



VENDOR CONDUCT: The success of our Market is dependent, to a large degree, on our customers having a positive experience while shopping with us. We expect our vendors to follow a few basic rules of respectful and compassionate conduct, listed below. In addition, a sense of humor will be considered a great asset!

1. Direct, respectful and honest communication with each other, the Market Management and the Board
2. Integrity of products, advertising and pricing
3. Respect of personal and cultural differences
4. Basic kindness and consideration to customers and fellow vendors
5. A spirit of teamwork and cooperation
6. A willingness to occasionally go the extra mile to remedy a problem or help others out.

Failure to follow this guideline will be documented and could result in you losing the privilege of being a part of the Market. After one incident you will receive a written warning and after two you will forfeit the right to sell at the Market. If the first incident is threatening, either physically or verbally, to management, another vendor or a customer you could be asked to leave the Market immediately.

MARKET ELIGIBILITY: Vending is limited to producers living in the Counties of Rockingham, Augusta, Shenandoah, Page and any cities existing within the boundaries of these counties. Proximity to the Market may be factored in as spaces become limited. Producers from other regional areas with products that would broaden or enhance the diversity of the Market may be permitted upon approval of the Board of Directors. Applicants with storefronts will also be considered by the Board on a case-by-case basis and again, will generally only be accepted if the product will broaden or enhance the diversity of the Market.

APPLICATION: The first step in the application process is the submission of the completed Market application form. Vendors wishing to sell handcrafted items must also submit a completed craft questionnaire and a sample of their items for review. Applicants will be contacted as applications are reviewed, based on appropriateness of the products, available space at the Market and the current product balance.

SALES TAX: State Law requires market participants to register with the Virginia Department of Taxation, and to collect and report sales taxes. This responsibility rests with each individual vendor and documentation is required. Information and applications can be obtained from the Virginia Department of Taxation, PO Box 1114, Richmond, VA 23218-1114. www.tax.virginia.gov. Call 804.440.2541 to request forms. For customer service or questions call 804.367.8037, ext. 1833.

PERMITS: Once approved to sell at the Market, vendors must also obtain a Producer's Permit from the Commissioner of Revenue's Office on the first floor of the Municipal Building, located at 345 South Main St., Harrisonburg. Producers of handcrafts must also obtain a Retail Merchants License from the Commissioner of Revenue. There is no charge for either of these permits. Both are annual permits and must be obtained yearly before beginning at the Market. All permits, including your sales tax permit, must be accessible at the Market at all times.

FEES: The \$100.00 yearly fee for each vendor space is payable after the application process is completed and due by March 1, or before you begin selling at the Market. The yearly fee for Tuesday only vendors is \$60.00. Fees for the Holiday/ Winter Markets only will be \$30.00. A daily sales fee of 5% of gross daily sales is required for each day of Market attendance. All goods paid for and/or transferred at the Market (including CSA pick-ups) are subject to the 5% Market commission. Sales fees are due monthly, no later than the 4th Saturday of the following month, and will be collected by the Market Manager. The Market Manager will provide monthly calculation sheets and envelopes on request to any vendor. If you are late in paying fees a \$10.00 fine will be due on fees paid late.

MARKET ATTENDANCE: Consistent attendance at the Market is expected. Vendors are encouraged to plan for, and commit to, as long a selling season as possible. Equally important is consistent communication with the Manager and Assistant regarding any planned absences or last-minute emergencies. A 48-hour notice is required for all absences other than *emergencies – less notice will result in an absence being treated a no-show. Any pavilion vendor with more than 1 no-show in an annual Market Season will lose their right to a Pavilion spot.

The best method of communication for planned absences is email. Emails for last-minute changes can be sent up to 8:30 PM the night before any Market day and should be sent to Justin at jsvk13@gmail.com and Josie at hbfarmersmarket@gmail.com. After that please call the Market numbers 540-476-3377 (Josie) or 540-476-3378 (Justin) .

*Only last minute circumstances completely out of your control and National Weather Service warnings one hour prior to Market will qualify as emergencies. In the case of extreme weather such as snow, ice, flooding, etc. vendor discretion will be honored one hour prior to any Market. You still need call to let us know you are not attending.

SPACE ASSIGNMENTS: The Market Management has the authority to determine vendor locations based on the benefit of the Market as a whole. Seniority based on points and preference will be given first consideration and honored whenever possible, but the smooth operation of the Market as a whole will also be considered. Individual vendors will be consulted and/or informed when their preference presents a big-picture problem.

SENIORITY is based on points, which will accumulate at 100 points for each year of vending. Vendors doing only the Holiday Market will earn no seniority points.

PAVILION, EXTRA LARGE AND CORNER SPACES

4 extra large spaces (not double, but 1 and 1/2 in size) and 4 corner spaces in the middle of the Pavilion will be available as preferred locations for an annual fee of \$300 instead of \$100. In order for a vendor to be eligible for an extra-large space or a corner space, they must have sold at least \$20,000 in the previous year and have attended at least half of all Market Days in the previous year. Two double spaces will be available in the Alley for \$200.00. The previous year sales qualification of \$20,000.00 will apply, but there is no market day attendance requirement. In addition, when vending in the pavilion, extra space is not guaranteed. If a current vendor household would like to diversify and apply for a separate space they will need to go through the regular application process. Pavilion vendors whose annual sales are less than \$2500.00 for two years in a row, will need to go to a ½ space or move to the alley.

