The 2017 season starts Tuesday May 2, 2017 through Saturday October 7, 2017
    - Tuesdays from 3 p.m. - 6:00 p.m. rain or shine
    - Fridays 7:30 a.m. - 1:30 p.m. rain or shine
    - 1<sup>st</sup> Saturdays 9 a.m. – 1 p.m. rain or shine

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**Set-up and Breakdown:**

- Set-up
  - Starts at least 30 minutes prior to the open of the market, however no later than 15 minutes prior
  - All vendors need to be set-up and ready to greet and sell 15 minutes prior to the opening
  - Unless prior arrangements are made in advance with the Farm Market Manager
- Breakdown
  - Starts at the end of the market
  - Ends by 15 minutes after the closing time
  - Unless prior arrangements are made in advance with the Farm Market Manager

Initial of Vendor \_\_\_\_\_

**Vendor Application Dates and Fees:**

Early Season rates start February 25 2017 and ends April 25, 2017

Exchanging of market days is not permissible at any time

<b>Option #1 Both Markets and 1st Saturday Community Market</b>	<b>230</b>
<b>Option #2-Both Markets (Tuesday and Friday)</b>	<b>175</b>
<b>Option #3 One Market (Either Tuesday or Friday)</b>	<b>100</b>
<b>Option #4 1st Saturday Community Markets</b>	<b>55</b>
<b>Option #5 1st Saturday Community Markets and one market</b>	<b>155</b>

**Regular Season Rates**

Starts April 26<sup>th</sup>, 2017 through October 7th

Exchanging of market days is not permissible at any time

<b>Option #1 Both Markets, 1st Saturday Community Market (50)</b>	<b>365</b>
<b>Option #2-Both Markets (44)</b>	<b>275</b>
<b>Option #3 One Market (22)</b>	<b>150</b>
<b>Option #4 1st Saturday Community Markets (6)</b>	<b>90</b>
<b>Option #5 1st Saturday Community Markets (6) and one (22) is 28</b>	<b>230</b>
<b>Option #6 Daily rate</b>	<b>20</b>

Vendor Chooses: Option # \_\_\_\_

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**Food Truck Prices:** are \$100 for the season or a daily rate of \$20 payable at the time of arrival to the market

**Payment:**

- Payments are due with the submitted application, payable in full by either cash, check or credit card
- No refunds will be given for unused days or events once this payment is submitted and application is approved

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**Please make checks payable to:**

- **Bedford Area Family YMCA**

**Send to:**

Farm Market Manager  
Bedford Farmers Market  
Bedford Area Family YMCA  
(P.O. Box 1026)  
1111 Turnpike Road  
Bedford, Virginia 24523

**Acceptance process, Seasonal vendors, Daily vendors:**

Once a completed application by the Vendor is submitted to the Bedford Area Family YMCA, the Farm Market Manager will review it. Contact may be made with the vendor to schedule a site visit. Notification of acceptance will be made no more than 48 hours after a site visit.

- The Vendor shall comply with all applicable federal, state and local laws.
- All vendors are required and agree that they comply with all applicable local, state, county and federal laws with regard to food safety, inspection and business practices prior to attending, marketing and selling any commodity at any time.
- The Farmers Market Manager in their sole discretion may make any additional rules to ensure that the market is operated in an orderly and efficient manner.
- **Seasonal vendors**
  - The **early season application** is due to the Market Manager, Bedford Area Family YMCA by April 25, 2017
    - Allowing for processing of applications, marketing and assignment of spaces supports this early season application
  - The **regular season application** is due to the Market Manager, Bedford Area Family YMCA after April 25, 2017
    - Promotion and marketing will start after the season starts
- **Daily vendors**
  - All Daily vendors are assigned a space based on:
    - Assignment of the Farm Market Manager
    - Available space
    - Flow and unity of the market
- All applicant vendors must submit a copy of their sales tax license and other applicable legal certifications.
  - Examples are: business license, kitchen inspection, meat-processing paperwork, feed license, or grower's certificate, scale certification.

