

# Second Street Farmers Market

## Application 2019

VENDOR or BUSINESS NAME:

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CONTACT PERSON:

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STREET ADDRESS:

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CITY/STATE/ZIP:

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TELEPHONE: Home:

Mobile:

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EMAIL:

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What type of produce/products do you intend to sell at the market? Please be specific. New Vendors: please email sample photos to: [market@secondstageamherst.org](mailto:market@secondstageamherst.org)

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Vendors who submit a completed application and intend to complete the whole outdoor season (20 weeks, May 23 - September 26) will be assigned a permanent space. Weekly vendors will be given a booth space on a first come/first served basis.

New Artisan Vendors: in addition to a completed application, please submit images for approval of each type of product you plan to sell. If you are a returning founding vendor, no review of your products/produce is necessary unless you make significant changes to your offerings.

There will be no upfront costs this season. We want you to be successful. Only a sales fee of 10% will be collected to help subsidize marketing and management costs. This will be due at the conclusion of each market.

I have read, understand, and agree to comply with the stated policies of the Second Street Farmers' Market. I will further comply with all applicable local, state and federal regulations.

I DO/DO NOT (please circle) give permission for any photos, videos, audio or other recordings or images in which I appear, to be used by Second Stage or Amherst County for promotional purposes.

SIGNATURE:

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PRINTED NAME:

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DATE:

## Second Street Farmers' Market Market Policies 2019

**MISSION:** Second Street Farmers Market is a dynamic producer-only marketplace that promotes the sale of agricultural and specialty products and encourages better nutrition through healthy food preparation and eating habits. The market offers a lively community gathering place featuring local farmers, artisans, musicians and other occasional entertainments to enhance the consumer experience.

**LOCATION:** The Market is located on the grounds of Second Stage at 194 2nd St., the corner of Washington and Second Streets, in downtown Amherst, VA 24521.

### **ELIGIBLE VENDORS LIVE WITHIN 100 MILES OF AMHERST, VA:**

A **Producer** is defined as the person(s) who grows, produces or makes the product. No live animals may be sold at the market. Producers may sell farm and kitchen products including fruit, vegetables, eggs, cut flowers, herbs, plants, properly labeled baked goods (see USDA), butters, honey, jams, jellies, and sauces. Bottled cider and wine, meats, poultry, fish and cheeses processed in a Department of Agriculture approved facility are eligible. Any vendor selling these products is required to comply with all applicable local, federal and state laws with regard to production, harvest, preparation, preservation, labeling, food safety and inspection. It is the responsibility of each producer to abide by all state and federal regulations that govern all products the vendor offers for sale at the market. Vendors are solely held liable for their own products.

Payment of all applicable sales taxes is the responsibility of the vendor.

**Arts and Crafts** are permitted for sale by all approved vendors. The vendor or employee must make all arts and crafts. No items may be purchased for resale. All items are subject to the pre-approval of the market manager.

Payment of all applicable sales taxes is the responsibility of the vendor.

\* All vendors must be willing subjects of question and verification. All vendors must participate in a farm or studio visit by the market manager or approved designee. Appointments will be scheduled at the convenience of the applicant and market manager. Failure to follow through with requests for verification, or providing inaccurate product information to any potential customer justifies action.

### **MARKET DATES AND HOURS:**

The market will be held each Thursday (May 23 - September 26), from 3:30 - 6:30pm. Set-up will begin at 2:30. Please check in with the Market Manager BEFORE setting up. **Vendors must be in their space by 3:00.** If a vendor arrives after that time, his/her spot may be given to another vendor for that day. Late arrivals may be assigned a space where setup will make least impact on the operation of the market and safety of the customers. If a vendor knows they will not attend the market, it is helpful to let the manager know. No sales are permitted before the start of market. Vendors may begin take down and check out at 6:30pm. Leaving the market early is not allowed unless prior arrangements have been made with the market manager.

### **CHECKOUT:**

There should be no noticeable breakdown before the market closes. Accurate sales information must be reported and fee paid to the market manager before leaving the market. Vendors who do not comply with market policies may be asked to leave.

### **SPACES:**

All spaces are at least 10' wide x 10' deep. A maximum of two spaces may be assigned to a single vendor. The market manager determines the location of each vendor and, if necessary, may request that a vendor relocate. Vendors may bring additional workers as needed. Each vendor is responsible for setting up his/her stand in an attractive manner and keeping boxes and supplies stored out of sight. All equipment and furnishings are the responsibility of the vendor.

Displays and tents must not extend beyond the limits of the assigned space.

**FEE:**

All Vendors must check out with the market manager before leaving at the end of each market with the 10% sales fee in the form of cash. Vendor is responsible for keeping accurate records of sales.

**OTHER:**

- Prices for each item must be clearly printed on each item for sale.
- Food and farm products must have ingredient and preparation labels that follow USDA specifications.
- DO NOT use the word "organic" or any other marketing terms or phrases that require specific certification.
- The vendor must remove all trash, debris, boxes, containers, etc. at the conclusion of each market or will be charged a cleanup fee commensurate with the cleanup required.

**PARTNERSHIP:**

- We need your help to make this season a success and we ask that all vendors promote the market at every opportunity including but not limited to: inviting friends and family, handing out fliers and posting on Facebook and Instagram if applicable. Let's create a BUZZ so people will want to BEE here! Email a short bio and photo of you and/or your product(s) if you wish to be featured as a highlighted vendor for weekly advertising.

**VENDOR STANDARDS OF CONDUCT:**

- Treat individuals, fellow vendors and management with respect, courtesy and tact.
- Promote safe operations and comply with all appropriate safety and health regulations.
- Report safety and health hazards promptly so that they can be corrected before injuries result.
- Provide the highest level of customer service possible.
- Comply with all Farmers' Market policies.

**Vendors who engage in any of the following are subject to suspension or expulsion from the Market:**

- Careless or willful destruction of Market property.
- Use of chewing tobacco, cigarettes, vape and snuff products while on the premises.
- Manufacturing, distributing, possessing, using or being under the influence of alcohol or illegal drugs while at the market.
- Threatening or assaulting a fellow vendor, market management or the public.
- Using obscene language toward fellow vendors, market management, or customers.
- Using racial, sexist or ethnic slurs.
- Sexually harassing fellow vendors, market management or customers.
- Bringing a gun, knife or other weapon, either concealed or displayed, onto Market premises.
- Engaging in rude or unprofessional behavior or disorderly conduct, even if the behavior is not expressly forbidden by regulation or laws.

Vendors shall hold the Second St. Farmers Market, the Management, Amherst County, and the Town of Amherst harmless from any liability whatsoever that results from their activities at the Second St. Market.

Please retain the Farmers Market Policy for future reference.

Questions/Concerns?  
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Penny Hawes (434) 941-0997  
[market@secondstageamherst.org](mailto:market@secondstageamherst.org)