



Member, Certified Arkansas Farmers Market Network

Stone County Farmers Market (SCFM) 2011 Market Guidelines

The following Guidelines apply to Stone County Farmers Market only. Vendor participation in other markets in the CAFM network will be governed by CAFM Guidelines and/or local guidelines for each market.

Season Fees, Booth Assignments & Voting Privileges

1. Vendors may rent booths for \$25 (full season) or \$5 (Daily). Refunds will only be given for extenuating circumstances and only with approval of the Vendor Committee and Market Manager. Only Vendors who pay the full-season fee at the beginning of the season have voting privileges. Full-season fees must be paid by the beginning of the first market day a full-season Vendor participates and at the beginning of each market day in which a Day Vendor participates. Full-season Vendors may reserve a specific booth space for the 2011 season for \$15.
 - Senior Vendors (65+) may pay daily fee of \$5/day and reach full-season status after seven market days.
 - Junior Vendors (21 or under) may pay a full-season fee of \$15 at the start of the season. No voting privileges will accompany a junior full-season fee.
 - Vendors with reserved booths who are unable to attend a market day must contact the Market Manager by 5PM the day before the market session they will miss so their booth may be used by another vendor.
 - If a Vendor fails to notify the Market Manager that he/she will not be at Market and will not use his/her reserved booth, the penalty is:
 - 1st offense – Vendor loses reserved spot for next Market Day.
 - 2nd offense – Vendor loses reserved spot for next two Market Days.
 - 3rd offense – Vendor loses reserved spot for the remainder of 2011 season.
 - Market meetings and voting will take place at regularly scheduled SCFM meetings on the 4th Wednesday of each month from 11:30A-12:30P in the Gazebo at Centennial Bank Park.

- Vendors with voting privileges must attend meetings to cast votes. All Vendors are invited to attend meetings.
- A Vendor Committee made up of three Vendors will be elected by full-season Vendors at the beginning of each market season.

Inspection/Certification

2. All Vendors must agree to and assist in the Market Manager's inspection/certification of their farm.
 - Vendor gardens/farms will not be inspected until application and crop plan have been received by Market Manager.
 - Inspection/certification fee for 2011 is \$10. Payment is due upon completion of inspection with payment going to the Inspector.
 - If a garden/farm must be re-inspected due to violation of market rules, a re-inspection fee of \$25 will be charged.

Market Days & Times

3. 2011 Official Market days and times are:
 - Saturdays, 8A-Noon (Beginning-End of Season)
 - Wednesdays, 7A-11A
 - Wednesdays will be official Market days as soon as amount of produce warrants it and will end when produce wanes.
4. The official market season runs from mid-May through September.
 - The Season may be extended at the beginning and end of Season based on availability of produce.
 - Full-season Vendors may engage in pre-season sales at the Market Site starting in March.
 1. Vendors selling pre-season are responsible for their own advertising and may advertise individually in the newspaper or through any medium of their choice including through their own posts on the SCFM Facebook page.
 2. The Market Manager may or may not advertise pre-season Vendor sales.
 - Pre-season sales at the market site will occur during official market days and times only.

- Full season Vendors selling pre-season at the market site must use an official SCFM table covering.
- Full season Vendors selling pre-season at Market Site must erect booths on the west side of the parking lot and in such a way that does not obstruct either access to parking lot and/or flow of traffic on parking lot.