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**Advertisement and Marketing****Marketing roles:**

The Bedford Farmers Market, (Bedford Area Family YMCA) will make reasonable attempt(s) to advertise the Bedford Farmers Market and its vendor participants, community partners, Friends of the Bedford Farmers Market, nonprofit organizations attending or supporting the market. However, all vendors and supportive organizations recognize that they alone are ultimately responsible for their individual and collaborative advertisement and marketing. Communicating with the Farm market manager on a daily, weekly, monthly and on-going basis is an integral aid in the success of a vendor and the overall market:

- **What the Bedford Farmers Market (Bedford Area Family YMCA) will do:**
  - Maintain a website page
  - Maintain a Facebook page with special events
    - Update products coming to the market based on **week prior** vendor submissions
    - Update events coming to the market
    - Update related support postings coming to the market
  - Submit press releases for special events
  - Attend Regional and State Farm Market Meetings
  - Collaborate with Bedford Economic Authority
  - Attend Bedford Farmers Market coalition meetings

- Create a monthly newsletter during the market season
- Provide SNAP/EBT in the market to eligible recipients as available
- **What you the VENDOR are agreeing to do throughout the market season:**
  - By applying and signing herein the vendor agrees to appropriately market themselves as a participant of the Bedford Farmers Market throughout the marketing season:
    - Word of mouth: Meet and greet customers, tell friends, ask for business
    - Social media: Website; Facebook; email
    - Print: signs, placards, fliers, brochures, posters
    - Advertisements: newspaper, shared marketing, magazines, bulletins
  - Provide one week prior to each market:
    - Product (s) information to the Bedford Farmers Market manager
      - With text and pictures of products coming to market
      - Specials for the day / week / month or seasonal
    - This **written commodity documentation** is due no later than 10 am Friday prior to the up and coming market each week.
    - If a vendor does not submit the documentation that is due no later than 10 am Friday prior to the up and coming market each week the following will occur:
      - **1<sup>st</sup> offense**
        - No advertisement will occur for the next attending market
        - No advertisement will occur for the next newsletter if the newsletter is scheduled to be published within the time frame
        - Documented emergencies will be taken into consideration
      - **2<sup>nd</sup> offense**
        - No advertisement will occur for the next attending market and may not be allowed back to the market at the sole discretion of the Market manager
        - Documented emergencies will be taken into consideration
      - **3<sup>rd</sup> offense**
        - No advertisement will occur for the next attending market and will not be allowed back to the market.
        - Documented emergencies will be taken into consideration

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#### **Items that may be sold at the Bedford Farmers Market**

- All items sold at the market should be grown or produced in Virginia or in the regional area, an approximate 200-mile radius from the Centertown Pavilion if outside of Virginia
  - Vendors found in violation of the provision shall be prohibited from further participation in the market and forfeit any and all fees paid
  - All non-produced products from outside of Virginia must be clearly labeled as to where it was produced
- Producers may sell the following products including, but not limited to:
  - Fruits, vegetables, eggs, cut flowers, plants, cheese, meats, eggs, cider, jams, relishes, honey, healthy baked goods and certain canned products, examples are jams, jellies, salsa, and chutneys
- Virginia State law requires labels listing all ingredients on baked goods or prepared food items
  - No prepared food item will be sold at the market without proper labeling and approval of the Farm Market manager
- Prepared Foods:
  - No cooking may be done at the market without prior approval from Farm Market Manager and current and valid license from Virginia Department of Health
    - Including
      - Triple wash stations
      - Food Thermometers
      - Gloved hands
    - Currently licensed while at the Bedford Farmers Market
    - Prepared foods must be made by the vendor only, no prepared foods will be sold at any time by any vendor that was not made by the vendor in a certified kitchen
- Craft artisans may sell items upon approval by Farm Market Manager
  - No resale items, all artisan products must be created and originated by artisan selling the art

- Meat vendors are required to raise all of their products
  - Animals must spend at least half of their lives on the vendor's farm before being processed and sold at the market
  - Meat being sold at the market should be kept at 41 degrees or lower at all times
    - An instant read thermometer should be kept available to check cooler temperatures by each vendor at all markets
      - Thermometers are required in all storage containers
    - If this requirement is not met then the vendor will be asked one time to correct the temperature, after this request the vendor will not be allow to return for the season
- Eggs must come from hens kept by the vendor only
  - **Eggs must be cleaned**, held at 45 degrees or less, and labeled according to VDACS instructions
- Honey must come from bees kept by the vendor

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**Inspection:**

- The Farm Market Manager may inspect a market table, cooler, or container at any time with and without cause or reason
- Vendors refusing to allow inspections will be asked to leave the market and will not be allowed to return
- Complaints of suspected violations must be formally submitted in writing to the Farm Market Manager and will be kept confidential
- A site visit and inspection will be scheduled as a result of an inspection
- Producers refusing to allow a site visit and inspection will no longer be allowed to sell at the market at any time

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**Scales:**

- Scales used at the Bedford Farmers Market are subject to inspection by the Bureau of Weights and Measures and must be legal for commercial use

