

Cobblestone Farmers Market

Official Guidelines for 2018

Cobblestone Farmers Market Vendor Qualifications

- Crops sustainably grown, products sustainably produced/made, or animals raised humanely by producer on land that owned or leased by owner.
- No use of synthetic pesticides.
- Organic certification and rigorous sustainable practices are highly regarded; GAP and Naturally Grown Certifications are as well.
- Animal Welfare Approved certification is highly recommended for all meat vendors.
- Value added product(s) and baked goods must be produced according to state and federal requirements; use of high quality ingredients and use of local/sustainable products are recommended.
- Product(s) comply with all federal, state, and local requirements for the production, packaging, handling, transporting, storage, display, and sale of all items sold at the market.

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Cobblestone Farmers Market Mission:

The Cobblestone Farmers Market is dedicated to significantly increasing access to local, sustainably grown food in Winston-Salem and growing our regional food economy by creating and nurturing thriving marketplaces.

About CFM:

The Cobblestone Farmers Market (CFM) is a producers-only, sustainable agriculture focused, fully vetted farmers market, independently funded through vendor fees, personal contributions and grant funds. The market season now runs year round, with markets downtown indoors through the winter and outdoors in Old Salem from 9:00am-Noon on Saturdays and a seasonal weekday market.

Cobblestone Farmers Market traces its origins to the weekday Krankies Farmers Market and the Triad Buying Co-op and in 2012, Margaret Norfleet-Neff and Salem Neff expanded the market scope with the founding of the Cobblestone Farmers Market at Old Salem on Saturday mornings, awarded by U.S. News and World Report as One of America's Best Farmers Markets.

CFM supports and seeks local and regional vendors who use solely sustainable practices in their agriculture or other production. Humane, safe, and healthy farming and food preparation are at the center of the vendor review process. For value added products, local and sustainably produced ingredients are strongly preferred, and where possible, ingredients should be grown by the vendor (e.g. pickles, jams, etc., but not necessarily baked goods).

CFM strives to provide a safe and socially congenial marketplace for both customers and vendors, offering a balance and diversity of items for sale, whose demeanor and presentation are positive, fair and friendly, and whose production and marketing practices minimize waste. CFM strategically nurtures and grows the marketplace through careful oversight of the number of annually accepted vendors selling similar product, and continually looks for niche products so that vendors have every opportunity

to be successful in sales and customers consistently have a wide variety of product from which to choose.

CFM Food Access Program:

Cobblestone Farmers Market launched its Local Food Access Program in 2012, from a belief that creating access to healthy food for all benefits the entire community.

Eligible CFM vendors accept SNAP/EBT (Supplemental Nutrition Assistance Program) and Farmers Market Nutrition Program WIC (Women, Infants, and Children). CFM actively fundraises for 'bonus bucks' to incentivize the Local Food Access Program to potential market shoppers who qualify for SNAP and WIC. As available, CFM offers 'bonus bucks' (\$5 each market day) for SNAP/EBT and matches FMNP WIC dollar-for-dollar – doubling the amount a family decides to spend at the market. CFM actively seeks community resources to fund the 'bonus bucks' program and works with many social service organizations to make sure all food subsidy benefit holders are aware that they may use their SNAP/EBT or Farmer Nutrition Program WIC at CFM.

CFM Rules and Regulations

{All vendors at the Cobblestone Farmers Market
must abide by these rules and regulations}

A. Vendor Application:

- 1.) **Apply to be a vendor.** CFM provides an application for returning vendors as well as one for prospective vendors. Prospective vendors may request an application from market management via email cobblestonefarmersmarket@gmail.com. *An application fee of \$35 for new vendors is required at the time of application, this fee is good for a full year.*
- 2.) **Returning vendors.** Returning vendors will automatically receive an application and updated guidelines via email. Returning vendors will have the option to continue on the market day on which they were selling in the previous year. Returning vendors who would like to switch or add markets will indicate that request on the application. Based on returning vendor participation and product balance at each market, returning vendors who request a market switch may be invited to join the market of their choice. All returning vendors must submit their

applications by the date indicated on the returning vendor application which is in advance of the prospective vendor application deadline. CFM management encourages all vendors to submit applications quickly.

