



## Rules & Regulations and Product Guidelines 2019 Market Season

### Statement of Purpose

ONTHESQUAREVA FARMERS MARKET, operated by RVAg, a 501(c)(3) not-for-profit organization. RVAg is dedicated to promoting a sustainable food system in Central Virginia, and to educating people about the connections between sustainable agriculture and the health of the region and its people. ONTHESQUAREVA FARMERS MARKET favors farmers/growers/producers who farm the land using sustainable agricultural practices or raise livestock using humane and sustainable practices. By providing a direct marketing opportunity to farmers/growers/producers and by providing educational opportunities to consumers, ONTHESQUAREVA FARMERS MARKET helps sustain the regional farming economy and helps ensure the future of farming in Central Virginia.

### Rules and Regulations

#### Farmer/grower/producer Eligibility

ONTHESQUAREVA FARMERS MARKET recognizes a growing complexity in what producer-only rules mean due to the increasing number of foods at market that require on- or off-farm processing and the increase in entrepreneurial strategies that farmers/growers are using to bring regional products to market. ONTHESQUAREVA FARMERS MARKET regards these activities as indicators of a healthy adaptation due to access to direct markets and part of the process of building a viable local food economy. In making a case-by-case decision about these farmers/growers/producers and their products, ONTHESQUAREVA FARMERS MARKET will use a balance of factors: quality of product(s), scarcity of product(s) in the market and diversity of product mix in the market.

#### Producer-only Requirement, and Exceptions

All products displayed must be produced by the farmer/grower/producer who sells them. A farmer/grower/producer may be an individual, sole proprietorship, partnership, corporation (includes LLC's), or non-profit. The re-sale of agricultural products by farmer/grower/producer is not permitted, unless the product is otherwise unavailable at the Market. In that case, the farmer/grower/producer can purchase that product from another farmer/grower/producer as a supplement under a *provisional arrangement*. The Market Manager will approve each provisional arrangement and proof of purchase of the product must be shown. Should another farmer/grower/producer begin offering that product produced on her/his farm, the vendor selling the supplemental product under provisional arrangement must stop selling that purchased product. Exceptions can be made to this rule on a case by case basis. These cases must be brought to the Market Manager for approval on a weekly basis.

**“Vendor”** may be the actual producing individual, an immediate family member, another producer member, staff or employee of the producing individual's farm.

**“Region”** is defined as anywhere within the Commonwealth of Virginia.

**“Farmer/growers”** produce either meat or plant-based products on their own farm(s) (or leased property). Farmer/growers may also be considered a producer (see definitions below; e.g., Cheese Maker or Artisan/Crafters).

If you are not a farmer/grower, you may be considered eligible to sell at ONTHESQUAREVA FARMERS MARKET as a **Producer** in one of the following categories:

**Baker:** makes freshly baked goods from scratch, using seasonal ingredients from the region as much as possible.

**Cheese Maker:** makes cheese and other value-added products from milk that comes from animals raised on the farmers/grower/producer’s own farm (or leased land where the farm is located).

**Pasta Maker:** makes pasta and sauces from scratch, using seasonal ingredients from the region or a farmer who sells these ingredients at market.

**Soap Maker:** hand crafts soaps and/or other health-care products using seasonal ingredients from a farmer who sells at market.

**Meat Processor:** primarily operates a food processing facility that processes meat from regional farmers/growers/producers.

**Fisherman/Waterman:** raises or catches fresh fish and shellfish, and uses local processing facilities for seafood products to be sold at market.

**Specialty:** Other regional agricultural product(s) that are not currently available by farmers/growers/producers at market and the agricultural product(s) is/are an important specialty crop or product in our region.

**Artisans/Crafters:** must be skilled in a fine art, such as painting, woodworking, glass blowing or other traditional art. ONTHESQUAREVA FARMERS MARKET management will ensure a ratio of no more than 25% farmer/grower/producers are considered artisan/crafters for the full-season.

