

TRANSYLVANIA FARMERS' MARKET

2015 Market Policies, Rules and Responsibilities & 2015 Vendor Application

Mission/Purpose

The mission of the Transylvania Farmers' Market is to encourage and promote local agriculture, horticulture, value added, and craft industries in Transylvania County, North Carolina; to provide producers a site to market their goods directly to residents and visitors to the County; and to provide consumers a market to obtain quality goods directly from local producers.

Market Location

The Market is located in the parking lot of Comporium Communications, located just off East Main Street on the corner of Johnson and East Jordan Streets.

Market Dates/Times

The 2015 Market will be held from 8:00 a.m. to 12:00 p.m. every Saturday from April 18th to December 19th. Winter Market will be every Saturday morning from 10:00 a.m. to 12:00 p.m. from December 26th through opening day of the regular season in April 2016.

Vendorship

- 1.) It is the intention of the Market to support local products that are handmade or homegrown.
- 2.) To sell at the Market, every vendor must be approved by the Market Board as deemed appropriate for the marketplace. The Market Board has the right to deny any applicant. Steps to becoming a vendor:

- a.) Previous vendors – If the party was a vendor in 2014, they will be approved upon receipt of the four bulleted items listed below, provided they attended the 2014 market regularly (as determined by 2014 rosters and Market management).

- b.) New vendors:

Must submit an application to be reviewed by the Market board. If the item to be sold is an arts or crafts item, a photo must be attached to the application. Applicant will be notified if they have received preliminary approval.

NOTE: A new vendor may be put on a waiting list, particularly if they are a craft vendor. To comply with ordinances, only 25% of Market vendors may be crafters.

After approval, all vendors must submit a current copy of:

- Any required certifications and licenses
- City of Brevard Privilege License
- NC Certificate of Registration Number
- as well as a Vendor fee

- 3.) Each approved vendor will receive a Vendor Pass for the 2015 season. The vendor will be required to show and display this pass each time they attend Market.

What May Be Sold

Quality grown local products including, but not limited to: Fresh produce such as vegetables, fruit and herbs. Animal products such as meat, poultry, fish, eggs, honey, and cheese. Live plants, seedlings, and cut flowers. Processed foods such as baked goods, jams, jellies, relishes, prepared foods, and packaged foods.

NOTE: Meat, eggs, baked goods, and packaged or processed food items must be produced, packaged, labeled, and marketed in accordance with state and federal regulations. The Transylvania Farmers' Market reserves the right to make a scheduled visit to the farm, garden, kitchen, office, workshop, or processing facility of any vendor.

Handcrafted items such as jewelry, woodwork, fabric arts or clothing, body care products, metal

works, art, and crafts must be made by the vendor or the vendor's family and be of original design. Items made from locally-sourced materials are encouraged.

Sales & Reselling

The Transylvania Farmers' Market is a producer only market with sales of products within a 100 mile radius of the Market. No resale or flea market items are allowed whether new or used.

Vendors must be the producer of the items sold or the listed representative (family member, employee, intern, partner). With specific permission of the Market Board, you may "carry" a food or produce item for another vendor, thereby selling their product at your space. If interested in this, request a "Carrying Application" from the Market Manager.

Vendors may sell only the items listed on their vendor application. Requests to sell a new item must be made at least 48 hours before Market Day and approved by the Market Manager.

Market Spaces

Each vendor is allowed a space up to 15' wide x 18' deep. Assigned, reserved spaces are available for \$65/market year. Nonreserved spaces are \$35/market year. Nonreserved spaces for a specific number of days are \$10/day. *(Note that reserved space vendors are expected to participate in the Market on a majority of Saturdays and all vendors, regardless of number of days at the Market, are required to have the proper certifications and licenses.)* Reserved spaces may not be "sublet."

