



Rules and Regulations for The Alfred Farmers Market

Market Governance and Mission Statement

The Alfred Farmers Market (AFM)

- 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.

AFM employs a Market Manager to handle the market operations and is governed by a Board of Directors made up of community members. The Market Manager reports directly to the President of the Board, and participates in Board Meetings as a non-voting member.

Definitions

- Grower: The producer of the product offered for sale on the lands or in production facilities they own or lease as well as operate.
- Artisan: A skilled artist or craftsman who produces high-quality, distinctive products in small quantities.
- Food producer: A licensed and insured vendor who produces ready-to-eat foods from scratch.
- Vendor: Any seller or exhibitor participating in the AFM.
- 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 board during market days and in community activities. The Market Manager will assist the market's governing board with developing and implementing a market budget, establishing market policy, recruiting vendors, collecting fees, establishing the operational schedule, advertising and promotion of the market, and supervising volunteers.

- Market Management: The Market Manager, trained volunteers, and/or the Board, or its representative.
- Board of Directors: The AFM is overseen by the AFM Board of Directors which ultimately establishes processes and procedures.
- Volunteer: An individual who has filled out a volunteer application and assists the Market Manager with various duties.
- Juried: Products and production methods will be evaluated by the market management for compliance with market standards as deemed necessary.

General Rules and Regulations

Hours of the market, location, and parking requirements:

1. The market will be held Sunday afternoons from mid-June through the mid-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 feet wide and 20 feet deep.
4. There is limited parking available on site. Two sides of the green allow for trucks to pull in behind the vendor spaces, but spaces in the center of the green do not allow this. Assignment of spaces falls under the Market Manager's responsibilities.

Setting up for the market:

1. Vendors are expected to be completely set up prior to the opening of the market at 11:00 AM. The Market Manager will be on site no later than 10:00 AM on market day to facilitate this. Vendors arriving late may find that their preferred location has been re-assigned to a new daily vendor.
2. Absolutely no driving is allowed onto the center of the green or through the center of the green.
3. Vendors are responsible for supplying their own tents, tables, and any other display materials. If tents are used, they must be secured properly with at least 25 pounds on each leg in case of high winds.
4. All produce displayed for sale must be off the ground with the exception of heavy or large items, such as pumpkins.

Vendor Requirements and Regulations:

1. The AFM is restricted to growers, artisans, and food/drink producers located within a 30-mile radius of the town of Alfred, NY, but the AFM reserves the right to include growers and food producers from a greater distance on a case by case basis.

2. 100% of the agricultural, artisan, and food products offered for sale must be grown or produced by the vendor or a family member of the vendor. Absolutely no re-selling is allowed.
3. Vendors' applications will be reviewed and approved by the AFM 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 market. Any additions must be approved by the market manager at least two weeks prior to selling.
6. 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, mead, wine, distilled spirits.
7. Suggested processed items include baked goods, jams and preserves, health and beauty products, teas, coffee, past, and prepared foods. All processed items must be made in conformance with Allegany County Health Department requirements or New York State Agriculture 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.
8. Only juried health and beauty products and artisan products will be allowed for sale at AFM. Artisan products must be made by the vendor selling them, and they cannot be from kits or purchased from a commercial venue.
9. 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. All applicable licenses and permits for products sold must be obtained and kept current.
10. All vendors must comply with NYS Department of Agriculture & Markets COVID-19 guidelines.
11. The Market Manager or representative will visit farms or production facilities to ensure that the market rules are being adhered to. The Market Manager will contact vendors early in the season to arrange for agreeable times and to answer any questions vendors have regarding the AFM's mission.

Guidelines for Selling at AFM:

1. Each vendor must keep their selling area clean and free of debris. At the end of each market day, vendors are responsible for cleaning their spaces of litter and debris and for taking bags of refuse with them when they leave.
2. Vendors are required to clearly display a sign with their operation's name and business location.
3. 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).
4. Vendors are encouraged to use compostable packaging. No plastic bags are allowed. Vendors may not distribute food products in previously used bags, cartons, or containers.

5. 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. No undercutting will be tolerated.
6. Vendors are expected to treat customers, fellow vendors, and the management in a kind and courteous manner.
7. No discrimination is allowed.
8. No hawking allowed.
9. No smoking allowed.
10. Vendors should not bring their dogs to the market. Exceptions may be granted under special circumstances by the Market Manager (e.g., service animals or demonstrations of herding skills). Customers may bring their dogs, but they must remain on a leash and be under good control by their owners.
11. Animals for petting/entertainment purposes must be approved by the Market Manager two weeks in advance, and the animals must be at least 20 feet from any food vendors.
12. Music, entertainment, cooking demonstrations and other arts may be allowed to enhance the pleasant atmosphere of the market as deemed by the market management. All applicable state and local regulations must be met and licenses and permits are required.
13. 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 they feel the music is not in keeping with the market atmosphere.
14. Soliciting or fundraising, including the selling of chances, by political, religious or other special cause groups or individuals will only be allowed at the market on a case-by-case basis, as determined by the AFM Board of Directors.

Stall Fees and Assignment

AFM welcomes vendors who commit to the entire market season, as well as daily vendors. As part of our community outreach, AFM welcomes youth and student vendors at reduced rates.

1. The fee for the regular full-season is \$200, is non-refundable, and should be paid before the first market of the year. Daily vendor fees are \$15 per market day, except for special event days when the market fee is \$20. Daily fees are due to the Market Manager prior to setting up for the market day.
2. There are two special vendor rates: one for youth vendors and one for college student vendors. The youth rate is \$5 per day or \$75 for the entire market season. The student rate is \$10 per day. Like any other daily vendor, these rates must be paid to the Market Manager before the vendor sets up for the market day.
3. 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 as soon as possible.

4. In order to encourage as many vendors to participate as possible, two 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.
5. The market management discourages vendors from leaving early if they sell out of product. If vendors do sell out of product, they should make every effort to bring enough products to future markets to stay for the full market day.
6. Vendors should make every effort to attend the market days listed on their application. If the vendor is not able to attend a market, they should contact the Market Manager at least a week in advance.
7. The Market Manager has the final say in any stall assignments.

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 New York State Department of Agriculture and Markets. Vendors selling taxable items must display a valid New York State Certificate of Authority and provide one to the Market Manager.
2. Pre-packaged items must be labeled in accordance with the appropriate oversight agency's 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. 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." Vendors who share a spot and are selling any vegetable or food product must each have liability insurance. 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

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 one week of the 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 AFM'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 Board of Directors. The Board 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 AFM's advisory board to address the complaint. The decisions of the board are final.

4. The submission of an 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 Board and enforced by the Market Manager. Violations of the rules of the market may be grounds for warnings, dismissal from the market, or both. Consequences for rule violations are as follows:
 - 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 Board 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 Board.
6. If after receiving a warning or suspension, a vendor is in disagreement with the Market Manager over the infraction, the vendor may make a written application to the market Board to be heard on the issue. Both the vendor and the Market Manager will appear before the Board and present their sides of the issue. The decision of the Board is final.