

Alfred Farmers Market (AFM)

Mission Statement

The Alfred Farmers Market:

- Aims to strengthen the local economy by increasing the amount of locally grown food and locally made products available for sale, and thereby encouraging the pursuit of agriculture and cottage industry as a lifestyle and business.
- Provides growers, artisans, and food producers the opportunity to sell their goods directly to customers.
- Offers customers a festive opportunity to support local farmers, artisans and food producers, while receiving a quality product.
- Supports the education of the public about our local products by requiring vendors to offer full descriptions of their growing/production practices for the interest and awareness of our customers.
- Promotes and encourages sustainable practices in agriculture and production.

Rules and Regulations

Definitions

1. Grower: The producer of the product offered for sale on the lands or in production facilities they own or lease as well as operate.
2. Artisan: A skilled artist or craftsman who produces high-quality distinctive products in small quantities
3. Food Producer: A licensed and insured vendor that produces ready to eat food from scratch.
4. Vendor: Any seller or exhibitor participating in the AFM
5. Market Manager: The Market Manager is responsible for the orderly and efficient conduct of the market and for implementing and enforcing the Rules and Regulations. The Market Manager will represent the market and its governing body during market days and in community activities. The Market Manager will assist the market's governing body with developing and implementing a market budget, establishing market policy, vendor recruitment, collecting fees, establishing the operational schedule, and advertising and promotion of the market.
6. Market Management: The Market Manager and/or the Advisory Board, or its representative
7. Advisory Board: The AFM is overseen by the AFM Advisory Board who ultimately establishes processes and procedure.
8. Juried: Products and production methods will be evaluated by the market management for compliance with market standards as deemed necessary.

General

1. The AFM is restricted to growers, artisans, and food producers located within a 30-mile radius of the town of Alfred but welcomes growers and food producers from a greater distance on a case by case basis.
2. 100% of agricultural, artisan and food products offered for sale must be grown or produced by the vendor. Absolutely no re-selling allowed.
3. Vendor's applications will be reviewed and approved by the management. The mission statement of the market will guide the application decision process. Applications will be accepted based on market needs.
4. Applications not accepted will be held and reviewed when a market opening occurs.
5. Only products listed on the crop plan in a vendor's application may be sold at the market. Any additions must be approved by the market manager at least two weeks prior to selling.
6. The market manager or representative will visit farms or production facilities to ensure that the market rules are being adhered to.
7. Suggested agricultural products permitted to be sold at the AFM include vegetables, fruits, herbs, grains, beans, meat, poultry, eggs, dairy, plants, cut flowers, honey, maple products, beer, cider and wine.
8. Suggested processed items include baked goods, jams and preserves, health and beauty products, teas, coffee, pasta and prepared foods. All processed items must be made in conformance with Allegany County Health Dept. requirements or NYS Ag and Markets. In addition, all the products must be made by the seller and no baked goods may come from mixes or purchased for finishing off.
9. Only juried health and beauty products and artisan products will be allowed for sale at AFM.
10. Artisan products allowed for sale must be made by the vendor selling them and cannot be from kits or purchased from a commercial venue.
11. All applicable food safety regulations, both state and local, must be adhered to at all times. Copies of applicable permits and licenses will be kept on file with the market manager.
12. All applicable licenses and permits for products sold must be obtained and kept current. Copies of applicable permits and licenses will be kept on file with the market management.
13. Music, entertainment, cooking demonstrations and other arts may be allowed to enhance the pleasant atmosphere of the market as deemed by the market management.
14. No amplified music is allowed unless permitted by the market manager. Musicians may have an open guitar case (or similar) to accept donations, and may sell CDs of their music. The market manager reserves the right to terminate the music session if he/she feels the music is not in keeping with the market atmosphere.
15. Those wishing to play amplified music must schedule with the market manager. All performers are encouraged to schedule with the market manager, but may sign up the day of the market if space is available as deemed by the manager.
16. No soliciting or fundraising, including the selling of chances, by political, religious or other special cause groups or individuals will be allowed at the market.