Vendor Responsibilities

1.) To preserve safety at the Market and to customers, vendors are responsible for providing a current copy of the following licenses, permits, certifications, and inspection requirements. Examples of applicable documentation include:

- North Carolina Department of Agriculture (NCDA) kitchen inspection for processed, packaged, and prepared foods
- NCDA Division of Meat and Poultry meat handler's license
- FDA Short Course Certification for acidified foods (pickles, relishes, etc.)
- USDA Organic Certification
- City of Brevard Privilege License
- Sales Tax ID Number (NC Certificate of Registration Number)

While the Transylvania Farmers' Market will require a copy of any of the above items that are applicable, the market will not be responsible for vendors in violation of these licenses, permits, certifications, inspections, or sales taxes.

2.) To preserve safety at the Market, vendors will arrive at least 15 minutes prior to market opening and are required to be set up by start of business at 8:00 a.m. Vendors may not set up after the market opens nor close before the market ends at 12:00 p.m. without specific permission from the Market Manager prior to the actual day of Market.

3.) Each vendor is required to display a visible sign at their booth identifying the vendor by the name and location of their farm/business. If any items are carried, that info must also be displayed.

4.) Vendors will clearly display prices on all items.

5.) NCDA-certified scales must be used in sales of products sold by weight. If a NCDA scale is not used, the seller is encouraged to sell by the item, bunch, number or volume. ALL prices must be clearly posted during the times of the market.

6.) Vendors are responsible for their own personal and product liability insurance.

7.) Vendors are responsible for ensuring that they are properly licensed (city, county, state), and are permitted for their particular activities.

- 8.) Vendors are responsible for set-up, clean-up and safe operation of their space.
- 9.) Vendors will bring only fresh, quality products to the Market.
- 10.) Vendors will help foster an orderly, friendly, cooperative market atmosphere. Transylvania Farmers' Market requires that all vendors comply with standards of professionalism that promote open communication, mutual respect, and the best interests of the market. Disruptive actions or remarks that undermine the shared success of any or all of our community of vendors are unprofessional and unacceptable. Failure to comply with these standards could result in suspension or removal from the market.
- 11.) Vendors will abide by all market policies, rules, and responsibilities outlined in this document and the Market application.
- 12.) Vendors, as a condition of participation in the Market, agree to the following hold harmless provisions: Each vendor participating in the Transylvania Farmers' Market shall be responsible for any loss, personal injury, deaths, and/or other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and hereby agrees to exonerate, hold harmless, indemnify and defend Transylvania Farmers' Market, its successors and assignees, from and against any and all losses, damages, claims, suits or actions, judgments and costs, and attorney's fees which may arise or grow out of any injury or death of persons or damage to property in any manner connected with the vendor's products, operations, or vending at the Market.

Violations

Violations of any of the Policies, Rules or Responsibilities will be brought to the attention of the vendor by the Market Manager. Severe or repeated violations may result in the vendor being barred immediately, without refund of fees paid, from further Market participation.

Grievances and Concerns

Grievances or concerns should be put in writing, include a clear and specific description of the situation, and given to the Market Manager. All violations of the Market Rules and any grievances are resolved by the Market Board.

Miscellaneous

- 1.) All vendors will receive a copy of the Policies, Rules, and Responsibilities with the Vendor Application; they must be read and agreed to before submitting a signed application.
- 2.) No vendor pets are allowed at the market.
- 3.) All vendors must wear shoes and shirt.
- 4.) Vendors may not smoke or consume alcohol at the market. The Market is a smoke-free environment and aside from any special events, an alcohol-free environment.
- 5.) Tents and umbrellas must be tied down at all times in compliance with the Fire Marshall Regulations.

Vendor Application for 2015 Transylvania Farmers' Market

Regular Season: Saturdays from April 18th to December 19th, 8:00 a.m. to 12:00 p.m.

Winter Market: Saturdays from December 26th to mid-April, 10:00 a.m. to 12:00 p.m.

Name _____

Farm or Business Name _____

Address (mailing) _____

City _____ Zip _____

Physical Address _____

City _____ Zip _____

Phone _____ Alternate Phone _____

Best time/way to be contacted _____

Email _____

Website _____

Have you been a member of the market before? yes no When? _____

What would you like to sell at the Market?

