



Derry Farmers Market Policies & Guidelines

June 2014 – September 2014

Sponsored by E.D.V.I.S. {East Derry Village Improvement Society}

Purpose

This policy has been established to properly define the procedures for the operation of the Derry Farmers' Market, as well as to establish the role of the Market Director, guidelines and responsibilities for vendors, permitted items that can be sold, and overall operating guidelines for the Derry Farmers Market.

Mission Statement

The mission of the Derry Farmers' Market is to support local farmers, producers, crafters, entertainers, and artisans by providing a venue where the community and vendors can come together offering a direct market outlet. The market encourages direct communication between consumers and vendors and fosters social gathering and community building to regional residents and visitors in order to sustain or stimulate the local economy, businesses, non-profit organizations, and, moreover, promote the Town of Derry.

Criteria for Vendor Consideration & Selection

- Interested vendors must complete the registration form, provide copies of all relevant licenses and provide a certificate of commercial insurance, review and agree with the Market Policies & Guidelines, and pay the seasonal membership fees.
- Once approved, all vendors must at their own expense procure and meet the following standard insurance/coverage requirements:
 - Commercial General Liability in the amount of at least \$1,000,000 per occurrence naming the E.D.V.I.S. as an additionally insured- Food Vendors Only
 - **IF AN EMPLOYER AND APPLICABLE:** Documentation of Workers' Compensation - NH Statutory including Employers Liability- Each Accident/Disease-Policy Limit/Disease-Each Employee \$100,000/\$500,000/\$100,000.
- The Market Director will notify all vendors once their application has been approved.
- Seasonal membership fee must be paid by **Monday, April 21, 2014**. Seasonal membership fees are non-refundable and must be received prior to participation.
- Vendors agree to adhere to the current fee policy and structure as presented on the current Farmers' Market application form.
- All vendors must review the policies and guidelines governing the Farmers' Market and agree to comply with all stipulations.
- All vendors understand that the safety of the community is the Farmers' Markets primary concern. Vendors are to do everything in their power to make sure that they are following all of the federal, state, municipal, and farmers' market minimum standards and to publicly display all potential safety concerns.
- In order to keep the integrity of the Farmers' Market, charitable and/or non-profit groups may be invited by the Market Director to participate either as a guest or vendor; however, political entities are not permitted to participate.
- The Market Director reserves the right to refuse a vendor's application or may terminate a vendor's membership at any time.

Vendor Booths

- All vendors must check in with the Market Director and/or assigned designee upon arrival and/or prior to setting up.
- Booths/spaces are assigned at the discretion of the Market Director. Factors that may contribute to booth assignments shall include seniority, regular attendance, purchasing multiple booths/spaces, requests for electricity, and setup and breakdown logistics.
- Vendors are not permitted to share booths.
- Vendor setup times will be determined by the Market Director.
- The Market Director must be notified 48 hours in advance should a vendor change or add products/items to their venue.
- All vendors will maintain a clean, attractive, and professional display at all times in their booth(s). Decorating for special events and activity days is requested.
- Vendors are responsible for providing their own tables, chairs, canopies, equipment, etc. and must fit within the confines of the designated space as predetermined by the Market Director. It is important to note that all canopies, umbrellas, and/or shade protection utilized on the Market site must be safely and properly anchored to the ground at all times. *Please see additional guidelines below*
- As this is an open market forum, there may be duplication from other vendors/artisans selling similar products or commodities. The Market Director reserves the right to limit vendors and/or particular products/items if he/she deems that there are too many. This will be done solely to prevent market saturation and intentional and unfair price undercutting. All vendors must agree to abide by fair business practices.
- Closing time for the Summer and Winter Markets are listed on the registration form.
- Vendors are not permitted to breakdown before the Market officially closes for the overall safety and integrity of the event.
- A predetermined offsite area will be designated for vendor parking during the Market.

