

SOUTH HADLEY FARMERS' MARKET MARKET RULES 2016

The South Hadley Farmers' Market provides access to locally grown and produced healthy food as well as educational activities and dissemination of information about food security issues. To ensure the sustainability of this activity, South Hadley Farmers' Market provides a venue that makes possible direct, profitable retail sales by area farmers, growers and food producers and makes available to the community fresh, locally grown and produced, high quality plants and food products. South Hadley Farmers' Market makes no warranty on sold or purchased goods, and any warranty implied is expressly denied.

South Hadley Farmers' Market (SHFM) is project of Healthy Community South Hadley Inc. (HCSH). SHFM operates in compliance with Massachusetts Department of Agricultural Resources (MDAR) Policy for Farmers' Markets, by permission of the South Hadley Selectboard, and under the supervision of the HCSH Board.

Vendor Eligibility

- South Hadley Farmers' Market is open to farmers, growers and value-added food producers whose products are grown in Massachusetts. Inclusion of some produce from neighboring states who share borders with Massachusetts may be allowed with Market Manager's permission.
- Prepared foods must be local in nature and/or contain local ingredients. Local bakeries that use some local ingredients may be allowed.
- All Vendors must be original growers or producers. Vendors may carry each others' products, as representatives, not as wholesalers, and with permission of the Market Manager.
- Third party and wholesale vending is not permitted.
- The Market may accept a limited number of local artist vendors. Applications and work samples will be reviewed by the HCSH Board and Market Manager, who will make decisions based on Market needs.
- At the discretion of the Market Manager, South Hadley-based non-profit organizations may set up tables to educate or inform the public. Solicitation of donations must be confined to the assigned table area. No vendor fee is charged.

Location, Dates, Times:

- SHFM is located on the South Hadley Town Common at the junction of Routes 47 and 116 in South Hadley.

- The market operates on Thursdays from 2:00 pm – 6:00 pm
- 2016 market days are June 2 to October 6. Exact beginning and ending dates are set annually.

Vendor Registration:

- Vendors must submit an application and be approved by the HCSH Board and Market Manager in advance of the market. Applications are accepted beginning in March. Preference will be given to Vendors who participated regularly during the previous year's market.
- New Vendors will be accepted on the basis of meeting eligibility requirements and on the needs of the Market for variety and balance in product. SHFM makes every effort to avoid duplication of products.
- No products that are not listed in the application may be brought to market without prior approval of the Market Manager.

Vendor Fees:

- Annual Season Registration Fee:
 - \$25.00
 - Applies to full-time and part-time vendors
 - Must be paid at or before the first day of the Market
 - Non-refundable
- Booth fee, Full Time Vendors:
 - Season Pass: \$300.00 for 19 market days (a 20% savings)
 - paid in full by first market day
 - non-refundable
 - OR, \$20.00 per space per week
 - paid on market day to Market Manager
 - May be paid at start of each month, for convenience (non-refundable)
- Booth fee, Part Time Vendors:
 - \$25.00 per space per day
 - paid on day of market
 - Must commit to a consistent schedule such as: every other week; 1st and 3rd weeks of the month, once a month, etc.

Vendor Spaces

- The selling area of the market is divided into approximately 10' x 12' spaces.
- The Market Manager will assign spaces and will try to maintain a formation for regular vendors throughout all of a season.
- Parking for vendors is behind the Village Commons, in the lower lot.
- All canopies must be weighted with a minimum of 25 lbs. per leg, or staked.

Set-up/Tear-down

- Unloading and loading will take place from the College Street by-way abutting the Village Green. Appropriate vehicles may unload and load on the Rt. 116 side of the Town Common if necessary.
- All vendor vehicles must be moved prior to the start of the market. (Meat vendors may stay in the parking area if their freezer cannot be removed from their vehicle.)
- Set- up begins at 1:00 pm and ends no later than 2:00 pm. Vehicles spaces and locations will be determined by the Market Manager. Vendors should be ready to sell by 2:00 pm.
- No sales should occur before 2:00 pm or after 6:00 pm.
- During July and August, concerts are held on the Green beginning at 6:30 pm. Please make every effort to finish teardown before this time.

Vendor Responsibilities

- Each Vendor must provide copies of the following documents to the Market Manager on or before the first day of the market:
 - Commercial General Liability Insurance
 - South Hadley Health Department permits, as required (does not apply to fresh produce, eggs, raw honey, maple syrup and non-food items)

Contact South Hadley Town Hall
116 Main St., Suite 102
South Hadley, MA 01075
413-538-5017 x107

- Each Vendor shall be responsible for setting up, displaying and packaging his/her own goods. Vendors should utilize some form of display and/or stand and sign identifying business name and location.
- Display standards set by the South Hadley Health Department must be met for packaged prepared food products. Health inspectors will visit the market periodically throughout the season.
- Each vendor will set his/her own prices, which should be clearly displayed and be consistent with prices he/she charges at other markets or farm stands.
- Vendors who use scales must use a scale that is legal for use in trade and has been inspected and certified by the Sealer of Weights and Measures for Massachusetts.
- Vendors must make every effort to be on time and notify the Market Manager by phone if they are running late.
- Vendor must notify the Market Manager *at least 48 hours in advance* of any Market date they will not attend. This is essential so that customers know who will be present and are not disappointed to not find a scheduled vendor present.
- Unplanned absences from the market of more than two weeks in a season are grounds for dismissal from the market.
- Supervised children are enthusiastically welcome. Pets and smoking are not allowed in Vendor spaces.
- Vendors will respect each other, the Market Manager and volunteers. No arguments will take place in the presence of customers. If problems arise at the market, disputes must be taken to and settled by the Market Manager. The Market Manager has the right to dismiss vendors from the market for on-going behavior complaints.
- Vendors may reach the Market Manager at the following phone numbers: 413-737-1724 (home); 413-883-3339 (cell).