## **Farmer/grower/producer Application & Market Fees**

All farmer/grower/producers must apply a market fee rate of 5%, or \$20 (whichever is higher) of total gross sales (excluding any sales tax charged) for each week’s ONTHESQUAREVA FARMERS MARKET. **There is a \$35 per day cap on market fees.**

**Vendors must also agree to notify market management if they know they going to miss a market that they are scheduled to attend. Vendors can call, text or email the market manager by the WEDNESDAY preceding the market they are going to miss, no later than 5pm. If market management is not notified that they are going to miss a Friday, vendors will be assessed a \$20 NO SHOW fee. All NO SHOWS will be charged the minimum \$20 fee.** Application fees may be made online using a credit card, e-check or PayPal, or by calling the market manager with a credit card for a manual charge. Fees may also be paid by check or money order via USPS. Please make checks or money orders payable to “ONTHESQUAREVA FARMERS MARKET”. The Application Fee for the 2018 market season will be \$20. Once accepted into the market, there is a \$50 Acceptance Fee. Returning vendors receive a \$10 discount on their Acceptance Fee if they apply and pay their Acceptance Fee prior to March 1, 2018. An additional stall may be purchased for the season for \$100. Marketeer Club members pay only the \$20 Application Fee for the 2018 market season. No other fees apply to Marketeer Club members. Non-profits pay a **one-time** Application Fee of \$20 (unless applying to be a regular ongoing vendor). No other fees apply to non-profits.

## **Insurance**

ONTHESQUAREVA FARMERS MARKET recommends that all farmers/growers/producers carry insurance for general liability and property damage, as well as product liability coverage, in an amount not less than \$500,000.

**If you are a Meat Processor,** all the farmers/growers/producers you process foods for that will be sold at ONTHESQUAREVA FARMERS MARKET must carry insurance for general liability and product liability of not less than \$500,000. If you as the Meat Processor are providing insurance coverage for these

farmers/growers/producers, a copy of the policy naming those farmers/growers must be provided with your application as proof of insurance coverage.

## Farm Visits and Inspections

All farmers/growers/producers are subject to annual farm or business visits and inspections. **All new farmer/grower/producers will be inspected before approved to sell at ONTHESQUAREVA FARMERS MARKET.** ONTHESQUAREVA FARMERS MARKET representatives may inspect any farm or establishment used by its farmers/growers or producers during normal business hours (8:00 am-6:00 pm) to verify compliance with the producer-only requirement. Such inspections may or may not be announced. The farmer/grower/producer must provide any help necessary to thoroughly document the establishment or property being inspected and the products brought to market and/or listed in the annual application. Failure to permit a farm visit or inspection may result in suspension from ONTHESQUAREVA FARMERS MARKET. A physical address for the farmer/grower/producer must be submitted with the ONTHESQUAREVA FARMERS MARKET application.

## APPLICATION PROCEDURES

### Market Application

All farmers/growers/producers must complete and sign a ONTHESQUAREVA FARMERS MARKET Application as part of the annual application process to ONTHESQUAREVA FARMERS MARKET. Applications may be submitted online on [FARMSPREAD](#). There is an Application Fee of \$10 per season. Application Fees are non-refundable. There is also an Acceptance Fee of \$10, if you are accepted into the market. Non-profits pay a **one-time** Application Fee of \$20 (unless applying to be a regular ongoing vendor). No other fees apply to non-profits.

### Farmer/grower/producer Product Plans

A current **Product Plan** form must be submitted with the application to ONTHESQUAREVA FARMERS MARKET. The Product Plan can be tailored to your product line: Field Crops/Livestock, Greenhouse and Additional Products. Only items listed in your completed application can be sold at the ONTHESQUAREVA FARMERS MARKET. You must list all food and products that you plan to bring to market. **Items not listed on these Plans will be allowed for sale only with advance approval by the ONTHESQUAREVA FARMERS MARKET management.** If you want to bring additional or new products to market that are not on your original market application, you must let market management know in writing what those products are and get approval from market management before bringing these products to market. Online applicants can submit their product plan via [FARMSPREAD](#).