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**Craft Artisans**

- Artisans are a welcome addition to the Bedford Farmers Market.
- A limited number of vendor spaces will be allotted strictly for artisan craft vendors.
- Craft vendors will be limited to 20% of total vendors in weekday markets
- During Saturday and specialty markets the percentage may change at the discretion of the farm market manager.
- Artisan crafts add diversity to market offerings.
- No resale items are permitted at any time
  - All arts are to be crafted and created by the vendor artisan only

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**Food Trucks**

- All food trucks will be licensed by the Virginia department of Health
- Trucks are required to advise the farm market manager if they plan or not to attend 5 days prior
  - This notification assists the market manager in the following ways
    - Marketing, space available, support services
- Trucks are requested to provide a menu of items and prices 5 days prior to attending

**Vendor Space, Placement and Responsibilities:**

- Space, tables
  - No vendor may share, sell, promote, or market a commodity space with another vendor without the express written permission from the Farm Market Manager
    - All spaces are one space per vendor
  - Once an appropriate seasonal space is assigned, the vendor will remain in the assigned space through the season. Moving spaces is only conducted through permission of the Farm Market Manager
    - Assignments are based on; over-all benefits to the farmer, Bedford Farmers Market and Farm Market Manager

- The minimum space per vendor will be a 7' wide by 6' deep
  - With the center walkway open at all times
  - Designated by the Farm Market Manager
- Space between, under and around tables will remain free from clutter or obstruction
- Vendors must provide their own table
  - canopy if outside the pavilion area (to be secured at all times)
- Tables are required to have some type of appropriate covering
- Each vendor is responsible for setting up their respective space in an attractive manner and keeping boxes and supplies stored out of sight
- Set-up / Break down:
  - Should be completed no later than 30 minutes before open unless prior arrangements are made with the Farm Market Manager
  - Tear down / break will begin promptly at the designated closing time and should take no longer than 15 minutes
    - Breakdown will occur after the market is closed unless prior arrangements are made with the Farm Market Manager
  - Late arrivals will be assigned a space where setup will make the least impact on the operation of the market

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**Items for sale:**

- Prices must be clearly displayed on all items and at all times
  - A single display sign can be used
- See "Tips and ideas to make you a successful Farm Market Vendor"
- All items not produced in the Commonwealth of Virginia must be labeled as to origin
- Vendors are responsible for removal of trash, boxes, crates, and unsold goods from the premises

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**Vendor behavior, expectation and involvement**

**Vendor Code of Conduct**

- The Bedford Farmers Market wants to ensure that all our transactions in this common meeting space (Centertown pavilion) we share are safe, transparent, and exceed expectations for all participants and community.
- We want to ensure that everyone that participates in our markets, including our customers and vendors, have a pleasant and rewarding experience, one in which their amazing experience precedes us.
- Bedford Farmers Market prohibits discrimination in all its programs and activities on the basis of race, color, creed, national origin, age, disability, gender, marital status, familial status, religion, sexual orientation, veteran status, or socio-economic status including discrimination or harassment because all or part of an individual's income is derived from any form of public assistance. One such example is SNAP/EBT.
- Bedford Farmers Market prohibits discrimination and harassment based on race, religion, creed, gender, sexual orientation, veteran status, uniform service member status, and any other protected class under federal, state, or local law.
- Bedford Farmers Market prohibits the following inappropriate conduct: sexual innuendoes, lewd remarks, threats, epithets, derogatory comments, visual depictions, unwelcome jokes, and inappropriate teasing.
- All discrimination, harassment, and inappropriate conduct is prohibited in any form including verbal, non-verbal, and physical unwanted acts and not limited to e-mail, voicemail, chat rooms, internet use or history, text messages, videos, pictures, images, writings, words or gestures.
- Discrimination, harassment, and inappropriate behavior in the markets will not be tolerated. Violations of this Code of Conduct may result in disciplinary action, including permanent removal from the market.
- There will be no adverse action taken against anyone who reports violations of this policy in good faith.

Initial of Vendor \_\_\_\_\_

**Solicitations at the Bedford Farmers Market, before, during or after the markets are strictly prohibitive:**

- Given that we have a wide range of vendors, as well as customers, and a multiple uses of YMCA property and Town of Bedford property it is critical that the Bedford Farmers Market be a place where everyone feels welcome, safe and not judged or solicited.
- Therefore, our policy strictly prohibits solicitations of any sort including but not limited to political, religious, community causes, or other potentially divisive issues.
- Solicitations can be disruptive to the function and purpose of the market, vendors are encouraged to not allow other vendors and non-vendors to solicit anyone and at any time.