3.) Submit application with included fee. All returning and prospective vendors must submit an application with included fee before or on the deadline date indicated on the application. Applications may be sent in electronically and the fee may be mailed. All applications received will be acknowledged by email and an agreement page will be sent for your signature. This agreement should be signed and mailed in with your application fee. Site visits will be scheduled according to availability in the market for your product. We are currently on a waitlist for produce, baked goods and chicken.

4.) Mandatory site visit for all applicants. All applicants must have a site visit annually by market management. The purpose of the site visit is to further verify application information and keep current on what each vendor is producing, changes in procedure or new production goals and products. The site visit provides the invaluable opportunity for market management and the producer to have time to talk in depth not only about the producer's product and procedure, but also market concerns or ideas for the future.

For prospective vendors, this visit is also intended to assess the qualities of the vendor and his or her products as they relate to the goals and policies of the market. Visits are meant to be cordial and friendly, yet focused and informative. CFM approaches site visits as a chance to learn about producers and their practices, regardless of the final outcome of the review process. The market management may request follow-up visits as it deems necessary.

5.) Vendor fees. Vendor fees must be paid in full before market begins, no exceptions. Regular full-season vendors receive a consistent booth location for the full-season and daily or monthly vendors will be placed in reserved booth spots that are scheduled for daily or monthly vendors or special events. Market management reserves the right to change a regular full-season vendor booth location due to extended absence in order to maintain the robust market ambiance.

i.) Full-season fees as announced each year may be paid in full or in two installments. Full or partial payment must accompany the application. Invoices will be sent in you choose to pay in installments. Season fees are not processed until the application is accepted.

ii.) Application and season fees are non refundable.

iii.) There is no prorated season fee for vendors who begin selling after opening day.

6.) Short-term vendors - daily, monthly, and seasonal. Short-term booth space may be purchased for one or more weeks. All vendor selection requirements apply including completing the application process and site visit. It is suggested that a vendor who wishes to apply for this option should do so in advance. The vendor would give the market management a time frame based on when they expect to sell (for booth scheduling purposes) with the booth fees paid in advance.

B. Vendor Fees

1. 2018 Full Season Fee for the Saturday Winter Market in Old Salem is \$180, plus the application fee. This reflects 10 weeks at \$18/week. *Approved vendors wishing to participate for less than full season may do so at \$25/day.*
2. 2018 Full Season Fee for the Saturday Outdoor Market in Old Salem is \$660, plus the application fee. This reflects 33 weeks at \$20/week. *Approved vendors wishing to participate for less than full season rates may do so at \$45/day.*
3. 2018 Full Season Fee for the Wednesday Outdoor Market downtown is \$90, plus the application fee. This reflects 6 weeks at \$15/week. *Approved vendors wishing to participate for less than full season may do so at \$20/day.*
4. 2018 Community Booth. \$100 for the first three visits, then \$45 each visit thereafter.

C. Product(s) at the Market: Cobblestone Farmers Market embraces Slow Food's motto - GOOD, CLEAN, and FAIR in terms of production, all market operations and customer relations/expectations.

- 1.) **Single source products.** Products to be sold must be grown, raised, caught, harvested, collected, made, or produced on the vendor's owned or leased property.
- 2.) **Product production.** All products must be produced sustainably and without any use of synthetic pesticides.
- 3.) **No resale.** Vendors may not resell items from another producer nor on behalf of another producer.
- 4.) **Items sold at the market.** Items to be sold at the market must be only those listed on the vendor application. Vendors who wish to add new items for sale must receive written approval from the market manager.
- 5.) **Sale of craft items.** On a limited basis, the market management may approve the sale of craft items made from ingredients grown or collected by the vendor. A limited number of vendors may be considered to sell principally essential non-food items, such as soaps, so long as those items meet the other selection criteria of the market.