Daily Selling Guidelines for 2019

1. The market will be held Sunday afternoons from June to October at the Alfred bandstand/village green, on the Alfred University campus.
2. Sales must occur no earlier than 11:00 AM until 3:00 PM.
3. Vendors are provided with a space 10' wide and 20' deep.
4. The fee for seasonal vendors is \$180 and is non-refundable. Daily vendor fees are due to the market manager prior to setting up.
5. The fee for daily vendors is \$15 per market from the beginning of the market to mid-August. The fee for the remainder of the season is \$18 per market.
6. Seasonal vendors will be assigned a permanent spot for the duration of the season. Daily vendors will be assigned space by the Market Manager on a first-come first-serve basis. It is not guaranteed that daily vendors will be assigned the same space each week that they are in the market. For space planning purposes, daily vendors are encouraged to provide anticipated market dates to the Market Manager.
7. In order to encourage as many vendors to participate as possible, two different small vendors may share a market space provided that at least one of the vendors is present as the seller. The approval to share will come from the Market Manager, not the vendor.
8. Each salesperson in the market must be directly involved with or knowledgeable about the production of the produce or products being sold at the market.
9. Vendors are expected to be completely set up prior to the opening of the market.
10. Vendors are required to clearly display a sign with their operations name and location.
11. Vendors are encouraged to display their growing and production practices. A record of these practices is required to be submitted to the market manager, along with the crop plan, at the time of application.
12. All products and goods for sale must be of high quality. The market manager reserves the right to direct any inferior goods be removed from display. Failure to remove products deemed inferior may result in loss of market privileges.
13. Vendors are encouraged to use compostable packaging and may not distribute food products in previously used bags, cartons, or containers.
14. Vendors must display prices for the items they are selling. Vendors are expected to charge a fair price for their goods with respect to themselves, customers and other vendors.
15. Vendors are responsible for supplying their own tents, tables and any other display materials. If you choose to use a tent it must be secured properly with at least 25 pounds on each leg in case of high winds.
16. Each vendor must keep their selling area clean and free of debris. At the end of each market day, each vendor is responsible for cleaning their spaces of litter and debris and taking bags of refuse with them.
17. Vendors may leave early if they sell out of product, however this should be a rare occurrence and the vendor should make every effort to bring enough products to each market to stay for the full length of the market.
18. Vendors should make every effort to attend the market days listed on the application. If the vendor is not able to attend market they should contact the market manager a week in

advance, if possible.

19. All produce displayed for sale must be off the ground with the exception of heavy or large items such as pumpkins.
20. Vendors are expected to treat customers, fellow vendors, and the management in a kind and courteous manner.
21. No discrimination is allowed.
22. No hawking allowed.
23. No smoking allowed.
24. Vendors should not bring their dogs to the market. Exceptions may be granted under special circumstances. Customers may bring their dogs but they must remain on a leash.
25. The owner of a farm or business that is vending must be present for at least one market during the season.

Compliance

1. All vendor complaints or grievances must be made in writing to the market manager at marketmanagerinalfred@gmail.com. A written response will be made within two weeks of receipt of the grievance.
2. Complaints against another vendor must be accompanied by a \$50 "good faith" check. The market manager will then conduct an investigation against the accused vendor. If the accusation is unfounded, the check will be forfeited and deposited in the market's general funds with a letter of explanation sent to the complainant.
3. All other complaints will be reviewed by the Market Manager in an attempt to resolve the issue. If the manager is unable to resolve the complaint, then a written follow up may be made to the market's governing body. The governing body will address the complaint at the next regularly scheduled meeting. If the complaint is of an immediate nature, the Market Manager may ask for a special convening of the market's governing body to address the complaint. The decisions of the governing body are final.
4. The submission of application for admission to the market serves as the vendor's agreement to abide by the rules of the market, as established by the market's governing body and enforced by the Market Manager. Violations of the rules of the market may be grounds for warnings, dismissal from the market, or both.
 - The first violation of the rules will result in a verbal warning by the Market Manager. Documentation of the warning will be kept on file by the Market Manager.
 - The second violation of the rules will result in a written warning, given by the Market Manager. A copy of the letter will be kept on file by the Market Manager, along with any documentation of the violation.
 - The third violation of the rules will result in a one-week suspension of selling privileges.
 - The fourth violation of the rules will result in a two-week suspension of selling

privileges.

- The fifth violation of the rules will result in dismissal from the market.
5. At the discretion of the Market Manager, when a violation occurs that jeopardizes the health of a customer, another vendor, market management, or the overall health of the market, the manager may convene the market's governing body to request a suspension of the compliance procedure and call for immediate dismissal from the market. The dismissal will require documented proof of an egregious violation. The vendor will be given an opportunity to review the documentation, prepare a defense, and appear before the governing body.
 6. If after receiving a warning or suspension, a vendor is in disagreement with the Market Manager over the infraction, the vendor may make written application to the market governing body to be heard on the issue. Both the vendor and the Market Manager will appear before the governing body and present their sides of the issue. The decision of the governing body is final.

Permits/Licenses

1. All items sold at the market must meet federal and state regulations as well as the Allegany County Department of Health and the NYS Department of Agriculture and Markets. Vendors selling taxable items must display a valid NYS Certificate of Authority and provide one to the market manager.
2. Pre-packaged items must be labeled in accordance with NYS label requirements.
3. Vendors selling naturally grown products only label them as such if they have been certified by a recognized third party certifier. This certification document must be clearly displayed in the vendor's booth.
4. Vendors selling by weight must have scales approved and checked annually by the Department of Weights and Measures.
5. (Added 2/2/2019) - Vendors selling any vegetable or food product must submit their liability insurance (minimum coverage of \$500,000) to the Alfred Farmers Market with the market labeled as "additionally insured". This requirement can be waived upon request with written approval from the board. Please have your insurance company list as follows as additionally insured:

Alfred Farmers Market, Inc.
PO 142
Alfred Station, NY 14803