



Wendell Farmer's Market 2021 Rules and Regulations

Mission

The Wendell Farmers Market (WFM) creates the opportunity for people to buy locally grown and produced products.

Goals and Vision

The Wendell Farmers Market seeks to:

- increase access to fresh, locally produced and safe food for all people;
- encourage, support and promote the efforts of local, independent and small-scale farmers, local growers and local artisans seeking to sell their products/produce directly to consumers;
- create an opportunity for people to meet, eat and share stories, recipes, and knowledge in a place dedicated to cultivating local products and talents; and
- strive to create an atmosphere that serves not only the market, but also contribute to and promotes a sense of community.

Participation

Participation in WFM is open to growers, harvesters, bakers, makers of prepared food, and artisans (who will be called “**vendors**” from here on). The market strives to be a producers-only market. Vendors must participate in the production of the products they sell.

Location and Times

Locations: Corner of Campen Street and Main Street in Downtown Wendell

Selling Season: May – October

Days/Times: Saturdays: 8:00 am – 12:00 pm



Management

The Market Manager or appointed representative shall enforce all the rules and regulations of the market and work with the vendors to help them be successful. The Market Manager or his/her representative will be present at the market during the hours of operation. If questions or problems arise on market day, the Manager or his/her representative will resolve them.

Market day responsibilities include the following:

- overseeing the set-up and breakdown of the market;
- recording market attendance (vendor and patrons);
- assuring vendors are in compliance with market regulations;
- and, addressing any disputes or complaints

Vendor Eligibility

The Wendell Farmers Market is primarily a **producer-only market**.

A producer is defined as the person who, “grows or makes the product for sale”. These persons may include immediate family, partners, employees or local cooperative groups. No multi-level marketing (MLM) vendors are allowed. First preference of vendor space will be provided for persons producing within 100 miles of Wendell, NC. Second preference will be provided to vendors outside of this area that are “Got to be NC” agriculture members.

Vendor Information

Permanent vendors, defined as those who will participate for an entire market season, must submit a market application to the Market Manager that will be reviewed annually. No changes or modifications may be updated during the season. **Guest** vendors are those who are appearing for a special event or specific growing season must submit an application to the market manager before the dates (s) of their participation.

Included within the application is a “*hold harmless*” agreement that all vendors must sign. This agreement means the producer will hold the Town of Wendell and its representatives harmless concerning product liability or any other factor that relate specifically to the vendor’s business practice.



Permanent vendors are encouraged to commit to their stated schedule to promote continuity and availability of market items for patrons.

Vendors, whether permanent or guest, are required to identify dates attending at least one month in advance to allow sufficient time for the Town communications staff to prepare for marketing items and vendors.

No vendor fees will be charged for the 2021 season!

The Market Manager will make vendor space assignments in a fair and equitable manner based on the needs of the market, seniority, previous attendance, and terms of commitment. A vendor space is defined as a designated area not to exceed **12** feet wide. Vendors must be set up prior to the opening of the market (8:00 a.m.) and are required to stay until the market closing time (12:00 p.m.) All vendors must leave their spaces clean.

****In the event of *extreme weather***, a decision about closing the market will be made by 6:30 a.m. on the morning of the market. The market manager will begin the established phone chain.

Displays

Vendors are responsible for their own displays. Tables, tents, canopies, pop-ups, umbrellas, signs and other display items must be in good condition.

The safety or convenience of customers may not be compromised at any time by vendor displays, tents, canopies, umbrellas, signs or other display materials.

Vendors will clearly display prices of items and post the name of their farm or business and location. Posting of any necessary licenses (certified kitchen, pickling, USDA, etc.) and certifications is highly recommended. All vendors with licenses must have a copy available at their booth and a copy for on file with the market manager.



Eligible Products/Labeling/Pricing

All products in the following categories must originate in North Carolina. The goods must be personally grown/produced by the vendor, vendor's employees or primary family members – or – the goods must originate but may not be grown/produced by partners on land or a facility not owned by the vendor and includes crops harvested by the vendor from “you-pick” farms.