6.) Sale of prepared foods. Prepared foods and ready-to-eat items sold at market must be prepared in accordance with the health department guidelines, all items approved as needed and verification of this approval must accompany the application or if it is a new item that has been approved by market management, verification must be provided to market management. All such items must be made, packaged, stored, transported, displayed, and served in accordance with relevant health and safety regulations. Vendors must make themselves aware of and comply with such regulations.

i.) Processed and value-added foods must be made, packaged, stored, transported, and displayed according to relevant federal, state, and local regulations. It is the responsibility of each vendor to remain up-to-date on such regulations and to adhere to them.

ii.) All certifications required to produce or sell any added value food item that is processed and packaged must be submitted with the application.

D. Legal responsibility. Vendors must take full responsibility for complying with all federal, state, and local requirements for the production, packaging, handling, transporting, storage, display, and sale of all items they sell at the market.

1.) Licensing requirements. Vendors must abide by all local, state, and federal licensing requirements. Applications to sell at the market will be approved only if prospective vendors agree to abide by all local, state, and federal licensing requirements, as applicable to their business, and to provide the market management with proof of compliance with these requirements.

2.) Release of liability. Vendors will also be required to sign a release of liability, holding harmless the market management, the host site, and Cobblestone Farmers Market.

3.) Vendor liability insurance. The Cobblestone Farmers Market and its current fiscal sponsor, Beta Verde, LLC, strongly recommend that vendors carry general liability insurance to adequately cover their market activities and product.

E. Market Operations and Materials:

1.) Set-up. Vendors must arrive with enough time to set up their spaces and be ready to sell by the announced opening time for each market location. Specific set-up and arrival times will be set by market management and shared with vendors in advance of the market. Any seasonal changes will be communicated to vendors via email with ample notice.

2.) Arrival/Departure. Vehicles will not be allowed to drive through the market space later than 30 minutes before opening or before closing time. Late arrival

can be difficult to accommodate if space is tight, may detract from the market setting, and, in some cases, may be unsafe.

- 3.) **Vendor presence at market.** Vendors must stay for the *entire* duration of the market. If a vendor sells out of their product, the vendor should remain until closing to talk to prospective buyers and promote good relations with customers. Market booths may not be taken down until close of the market. A \$20 penalty will be incurred on the first offense and each thereafter.
- 4.) **Vendor presence for sales.** CFM encourages full-season producers to be present to sell at each market. However, family members and employees who are involved with the production of the goods to be sold may sell at the market alongside or in place of the principal producer, as long as they are able to answer detailed questions about the production practices, essentially representing the business well which not only benefits the business but consistently affirms the quality of the business to the customers.
- 5.) **Market Absences.** Full season vendors are allowed three absences per season. Vendors are to let market manager know about any *known* absences on the application. Absences that come up throughout the season need to be reported to the market manager 10 days prior missing market. *Once a vendor has missed 3 markets, a vendor will be charged a \$20 fine for each absence.* (Exceptions will be made for severe illness, death of a family member or other likewise emergency situations).
- 6.) **Required booth materials.** Vendors are responsible for providing booth materials. These include: tents, tables, accurate scales (these are checked from time to time by the scale man, cash boxes and change, bags or other packages, and any other materials needed to provide an attractive booth and sell to customers.
- 7.) **Required signage.** Signage is required at each booth. Signage should be easy to read, indicate the name of the business and the location of the business. In addition, vendors must have clearly displayed contact information that includes names, telephone numbers and/or email addresses, website addresses, if applicable, and physical addresses. This might be another sign, a brochure, a business card, etc. All items for sale should be labeled and clearly priced. SNAP/EBT and FMNP WIC Acceptance signs provided by CFM must also be displayed.
 - i.) Signage must not include any claims known to be false or illegally described:
 - “Organic”: The USDA Agricultural Marketing Service (<http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STE>)

[LDEV3004446](#)) states that a product cannot be labeled “organic” without being certified:

“Overall, if you make a product and want to claim that it or its ingredients are organic, your final product probably needs to be certified. If you are not certified, you must not make any organic claim on the principal display panel or use the USDA organic seal anywhere on the package*. You may only, on the information panel, identify the certified organic ingredients as organic and the percentage of organic ingredients.

*Some operations are exempt from certification, including organic farmers who sell \$5,000 or less.”