### Producer Certificates and Product Information

Producers must provide a complete list of products to be brought to market, indicating all regional sources for value-added products. In addition, certificates must be provided with the market application as follows:

- **Baker** must provide certificate for approved baking facility.
- **Cheese Maker** who makes cheese and other value-added products from milk that comes from animals raised on the farmer/grower/producer's own farm (or leased property) must provide certificates for cheese-making facility.
- **Pasta Maker** must provide certificate for approved baking facility.
- **Soap Maker** must provide documentation for processing facility.
- **Meat Producer** who primarily operates a food processing facility that processes meat from regional farmers/growers must provide state and federal (USDA) certificates for meat processing facility.
- **Fisherman/Waterman** must provide fishing/shellfish licenses and certificates for processing facilities.
- **Specialty** must provide information on the regional farmers/growers/producers.

## Product Guidelines

Farmers/growers/producers must abide by all applicable federal, state and local health regulations in the harvest, preparation, labeling and safety of the product(s), s/he brings to market. Farmers/growers/producers must include a copy of all applicable permits, including those from the health department of the state or county where the products originate, with the ONTHESQUAREVA FARMERS MARKET application if the farmer/grower/producer plans to sell value-added or other farm products listed below. Products not specifically listed under the ONTHESQUAREVA FARMERS MARKET Product Guidelines will be reviewed on a case by case basis and admitted (or not) at the discretion of the market management. Contact the VDACS Food Safety Program at (804) 786-3520 for assistance.

### Low Risk Foods

According to VDACS Food Laws, “Private homes where the resident processes and prepares candies, jams, and jellies not considered to be low-acid or acidified low-acid food products and baked goods that do not require time or temperature control after preparation if such products are: (i) sold to an individual for his own consumption and not for resale; (ii) sold at the private home or at farmers markets; and (iii) labeled “NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION.”

**Baked Goods:** Farmers/growers/producers who provide documentation of their certified baking facility, or who follow the afore-mentioned VDACS “Low Risk Foods” guidelines, may bring baked goods to market. No commercial mixes, crusts or flavored fillings may be used. For Bakers, baked goods to be sold at market should highlight regional produce and seasonal ingredients. No commercial mixes, crusts or flavored fillings may be used in bakery products. Production must comply with local health ordinances and the baker must supply to the ONTHESQUAREVA FARMERS MARKET management documentation of such compliance.

**Canned Fruits and Vegetables:** Canned fruits and vegetables must be from the farmer/grower’s own produce. If processed off-farm, the farmer/grower/producer must supply to ONTHESQUAREVA FARMERS MARKET management the name, address and telephone number for the facility where the produce is processed.

**Cider:** Cider must be produced from the farmer/grower/producer’s own or leased orchard, but may be processed off-farm in a facility that ensures the cider is made with the fruit from that orchard. Contact information (name, address and telephone number) for the mill where the cider is pressed and processed must be provided to ONTHESQUAREVA FARMERS MARKET management.

**Dried Fruits and Vegetables:** Dried fruits and vegetables must be from the farmer/grower/producer’s own produce and dried on his/her farm. If fruits/vegetables are dried off-farm, farmer/grower/producer must supply information about location where they are dried.

**Eggs:** Eggs must be from the farmer/grower/producer’s own fowl. **No re-sale of another farmer/grower’s eggs is allowed by any farmer/grower/producer.** Egg cartons must be labeled with appropriate VDACS approved material.