Vendor Responsibilities

- Vendors are requested to promote the Derry Farmers Market while attending other Markets, on their own business websites, and emails to customers in a positive manner wherever possible.
- Vendors are encouraged to participate in the town of Derry Farmers Market website and Facebook site. Vendors can join by visiting www.facebook.com/DerryFarmersMarket
- Vendors will respect farmer's market employees and volunteers, fellow vendors, and customers at all times, conducting themselves in a proper, professional demeanor. Discourtesy to anyone will not be tolerated.
- Vendors and artisans must be prepared and completely set up 30 minutes prior to the Market official opening time. If you will be late to a market for any reason you are to call Bev Ferrante at 603-434-8974 and is only to be contacted the day of the event of a last minute emergency.
- Vendors must have a presentable booth that clearly labels their business name. This can be done through secured banners or flyers.
- Vendors are required to weight all canopies with at least 25lbs per corner for an average 10X10 canopy. Total weight should never be less than 100lbs. These weights must be secured to the canopy with rope or chain. Bungees are an unacceptable means of securing weights. In addition, the weights must also be secured to the canopy and touching the ground. Please contact the market director prior to your first market day to ensure that you will be using the proper amount of weight and correct item.
- Vendors must inform the Market Director at least 48 hours prior to Market Day if they will not be able to attend their registered market day. This must be done by phone at (603) 434-8974. Again, refunds are not available for missed market days.

- Vendors must stay within their designated location during the market. Please don't leave your booth for extended periods of time without proper supervision. Vendors are ultimately responsible for all items at their designated booth including but not limited to products, personal items, and cash/checks.
- Vendors must provide their own tables, chairs, table cloth, change, purchase bags, and other independent promotional materials.
- Vendors should provide their own trash receptacle. Vendors are responsible for removing trash and/or waste at the conclusion of the Market. There are no trash related services available, so all vendors must independently take his/her trash with them. **Carry in – Carry out!**
- Each vendor is responsible for maintaining the cleanliness in his/her designated booth and the surrounding grounds within the Market.
- Vendors are responsible for establishing their own prices; however, price undercutting will not be permitted. Prices must be clearly marked and visible to all potential buyers.
- Vendors are not allowed to bring animals/pets into the Market area.
- Vendors are not permitted to consume alcohol during the Market.
- Vendors are not allowed to smoke within the confines of the designated market area or at the market area entrance/exit.
- Any disputes amongst vendors and/or patrons, must be brought to the Market Director or his/her designee immediately.
- Vendors are expected to closely monitor their young children {if applicable} for the safety of them and all in attendance at the Market. Please no running/biking/etc. through the market or vendor booths.
- Vendors are requested to participate in all theme events for the Derry Farmers Market which may include; Annual Corn Roast, Fall Harvest, Spring Celebration, Football Celebration and more!
- Vendors are requested to park in their designated location. Please remember to leave handicap accessible spots open for customers. If you should require any assistance please see the Market Director prior to the first market.
- Vendors are responsible for setting up and breaking down their own booth. Volunteers and market employees are not responsible for carrying products/displays, or for setting up/breaking down equipment. In stating this, Volunteers/Market employees are not responsible for any broken/damaged products, items, vehicles, etc. even if said individual offers assistance. Vendors are responsible for denying any assistance.

Products / Commodities that Can Be Sold

- All products or items sold at the Farmers' Market must be pre-approved by the Market Director.
- If a vendor wishes to provide or offer samples of his/her food products, this must be pre-approved with the Market Director at least 48 hours before the scheduled Market Day. This also must be in accordance with the Sampling policy set forth below.
- The Derry Farmers' Market is a producers' only market. This means that all items sold need to be locally grown, baked, prepared, and/or hand made by the vendor. Items such as plants, produce, fruits and vegetables must be grown within the State of New Hampshire. Exceptions to this are limited and again, must be approved by the Market Director.
- Produce cannot be advertised as "certified organic" unless it has been certified organic with the Department of Agriculture. A current organic certification must be attached to the vendor's application and visibly displayed at the Market.
- If a vendor is using a scale, certification documentation from the State of New Hampshire must be displayed.
- All items must be sold in accordance with applicable Town of Derry Health Department and State of New Hampshire regulations.
- All food items for sale must be displayed properly at least six (6) inches above the ground or in sealed, waterproof containers.
 - **Examples of categories of items that can be sold**
 - Fresh produce {fruits, vegetables, herbs, spices}
 - Fresh flowers, plants, seedlings, and seeds
 - Honey, maple syrup
 - Jams and jellies
 - Natural fibers
 - Meats
 - Assorted Seafood
 - Local dairy products, such as eggs, cheese, etc.
 - Other farm related products
 - Prepared foods such locally made & prepared baked goods, breads, desserts, etc.
 - **Examples of Crafts from vendors and artisans**
 - All items must be prepared and/or created by the vendor
 - Acceptable artistic genres include: painting, sculpture, wood working, pottery, spinning, weaving, blacksmithing, candle making, quilting, etc.
 - **Items NOT Permitted for Sale at the Farmers Market**
 - Livestock / Animals
 - Wild game meats {this excludes free range farmers}
 - Sprouts
 - Canned fruits and preserves
 - Flea market / yard sale items
 - Antiques
 - Craft items or models made from kits
 - Any mass produced or manufactured item

Product Labeling for Food Commodities

▪ **Standard Labeling:**

All processed and value added food items require “**standard labeling**” and must include the following information:

- Vendor’s Name
- Vendor’s Address
- Listing of ingredients in order of volume {most to least}.
- Bold and/or clearly emphasize allergens. Examples include dairy products, eggs, wheat, soy, nuts, fish and shellfish.
- Vendor’s telephone and/or other contact information, such as e-mail.
- Net weight or volume of the product/item in vacuum sealed packaging.