No Exceptions.

8.) Market sales. Sales to the public are strictly during market hours. Vendors may not sell any item before the market opens unless the sale is part of the accepted exceptions. Exceptions include:

i.) Sales between current vendors and market staff may occur before market.

ii.) Vendors who use the market as a CSA pickup venue may distribute to their CSA customers outside of regular market hours, as long as the pickup is a pre-payment and the items are not part of the market display.

iii.) Demonstration chefs invited to participate in the market may request items from vendors before opening, and the market management will reimburse those vendors for the value of the items used.

9.) Report gross monthly sales. In order to track CFM’s economic impact for funding purposes and contract negotiation, vendors will be asked to supply gross sales information on a monthly basis. This information will only be seen by the market manager and founders of the market.

10.) CFM Information Booth. CFM maintains an information table for general questions, Local Food Access Program token program and promotional items.

11.) Music at the market. Musicians may play at the market by invitation only, without paying a fee to the market. They may have a tip jar or other container, and may sell recordings of their own music. The use of amplification will be determined on a case-by-case basis by market management.

12.) Community booth. CFM has established a community booth to broaden the reach of those small businesses and organizations who want to reach our customers, but can not commit to a full season. The cost of the booth is \$100 per day and the calendar for this is maintained by the market manager. If the

business attends more than 3 markets, the fee drops to \$45 for each subsequent visit of that season.

13.) Vendors must maintain clean booth areas. At the end of each market day, all vendors must leave their booths as clean or cleaner than they found them at the beginning of the day. *After one warning, a \$20 penalty will be incurred for each instance.*

14.) Requirements for new vendor employees: When a vendor brings on new employees to work at market, the vendor must accompany the employee on their first market day. The employee must be introduced to the market manager, fill out the Risk and Liability form and be instructed in how to receive SNAP/EBT tokens. Vendor responsible for instructing employees on additional CFM guidelines. *After one warning, a \$20 penalty will be incurred for each instance.*

F. Physical Layout:

1.) Assigned booth spaces. The market manager has sole discretion to assign spaces to vendors. Regular, full-season vendors can expect to have a consistent booth assignment as long as attendance is consistent. Short-term or seasonal vendors may be asked to move from week to week.

2.) Booth size. Market booth size is determined by each market location. Tents are required for the CFM Old Salem market and must be no larger than 10'x10' in size.

i.) Booth space for the downtown market is tighter. Freestanding signage is helpful. Exact booth measurements will be determined based on number of vendors.

ii.) PopUp markets held outdoors require a tent, no larger than 10'x10'.

3.) Electrical power. Electricity will be available to a limited number of market booths.

G. Atmosphere at Market:

1.) Positive environment. CFM strives to provide a safe, congenial place for all to shop and convene. Vendors, staff and volunteers must all contribute to the positive atmosphere of the market. Rude, insulting, or demeaning speech or behavior will be cause for removal from the market.

2.) Non-smoking area. The entire market is considered a non-smoking area during market hours. All smokers must be 10-feet away from all market boundaries.

3.) Ability to answer customer questions. It is expected that vendors will answer all reasonable questions from shoppers regarding the location of their farms or production facilities, the methods of production, product ingredients and sources.

4.) Pet policy. In accordance with city and health regulations governing the use of public spaces for special events, pets may not enter the market area during market if located on public property. If the market is on private property, pets on leashes and in constant control of their owners may enter the market. Vendors are *not allowed* to bring pets to the market whether or not the market is on public or private land nor have a live animal in their booth when selling food of any sort and in order to remain in compliance with current health department regulations. Service animals are permitted.

H. Weather Policy:

The market manager has sole discretion to cancel market if the weather is looking dangerous for vendors and/or customers. The decision for the cancellation of market will happen by 8pm on Thursday before Saturday's Market or Tuesday at 1pm before Wednesday's Market. The market management will make every effort to keep the market open on all scheduled market dates.

I. Promotion:

1.) Special events. At various times during the season, the market management will organize promotional events for the market. Though vendors are not required to participate in these events, it is strongly encouraged.