Farm Products (list specific products)

Produce such as vegetables, fruit, or herbs:

Animal products such as meat, poultry, fish, eggs, honey or cheese:

Live plants, seedlings, cut flowers:

Other:

Processed Foods (list specific items)

Baked Goods:

Jams, Jellies, Relishes:

Prepared Foods:

Packaged Foods:

Other:

Handcrafted Items (list specific items)

Jewelry:

Woodwork:

Fabric Arts or Clothing:

Body care products:

Metal works:

Art:

Crafts:

Other:

Percentage of sales:

Please indicate the percentage of what you are selling in the following categories so that the total below adds up to 100%:

_____ Produce	_____ Animal Products	_____ Plants
_____ Processed Foods	_____ Handcrafted Items	

Sales & Resale

The Transylvania Farmers’ Market is a producer only market with sales of products within a 100 mile radius of the Market. No resale or flea market items are allowed whether new or used. Vendors must be the producer of the items sold or the listed representative (family member, employee, intern, partner).

In order to expand our produce and food offerings, and with specific permission of the Market Board, you may “carry” a food or produce item for another vendor, thereby selling their product at your space. If interested in this, request a “Carrying Application” from the Market Manager.

Certifications

Every vendor must have the proper certifications in order for their application to be approved. If you are not sure how to acquire certification, please contact Bart Renner at Cooperative Extension, (828) 884-3109.

Please check the boxes below for certifications you are including:

- North Carolina Department of Agriculture (NCDA) kitchen inspection for processed, packaged, and prepared foods
- NCDA Division of Meat and Poultry meat handler’s license
- FDA Short Course Certification for acidified foods (pickles, relishes, etc.)
- USDA Organic Certification

City Privilege License

Each vendor, regardless of product, must have a City of Brevard City Privilege License, which costs \$25/year and may be obtained easily at City Hall. (If you are a new vendor you may obtain this permit after preliminary approval.)

Sales Tax ID Number (NC Certificate of Registration Number)

As per changes by the NC Legislature in 2014, all farmers markets “must maintain a daily registration list of all specialty market or other vendors selling or offering goods for sale at the specialty market or other event. The registration list must clearly and legibly show each vendor's name, permanent address, and certificate of registration number." Due to this change, the Transylvania Farmers’ Market must now require a copy of this certificate from every vendor. Please note that the certificate numbers will not be submitted to the state but we are required to keep them on file should the state request them.

Release of information To be included in advertising, on the Market website, and given to customers, please check the following areas for release of information:

- Name and/or business name Address Phone Number Email Website

Vendor Fees

Choose one and include a check made payable to: **Transylvania Farmers’ Market**

If you are a new vendor, do not make payment until your application is approved. If for any reason your application is denied and you made payment, your check will be returned.

\$65 Reserved Space

(Note that reserved spot vendors are expected to participate in the majority of market days.)

If you are a returning vendor who previously had a reserved space, would you like the same space? yes no, I would like to pick a new space

\$35 Unreserved Space

Unreserved Space – \$10/day

Note that all vendors, regardless of number of days at the Market, are required to have the proper certifications and licenses.

For a reserved spot, please return your application by March 31, 2015 in one of 3 ways:

- 1.) Mail to: Transylvania Farmers’ Market, P.O. Box 204, Brevard, NC 28712
- 2.) Drop to the Cooperative Extension Office at 98 E. Morgan St., Brevard
- 3.) Bring with you to the vendor meeting on February 21st

Reserved Spots will be chosen on Saturday, April 11th at 9:00 a.m. at the Market lot.

If you can not be there to choose your spot, please contact the Market Manager to coordinate.

**Applications will not be accepted if they do not have all the requirements listed above.
Applications require a minimum of seven (7) days to review and reply to applicant.**

*Questions? Contact the Leslie Logemann, Market Manager, at 1-828-548-0660 or
TransylvaniaFarmersMarket@gmail.com*

_____ Date _____
Your Signature

Your signature indicates your agreement to abide by the Market Policies, Rules & Responsibilities of the Transylvania Farmers’ Market.