PRODUCT GUIDELINES: The Harrisonburg Farmers Market was founded on the Producer-only principle: Vendors agree to sell only products that they have raised or produced (as mandated by City Ordinance). Selling of items purchased from, or provided by, another producer, wholesaler or market is not permitted. Producers found in violation of this rule will be asked to remove the item(s) in question and/or relinquish their space and forfeit any fees paid to the Market. Complaints of suspected violations must be formally submitted to the Market Manager. Complaints will be kept confidential and a site visit may be scheduled. All producers agree to random unannounced site visits. Products may not be represented as certified organic unless the producer/farm can provide certification papers. Terms such as "minimal spray", "no spray" or "free-range" may be used as long as they accurately reflect farming practices.

HANDCRAFTS at the Market must be your own creation. The use of kits is not acceptable and vendors are strongly encouraged to create products that are uniquely theirs and represent the term handcrafted in the most complete way.

PREPARED FOODS AND MEATS AT THE MARKET: All food items are subject to Virginia Department of Agriculture and Consumer Services (VDACS) and/or Health Department regulations. It is the responsibility of each producer to be knowledgeable of, and abide by, all regulations pertinent to their individual operation. Virginia State law requires labels listing all ingredients on any baked goods or prepared food items. Vendors without kitchen inspections must include a statement that the food was prepared in a non-inspected kitchen on each item as well. To get the packet for setting up a kitchen inspection contact Dorothy Furrow at VDACS. Her email is: dorothy.furrow@vdacs.virginia.gov and her phone number is 540-652-3641. If you have any questions Kate Weakley is the local VDACS inspector. Her email: kate.weakley@vdacs.virginia.gov and her cell number: 540 820 1152. Vendors must have all applicable inspection certificates available at the Market.

COOKING AT THE MARKET: Cooking is permitted at the Market on a case-by-case basis, with prior approval from the Manager and/or the Board. A new vendor may be subject to a trial of up to four weeks during which time any smoke or cooking odors created and any safety concerns will be assessed and addressed by the Market Manager. If at any time cooking at the Market creates problems the Market Manager will be responsible for surveying Market customers and other vendors and determining what changes are needed. If no resolution is

reached the vendor may request a review by the Board of Directors, whose decision shall be final. Again, applicable inspection certificates must be available at the Market.

SCALES: Scales used at the Market are subject to inspection by the Bureau of Weights and Measures and must be legal for commercial use. Virginia Weights and Measures Association 804.786.2476 or felicia.shelton@vdacs.virginia.gov

CANOPY WEIGHTS: All vendors using canopies are required to secure all four corners of their canopy every Market day. (Yes, even if it is not windy – sometimes the worst gusts come out of nowhere!) A secure anchor or weights of at least 30 pounds, on or near the ground, are required. The following website has some excellent information and resources: www.southendopenmarket.com/tips3.htm.

INSURANCE: Sellers are personally responsible for any liability arising from the display or sale of their products at the Harrisonburg Farmers Market. To protect yourself and your customers please be sure you have suitable insurance coverage.

USE OF ELECTRICITY AT THE MARKET: Electricity at the Market is for scales, calculators and other direct-selling aids. Use of electric space heaters will NOT be permitted. This is due to the fact that we are very grateful to the City for covering all of the costs of the electricity in the Pavilion and do not want to take advantage of that. If you want to have a small propane or other type heater that is fine – just nothing electric. Exceptions to this due to health issues/special needs will be considered on a case-by-case basis. If you are an Alley vendor and need to use electricity, you will be responsible for securing the cord so that it does not present a tripping hazard. A cord cover is encouraged; if tape is used it must be secure. Any vendor needing the use of more than one receptacle will need to have permission from Management.

STOREFRONTS, SIGNAGE and CSA PROMOTION: Vendors are asked to refrain from large signs that promote sales off-site. It is fine to have fliers, business cards and other information to share with individual customers. CSAs are not allowed to have sign-up sheets out at the Market. Vendors with other business locations are allowed to promote their business at the Market only if they are willing to promote the Market equally at their businesses.

INDIVIDUAL LOGOS: Any vendors wishing to sell items such as t-shirts, bags or other items with their individual logo are required to submit their logo design and products to the Board for approval. Items will be reviewed and decisions will be made on an individual basis.

PETS AT THE MARKET: Vendors are not allowed to have animals at the Market. Dogs in particular have been problematic, and we do not want to add to that potential by customers observing animals associated with vendors.

SOLICITATIONS AT THE MARKET: Given that we have a broad range of vendors, as well as customers, it is critical that the market be a place where everyone feels welcome, safe, and not judged. Therefore, our policy strictly prohibits solicitations of any sort including but not limited to political, religious or other potentially diverse issues.