**Fish and Shellfish:** Fish and shellfish must be raised or caught by the fisherman/waterman. Aquaculture must comply with local or federal health ordinances, and the fisherman/waterman must supply documentation of such compliance to ONTHESQUAREVA FARMERS MARKET management. Fisherman/waterman must hold a commercial fishing license and submit a copy of the license. Contact information (name, address and telephone number) for any facilities where fish and shellfish is processed must be provided to ONTHESQUAREVA FARMERS MARKET management. At the discretion of the Market Management, farmer/grower/producers may re-sell fish and/or shellfish if purchased from regional fishermen/watermen. If the farmer/grower/producer re-sells fish and/or shellfish, the farmer/grower/producer must provide ONTHESQUAREVA FARMERS MARKET management with the name, address and telephone number(s) of the fisherman/waterman where the fish and/or shellfish is purchased.

**Flowers, Plants and Trees:** Flowers, plants, bedding plants and trees must be from the farmer/grower/producer’s own farm or greenhouse. **No re-sale of flowers, plants and/or trees will be allowed by any farmer/grower/producer.**

**Frozen Fruit Products:** Frozen fruit products (e.g., sorbets) must be made by the farmer/grower/producer. Flavoring agents (e.g., fruits) must be from the farmer/grower’s own production or purchased from regional or

ONTHESQUAREVA FARMERS MARKET farmers/growers/producers. Frozen fruit products should highlight regional produce and seasonal ingredients. Exotic, out of region, flavorings (such as vanilla) may be purchased and used minimally and only as necessary in the product. No commercial products or mixes may be used. Production must comply with local health ordinances and licensing and the farmer/grower/producer must supply the ONTHESQUAREVA FARMERS MARKET management with documentation of such compliance.

**Grain Products:** Pasta, granola, baking mixes, meal and flour prepared by the farmer/grower/producer or Pasta maker must be made from fresh and regional produce when available. Exotic, out of region ingredients (such as olive oil) may be purchased and used minimally and only as necessary. No commercial products or mixes may be used. Dried fruit for the granola must be produced by the farmer/grower/producer purchased from regional or ONTHESQUAREVA FARMERS MARKET farmers/growers. Eggs for the pasta must be from the farmer/grower/producer's fowl or purchased from regional or ONTHESQUAREVA FARMERS MARKET farmers/growers/producers. Fillings for the pastas must be from the farmer/producer's own produce or purchased from regional or ONTHESQUAREVA FARMERS MARKET farmers/growers/producers. Production must comply with local health ordinances, or follow the afore-mentioned VDACS "Low Risk Foods" guidelines, and the farmer/grower/producer or Pasta maker must supply ONTHESQUAREVA FARMERS MARKET with documentation of such compliance.

**Honey:** Honey must be from the farmer/grower's own hives, but may be processed off-farm. The farmer/grower/producer must provide ONTHESQUAREVA FARMERS MARKET management with the name, address and telephone number of the facility where the honey is processed or the name of the beekeeper who is processing the honey and the location at which it is processed.

**Meats and Meat Products:** All meat products must be 100% from the animals raised from weaning by the farmer/grower/producer. Animals may be butchered or processed off-farm. Processing must comply with local, state and/or federal health ordinances and the farmer/grower/producer must supply documentation of such compliances to ONTHESQUAREVA FARMERS MARKET management. All meat products sold must carry the identification of the individual farmer/grower/producer and the Meat Processor identification. Processing must comply with local, state and/or federal health ordinances and the Meat Processor must supply documentation of such compliances to ONTHESQUAREVA FARMERS MARKET management.

**Cheese and Fresh or Frozen Dairy Products:** Cheese, butter and other dairy products (including ice cream, sorbet, gelato, frozen yogurt) must be made by the farmer/grower/producer. Flavoring agents (e.g., fruit or honey) used in the dairy products or cheese must be from the farmer/grower/producer's own farm or purchased from regional or ONTHESQUAREVA FARMERS MARKET farmers/grower/producers. Production must comply with local, state and/or federal ordinances and licensing; and the farmer/grower/producer must supply ONTHESQUAREVA FARMERS MARKET management with documentation of such compliance. For Cheese Makers, all milk must be from animals raised on the farmer/grower/producer's own farm (or leased property). All production must comply with local, state and/or federal ordinances and licensing; and the Cheese Maker must supply ONTHESQUAREVA FARMERS MARKET management with documentation of such compliance.