▪ **Low Risk Baked Goods:**

- Baked goods such as yeast breads, quick breads, cookies, pies and cakes without any meat products, creams, or custard fillings are allowed. Fruit is permitted. All of these items/goods may be prepared in a licensed home kitchen with sanitized equipment.
- These goods **MUST** be sealed in closed packaging.
- Standard labeling is also required.

▪ **High Risk Baked Goods**

- Baked goods such as pastries, pies, breads, etc. that contain any cream filling, custard filling, meat products and must be prepared in a licensed kitchen.
- Prior to the Market, the goods/items listed in this category must be kept and/or stored in a refrigerator or freezer. They must remain at a temperature no higher than 41 degrees F.
- All items must be sealed in closed packaging.
- Standard labeling is also required.
- In addition, the verbiage “**KEEP REFRIGERATED**” is also required as part of the standard labeling.

▪ **Low Risk Food Items**

- Examples of items/goods in this category include jams, jellies, candy, dried fruits and vegetables, granolas, unbuttered popcorns, etc may be sold at the Farmers’ Market with the following restrictions:
 - These items must be prepared in a licensed home kitchen with sanitized equipment.
 - These items/goods must be sealed in closed packaging
 - Standard labeling is required.

▪ **High Risk Food Items**

- Examples of items/goods in this include pasteurized juices, condiments, dressings, salsas, sauces, pickles, vinegar, herbed oils, and dairy products.
- All of these items must be prepared in a licensed kitchen.
- These goods must be stored under the appropriate conditions.
- They must be packaged correctly in accordance with local regulations.
- Standard labeling is required.

▪ **Eggs**

- Eggs must be stored and kept in a cooler with a thermometer at all times.
- The temperature must not exceed 45 degrees F.
- Eggs must be inspected on site for any cracks before the Market opens.
- Eggs must be in the shell.
- Unused / new egg cartons are preferred for the sale of all eggs.
- Standard labeling is required.

- In addition to the standard labeling, the following verbiage must be clearly included on the carton/packaging: ***“UNGRADED EGGS”*** and the ***date of the sale***.
- **Unprocessed Meats & Fish**
 - All meats/fish must be stored and kept in a cooler with a thermometer at all times.
 - The temperature must not exceed 41 degrees F.
 - These goods **MUST** be sealed in closed packaging.
 - Standard labeling is also required.
 - In addition to the standard labeling, the following verbiage must be clearly included on the packaging: ***the type of meat/fish and the date of the packaging***.
- **Sampling**
 - If a vendor wishes to provide or offer samples of his/her food products, this must be pre-approved with the Market Director at least 48 hours before the scheduled Market Day.
 - Samples of Baked Goods may be prepared in a licensed kitchen and pre-packaged.
 - High risk samples such as baked goods and sliced melons must be stored appropriately and not exceed 41 degrees F.

Rule Violations & Vendor Issues

- In the course of the Farmers’ Market, all issues and/or complaints must be brought to the Market Director’s attention immediately.
- All vendors are subject to verification and subsequent inspections from the Market Director, his/her Designee and/or Health Officer.
- Vendors will be notified of any policy and procedure violations or infractions and will be expected to correct the situation in a timely manner.
- In the event of repeated and/or serious infractions, a vendor will be asked to vacate the Farmers’ Market. The Market Director reserves the right to expel or terminate vendors’ membership and/or participation if a serious violation occurs and warrants such action.

Market Cancellations

- The Market Director reserves the right to cancel any given scheduled Market Day in the event of inclement weather and/or any unforeseen circumstances
- The Market Director will make every attempt to contact the vendor or vendor representative if a cancellation is made prior to Market Day

Additional Information

- When possible, major concerns and questions should be addressed to Market Director Beverly Ferrante prior to Market Days.
- Business meetings can be scheduled if requested.
- Vendors should call (603) 434-8974 if they should have any last minute changes or emergencies
- General contact can and inquiries can be made at (603) 434-8974 or bev ferrante@yahoo.com