Vendors may supplement their products up to 10% with seasonal items originating in North Carolina with advance approval by the Market Manager. These items should be products that are not conducive to growing in our area (for example NC apples from the mountains, Sandhills peaches, or coastal seafood) that follow all appropriate food safety practices.

All home-prepared consumable products must meet North Carolina Department of Agriculture and Consumer Services Rules and Regulations.

Vendors set their own prices and are responsible for accurately representing their products. **Organic** growers must present a Certificate of Organic Production from the USDA National Organic Program. Vendors using organic methods of insect and disease prevention are free to explain this to customers, but may not claim to be “Organic” without the USDA certificate.

Produce must be fresh, of best quality and locally grown. Overripe vegetables and fruits must be labeled and marked as suitable for sauce or preserves.

Baked Goods, processed fruits and vegetables, jams, preserves, fruit syrups, purees, pesto, flavored oils, mustards, vinegars, salsas, relishes dehydrated foods and seasonings and frozen dairy or fruit products should highlight local produce, seasonal ingredients and be freshly prepared by the vendor. Those items requiring special certification or license must meet the standards outlined by the NC/USDA).

Meats must be from animals raised 100% from weaning by the farmer. Butchering and processing may occur off farm and must be certified and/or inspected as outlined by NC/USDA.



Milk/Dairy and Cheese must be from the dairy's own herd or creamery. Cheese and other dairy products must be made by the vendor.

Eggs must be from the farmer's own fowl. They must be cleaned and labeled with the name of the farm and collection dates are recommended.

Plants, Fresh-Cut Flowers and Greens must be grown and or cut by the grower. They may not be on the state list of invasive, rare or endangered species.

Value-Added Products like candles, soaps, creams, lotions, massage oils, insect repellents, and scrubs must be made by the vendor.

Seasonal and Holiday Products like dried flower or herb bouquets, decorative berries, fruit, pods, cones, pumpkins and wreaths should be produced from materials grown or gathered in North Carolina.

Taxes, Licenses and Permits

All vendors must have a Certificate of Registration with the NC Department of Revenue. Vendors must visibly display any licenses certifications and permits required by law for all products. **The collection and filing of all related taxes is the responsibility of the individual vendor.**

Health, Sanitation and Safety

Each vendor must abide by all state and federal regulations that govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the Market. Vendors are liable for their own products.

Miscellaneous

- **Any accident or injury must be immediately report to the Market manager or representative or to 911**
- Neither the Town of Wendell nor its representatives are responsible for damage or loss of any personal belongings.
- Vendors will be responsible for the collection and removal of all trash generated from the sales of their products.



- The use of tobacco products, alcohol or illegal substances is not permitted at the market.
- Disruptive or detrimental behavior by vendors or customers to the peaceful operation of the Market will not be allowed.
- Small children brought to the Market by vendors must be kept under supervision.
- Unsafe or unsanitary conditions should be brought to the immediate attention of the Market Manager or designated representative.
- No live animals, fowl or fish may be sold at the market.
- Anyone who participates in the market, whether vendor, customer or otherwise attends at his/her own risk. Vendors will operate at their own risk and assume liability from their customers.
- The Town Manager or designated market manager may revoke any vendor privileges for failing to operate consistent with the Wendell Farmers Market Guidelines or violations of County, State, or other law applicable to operation at the Market.

Weekly Market Protocols

- Vendors may begin setting up in their designated space at 7:00 am on Saturday morning.
- Vendors may unload their vehicles on Campen Street at their booth in a manner that does not impede other vendors from accessing their spaces. All vehicles must be moved to nearby parking areas by 7:45 am. Vendors should not occupy parking spaces on Main Street or immediately adjoining the market.

Promoting the Farmers Market

- The Town will market registered vendors, products to be promoted, and seasonal specials every Wednesday through social media, the PEG television channel, visitRaleigh, and Town communication channels.
- The Town will provide signage for the farmers market and cross-promote the market with Downtown special events.
- Vendors are welcome to cross-promote their participation in the Wendell Farmers Market.