Day-to-Day Operations

5. Upon arrival at Market on official market days, Vendors will fill booth spaces in the order designated starting with Booth #1, then Booth #2, and so on.
 - Reserved booth spaces will be numbered along with open booth spaces so that they can be used if the reserving vendor does not attend Market.
 - All booth spaces will be counted with reserved booth spaces being considered “taken” unless the Vendor who has reserved the space has informed the Market Manager they will not be at Market that day.
6. Canopies will be provided on a first-come basis to Full-Season Vendors first and, next, to Day Vendors until all canopies are in use. Canopies must be erected until all canopies are used.
7. A “fair trade” policy (Ring of the Bell) will be observed.
 - The Opening and Closing Bells will be rung at the beginning and end of official market hours.
 - There will be no sales prior to the Opening Bell.
 - All sales will cease at the Ending Bell.
 - This includes any reduction of price for unsold goods and/or giving away of any unsold produce/value-added products at the market site.
8. No signage or pamphlets are allowed that promote activities outside Market unless they are Vendor-owned businesses and/or are associated with products sold at the Market. This includes, but is not limited to political and/or religious affiliations
9. Value-added food items for sale must comply with AR HB1323 which states that certain items may be produced in Vendor home kitchens. A copy of the bill may be obtained at the County Extension Office or from the following link:

<http://www.arkleg.state.ar.us/assembly/2011/2011R/Bills/HB1323.pdf>.

 - Vendors wanting clarification about specific value-added food items may call the Executive Director/Market Manager (at number given below) on a case-by-case basis.

- Value-added food products prepared in Vendor home kitchens must be properly labeled.

- Labels must include:

1. name, address and phone number of vendor farm/garden.
2. ingredients used to prepare food item displayed in descending order with main ingredient given first.
3. A "This Product is Home-Produced" designation.

10. All value-added food products that are not exempted under AR HB 1323 must be prepared in an AR certified kitchen facility.

- In order to sell value-added food products not exempted by AR HB 1323, Vendors must submit a permit number identifying the certified facility where the item was prepared.

- The Market Manager will keep document on file.

- Value-added food items prepared in an AR certified kitchen facility must be properly labeled.

- Labels must include:

1. name, address and phone number of vendor farm
2. ingredients used to prepare food item displayed in descending order with main ingredient given first.

Vendor Responsibilities

11. Vendors are responsible for retrieving their own canopies from the storage facility adjacent to the Market site prior to each market session and returning them when the session is over.

12. According to certification standards, Vendors must observe the homegrown or homemade rule. Basically, if you didn't grow it or you didn't make it, you can't sell it! 😊

- While we aspire to being able to adhere to an 80% - 20% rule with each Vendor's offering being 80% produce and 20% handmade products and/or crafts, we realize this may be difficult for some vendors to achieve. Therefore, we are waiving this rule for the 2011 season. However, since produce will always be the primary offering at Market, we ask each Vendor to make produce a significant part of each of their offerings. We will revisit this rule at the end of the season. Feel free to call 870-213-5785 with questions.

- An exception to this guideline may occur at the end of the season for full season Vendors whose produce production has waned but who have additional value-added product inventory to sell.
13. Vendors must display signage at their booths listing the name, address and telephone number of their farm.
 14. Vendors must clearly display all product prices.
 15. Vendors must collect payment for their own products.
 16. Vendors are responsible for maintaining their spaces in a clean and sanitary condition.
 - At the close of each market session, vendors are responsible for sweeping and disposing of any debris; taking down their canopies; and, returning canopies to storage facility at the site. All agricultural waste must be removed and taken away.

Rules & Restrictions

17. Vendors must sell all items requiring refrigeration, including eggs, from a refrigerator.
18. The Market Manager has the authority to prohibit the sale of any product that does not conform to Market standards.
19. Vendors with reserved booths must arrive 30 minutes prior to the Opening Bell or forfeit use of their reserved booth for that Market Day.
20. All produce and food must be stored or displayed off the ground.
21. Vendors may not sublet booth space or share it with another vendor unless they have received permission from the Market Manager.
22. Vendors may sell only those products applied for and approved on their 2011 application. Products may be added at a later time only with approval from the Executive Director/Market Manager.
 - Vendors may add anticipated produce items that may or may not be harvested in their original application/crop plan.
23. Vendors are required to keep their products, chairs, tables and equipment inside their stall boundaries.
24. Children cannot roam or wander unsupervised.
25. Pets are not allowed in the Market area.
26. Smoking is not allowed in Vendor booths or where food is displayed.

27. No firearms or alcohol is allowed on the premises.

28. Failure to follow SCFM guidelines may result in dismissal from the Market.