

Chelsea Farmers Market  
Rules and Regulations  
Revised January 2011

Definitions:

1. Vendor: any person who rents a space either weekly or seasonally for the purpose of selling goods at the market.
2. Seasonal vendor: any person who pays the yearly market fee by July 1<sup>st</sup> and plans to attend the market on a continuous basis throughout the season.
3. Temporary vendor: any person who only plans to sell at the market for a short period of time. A temporary vendor pays a weekly fee.
4. Member: any vendor who pays the \$10 membership fee.
5. Board of Directors: a group of 3 vendors and no more than 3 community members who are elected by the vendors to be responsible for the overall management of the market. There must be a President, Vice President, Treasurer and two Members-at-Large. The role of secretary will be a shared responsibility.
6. Market Manager: a person, elected by the vendors, who acts as a liaison between the board and the vendors. He/She is responsible for the actual management of the market: i.e. collecting fees, handling Farm to Family coupons, local market coupons and any other duties assigned by the board.
7. Treasurer: a member of the Board of Directors who is responsible for handling the monies of the market.

Eligibility of Products:

1. All products must be grown or made in Vermont
2. Vendors wishing to bring agricultural products grown in Vermont by another farmer must seek approval from the Board. Only products not currently grown by a vendor at the market will be considered. All approved items must be labeled with product origin.
3. Products must be of high quality and may include agricultural, animal, and/or horticultural produce, prepared foods or crafts.
4. All products are subject to the approval of the Board.
5. Each vendor is responsible for any licensing or certification requirements for products sold.

Allocation of Space:

1. All vendors should make their attendance intentions clear to the market manager as early in the season as possible.
2. Vendors who have paid the seasonal fee by July 1<sup>st</sup> and who have expressed the intention to come to every market from the time they begin will be assigned the same spot for the duration of the market season. Holdover spots from previous years will be accorded only to the previous year's full-season vendors who have paid the current year's fee. These vendors will have the option of keeping last year's site or being assigned a new one.
3. Temporary vendors will be assigned temporary spots by the manager, which may change week to week. A weekly fee will be charged and collected by the manager. This weekly fee does not accrue towards the seasonal fee.
4. All vendors should notify the market manager before 2 pm on Wednesday if they are unable to attend the market so that the manager will have the option of filling spaces with temporary vendors. Temporary vendors should also let the manager know ahead of time if they will be coming to the market so the manager can plan accordingly.

5. Vendors should be completely set up and prepared to sell by 3pm and should plan to stay and be available to customers until 6:00pm. Markets are scheduled rain or shine and vendors should be prepared to vend accordingly. Vendors not present by 2:30 will lose their allocated spot at the market. Vendors who arrive more than 3 times after 3pm will be charged with a \$5 late fee unless arrangements have been made with the Market Manager.
6. Vendors should make no sales prior to 3pm and should kindly inform customers of this rule and the reasons behind it (to be fair to other vendors who will not be prepared to sell until 3pm and to encourage customers to come between the designated market hours of 3 to 6:00.
7. Vendors are permitted to drive onto the green to off/on-load their wares. However, no vendor may park on the green. All vendor vehicles must be moved to the church side of the green before 3pm. Permission from the Chelsea Selectboard will be sought on an annual basis.

#### General Market Regulations:

1. Produce sellers must use scales inspected by the State of Vermont. Sellers of prepared foods must follow State health laws and should not handle food with bare hands; State health regulations require that prepared food be covered and that any perishable food be kept adequately chilled or heated. Sellers of non-food items should follow sales tax procedures. Call the Department of Agriculture or consult Crop to Cupboard, available from the Market Manager.
2. Each vendor is responsible for any licensing or certification required for products sold. Liability insurance is also the vendors responsibility.
3. Collection of Vermont Sales Tax, if any, is the responsibility of the vendor.
4. All vendors will submit a weekly sales tally for the previous week. This tally is confidential and will be used for general market analysis. Individual sales' tallies will not be released to any 3<sup>rd</sup> party or to the Board without permission of the vendor.
5. Dogs on a leash are permitted at the market.
6. Alcoholic beverages are not permitted at the market.
7. Vendors must clean up their area before leaving the market at the end of the day.
8. The Market Manager and/or Board members will alert seasonal vendors of any upcoming special events at the market which might affect sales and presentation by vendors.
9. A copy of the rules governing the market will be given by the manager to each vendor (temporary and seasonal) at their first market, along with the manager's phone number.

#### Other information:

1. The vendors will want to bring tables/cloth, shelves, chairs, signs and labels, scales, etc. and sufficient change.
2. There is a market-owned tent and table that can be made available to new vendors who wish to try out the market. New vendors may use these items up to three times.
3. The market encourages each vendor to carry liability insurance for coverage on market days.
4. Vendors should give thought to the creation of an attractive display and signs. Variety, color, an appearance of abundant quantities, clearly labeled prices, and items arranged so they are easy to reach are all very important. Flowers, tablecloths, signs that tell people who you are and where you're from and clean, fresh produce all attract shoppers.
5. Vendors will find that being friendly, attentive, and generous with free samples of high quality products will all pay off.
6. Board members are elected for 1, 2, and 3 year terms. Community members are elected for one year terms.