- Persons solicited are required to fill out a written statement on the Bedford Farmers Market official **“Concern-Complaint-Suggestion Form”** within one day of the incident, then turned into the Farm Market manager for review, follow through and documented outcome.
- Vendors soliciting other vendors during the market for a general, professional or specific personal reason or concern of the market is strictly prohibited one hour before and one hour after market times.
  - All matters related to the Bedford Farmers Market shall only be discussed aftermarket hours and by pre-arranged appointment with the Farm Market Manager.
  - Specifically, if a vendor disrupts the market at any time during open hours they will be:
    - On the first offense: asked to stop the potentially divisive issue immediately
    - On the second offense: not allowed to return to the market for the remainder of the season
      - No payments will be returned

Initial of Vendor \_\_\_\_\_

**General Policies:**

- Vehicles are not permitted in the vending area during market hours except in cases of emergency loading or unloading without permission of the Farm Market Manager
- All vendors at the market are required have proper dress
- Smoking, use of chewing tobacco, cigarettes, alcohol, smokeless electronic cigarettes and snuff products are highly discouraged from use at any time by anyone during the market hours. We request that anyone wanting to use tobacco products step away from the pavilion area
- All rules, whether posted or not of the Town of Bedford shall be in effect
- Proper language for a family atmosphere is also expected at all times
- All rules, regulations and appropriate considerations shall be complied by all vendors and their vendor relationships at all times
- Vendors are responsible for maintaining and leaving all spaces in a clean condition at all times, no trash or debris shall be left at the market

Initial of Vendor \_\_\_\_\_

**Vendor Market Attendance:**

- Consistent attendance at the Bedford Farmers Market is expected throughout the season
  - If Vendors are not planning on attending it is their sole responsibility to notify the Farm Market Manager 36 hours or more prior to the market starting on that particular day
  - Vendors are encouraged to plan for and commit for as long a selling season as possible
- Vendors are required to keep consistent direct communication with the Farm Market Manager through in person visits, phone, email or text
  - If more than two non-attendances occur the Farm market Manager will file an official **“Concern-Complaint-Suggestion Form”** and require a meeting for the vendor to remain for the rest of the season
- Vendors are required to call / text the Farm Market Manager when running late
- Three late set-ups in a market season may cause the vendor to lose their assigned space
- Two unexcused absences without prior notice will cause the vendor to lose their assigned space
  - The Farm Market Manager may waive this requirement if the vendor has experienced an emergency or extenuating circumstance
- Vendor relocation shall be at the discretion of the Farm Market Manager and shall be based on reasons regarding feasible and practical distribution of vendors and products
- Vendors may not leave the market before it closes without permission from the Farm Market Manager
- If a vendor sells out of product, they should plan to stay at the market, promoting themselves for future markets

Initial of Vendor \_\_\_\_\_



**Taxes and Permits**

- Each vendor is responsible for collecting and reporting his/her own income and sales taxes, where applicable, according to all federal, state and local guidelines.
- Check with your tax advisor to verify eligibility of any tax exemptions.
- Additional permitting information based on: vendor's origin, business location, product, and certain other selling circumstances may be required.

Initial of Vendor \_\_\_\_\_

Signature of Vendor: \_\_\_\_\_ Date \_\_\_\_\_

Signature of Farm Market Manager: \_\_\_\_\_ Date \_\_\_\_\_

If you have any questions, please contact:

Farm Market Manager  
Bedford Area Family YMCA  
1111 Turnpike Road  
P.O. Box 1026  
Bedford, Virginia  
(O) 540 586 3483

<b>Vendor Name /</b>		
<b>Farm Name</b>		
<b>Contact Name</b>		
<b>Address</b>		
<b>City</b>		
<b>State</b>		
<b>Zip</b>		
<b>Phone #1</b>		
<b>Phone #2 Cell</b>		
<b>Email Address</b>		
<b>Website URL</b>		
<b>City / County of operation</b>		
<b>Business License Number</b>		
<b>Scale certification</b>		
<b>Thermometer</b>		
<b>Product Labeled</b>		
<b>Product Priced</b>		
<b>Sellers' permit #</b>		
<b>Farmers' CPC #</b>		
<b>Insurance</b>		

Product being sold	Season ( ) check all applicable
1.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
2.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
3.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
4.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
5.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
6.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
7.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
8.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
9.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
10.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
11.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
12.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
13.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
14.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
15.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
16.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
17.	Spring ( ) Summer ( ) Fall ( ) Winter ( )
18.	Spring ( ) Summer ( ) Fall ( ) Winter ( )