



MAIN STREET MARKET GUIDE & RULES

2020



Main Street Market Rules & Guidelines 2020

INTRODUCTION

"Main Street Market" has the goal to provide fresh foods and products, and direct marketing of farm products to the people of the local community and its surrounding areas. The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the general public. The Market Advisory Committee manages the regular business operations of the market and welcomes your input. The Market Advisory Committee will conduct its day to day operations through a Market Manager designated by the committee. The Advisory Committee's meeting schedule may be obtained through the Market Manager. The Market Manager will be Hunter Gentry. E: hgentry@mainstreetoxford.org or 256-241-6667.

LOCATION

The Main Street Farmers Market will, at present, be located at 400 Main Street, Oxford, AL 36203.

THE SELLING SEASON

The Market will be open each *Thursday* for retail sales from **8:00 AM** until **12:00 PM** beginning **May 14** through **August 13, 2020**. The market schedule may be extended depending on availability of seasonal produce.

PERMITS AND FEES

A growers' permit must be completed before selling at the market. Permits are available at no charge from the County Extension Office. The purpose of the certificate is to ensure that the

products sold originate with producer, his or her family, employees or partners. This allows the producer and the customer to be exempt from state and local taxes for sales of raw, unprocessed agricultural products. If you are selling products that do not allow you to be classified as a grower, i.e. baked goods, you are required to have the appropriate business licenses and are responsible for collecting and remitting related sales taxes. Any fees collected by the market are for the express purpose of promoting and operating the Farmers Market. This includes but is not limited to administrative expenses and advertising.

SPACE ASSIGNMENTS AND RESERVATION POLICIES

1. Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by the Market Manager, unless an additional space has been approved and payment received. Maximum vehicle size is a 1-ton pickup truck or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle may have to be disconnected and moved out of the area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be moved.

2. Farmers may reserve vendor spaces. The Farmer/vendor must provide notification to the market manager of his/her participation each week by the previous Monday by 5:00 p.m. All Non- Farm & Grower Vendors

who want to participate must pay the manager \$20.00 on previous Thursday. This fee must be paid weekly.

3. The market manager designates the vending location for all producers with or without vehicles and if the market manager judges it necessary, may require a producer to relocate.

4. Each vendor must abide by the Code 80-7-1.05(d) of the Admin Code regarding all the home processed products, meat, insurance proper weight and measure, dairy products, shell eggs refer to Alabama Department of Agriculture and Industries, farmers market Authority Administrative Code Chapter: 80-7-1.04 (3)(4)(5)(6)(7)(8)(9)) <http://www.fma.alabama.gov/HomeProc.aspx>

REGULATIONS

1. Only producers may sell at the market. A producer is defined as the person that grows or makes the product and may also include the producer's immediate family, partners, employees, or local cooperatives upon prior review. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Any complaints filed with the Market Manager concerning production regulations will be investigated by the Market Advisory Committee and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in expulsion from the market for the remainder of the selling season, and no refund will be made for market fees paid to date.

2. Arts and crafts are not permitted for sale at the market unless they have received prior approval by the Market Advisory Committee. If there is any question whatsoever about whether an

item may be sold at the market, a brief written proposal should be submitted to the Market Advisory Committee for review.

3. Producers may sell their own farm and kitchen products including (but not limited to): fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey and baked goods. Many items are subject to Health Department regulations. It is the responsibility of the producer to abide by these regulations. Contact the Health Department for inspection and approval. No cooking is permitted within the market area without prior approval by the Market Advisory Committee. It is the responsibility of each producer to abide by all state and federal regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The Advisory Committee, City of Oxford, Calhoun County, and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.

4. At the beginning of each market day, vendors will check in with the Market Manager. Vendors must be set up at the market by 7:30 AM and ready to do business when the market opens at 8:00 AM. When running late, contact the Market Manager. Each seller is expected to stop selling at 12:00 PM and have all produce, baked goods, boxes, containers, etc. loaded for removal by 12:30 PM. The Market Manager will have the authority to change the market hours on special occasions; however, notice must be given to the Market Advisory Committee beforehand.

5. The sale of live animals is not allowed at the market. Vendors may not bring their pets to the market.

6. The use of electrical generators must be cleared with the Market Advisory Committee before usage.

7. Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed and approved in advance by the Market Advisory Committee is not permitted.

8. Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.

9. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the Market Advisory Committee.

10. All profane, abusive, discourteous, and boisterous language and/or conduct at or about the market area is prohibited. No tobacco usage of any form is allowed at the market site.

11. Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.

12. The Market Manager and/or the Advisory Committee will have the full power to enforce all rules and regulations within the market area as authorized by the Advisory Committee. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the market for a length of time determined by the Advisory Committee and if need be, escorted by legal authority off premises.

13. Dairy products must have proper labeling on the package from an inspected facility. No unpasteurized or raw milk products are allowed to be sold at the market site.

14. Meat must be frozen and labeled from a State or USDA processing facility.

15. Fish can be frozen or on ice as long as 37-41 F temperature is maintained.

16. Vendors selling eggs must follow guidelines set forth in the shell egg law.

GUIDELINES:

It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility. It is recommended that each vendor have a sign identifying the name and location of the farm.

Main Street Market Vendor Application

Name _____

Farm/Business Name _____

Number of Acres in Production if Applicable _____

Mailing Address _____

Email Address _____

City _____ County _____ State ____ Zip Code _____

Home Phone Number _____ Cell Phone Number _____

Farm Address (If different from previous) _____

City _____ County _____ State ____ Zip Code _____

Products that you intend to sell weekly:

Applicant Statement

I agree to abide by the guidelines of Main Street Market and to obtain all applicable permits and licenses: to assist in the inspection of my garden by agents of the Main Street Market and the Alabama's Farmer's Market Authority; to sell only agricultural products from my farm; or to sell only products produced by myself and/or my employees. I further agree not to hold the Main Street Market responsible for any damages arising out of the sales of my products.

Signature

Date