**Pesto, Flavored Oils, Mustards and Vinegars:** Pestos, flavored oils, mustards and vinegars must be prepared by the farmer/grower/producer using his/her own produce. Exotic, out of region, ingredients (such as olive oil) may be purchased. Production must comply with local and state health codes and the farmer/grower must provide ONTHESQUAREVA FARMERS MARKET management with documentation of such compliance.

**Preserves, Jams, and Fruit Butters, Syrups and Purees, Salsas:** Preserves, jams and fruit butters, syrups or purees and salsas must be prepared from the farmer/grower/producer's own fresh fruits and vegetables. These items may be processed on or off-farm. Production must comply with local or state health codes, or follow the aforementioned VDACS "Low Risk Foods" guidelines, and the farmer/grower/producer must provide ONTHESQUAREVA FARMERS MARKET management with documentation of such compliance.

**Produce:** All produce, defined as vegetables and fruits, offered for sale at ONTHESQUAREVA FARMERS MARKET must be **100% grown by the farmer/grower/producer**. The re-sale of produce is strictly prohibited.

**Soaps and Herbal Products:** Soaps and herbal products include fresh and dried herbs, creams, spritzers, powders, lip balms and scrubs. These items must be made by the farmer/grower/producer or Soap maker. Soaps and herbal products should highlight regional produce and seasonal ingredients. Exotic, out of region, ingredients (such as oils and essential oils) may be purchased.

**Wool and Pelts:** Wool and pelts must be from the farmer/grower/producer's own animals, but may be carded and cleaned off-farm. No more than 25% of exotic, out of region, fibers may be added to the yarn during processing and spinning. For pelts, animals may be processed off-farm. The farmer/grower/producer must provide ONTHESQUAREVA FARMERS MARKET management with the name, address and telephone number for the facilities where wool and pelts are processed off-farm. For products made with the farmer/grower/producer's wool, including blankets, socks, mittens, scarves and caps, the farmer/grower/producer must provide information on any processor that is involved in making these products (e.g., where are the blankets being made?) and which products the farmer/grower/producer is making.

**Seasonal Farm Products and Crafts:** Seasonal farm products and crafts produced from materials grown or gathered on the farm by the farmer/grower/producer, such as flower or herb bouquets or wreaths and foraged plant materials are allowed at the market management's discretion. Christmas trees sold at ONTHESQUAREVA FARMERS MARKET must be grown by the farmer/grower/producer.

**Other Farm Products:** Other farm products sold at the ONTHESQUAREVA FARMERS MARKET must be homemade of material grown, processed or gathered predominately by the farmer/grower/producer. These products include compost, mulch and custom potting mix.

**Farm-Related Merchandise:** The intent of the ONTHESQUAREVA FARMERS MARKET is for farmers/growers/producers to sell fresh food. On a case by case basis, we will allow farmers/growers to sell farm-related merchandise (e.g., tee-shirts, caps, cookbooks, note cards with farm scenes). This farm-related merchandise must constitute a small portion of the product mix that the farmer/grower/producer is selling at market. All farm-related merchandise must be shown to the market management for advance approval before selling the item(s) at ONTHESQUAREVA FARMERS MARKET.

**Specialty Agricultural Products:** At the discretion of ONTHESQUAREVA FARMERS MARKET Market management, specialty agricultural products may be offered for sale at ONTHESQUAREVA FARMERS MARKET by a Specialty Producer who has a partnership agreement with a farmer/grower/producer in the region. These products must be a specialty crop grown in Virginia, such as peanuts.

**Prepared Foods:** A limited amount of prepared foods may be approved for sale at ONTHESQUAREVA FARMERS MARKET but no foods will be prepared from scratch at market and then sold at market without prior permission from market management. Farmers/growers/producers may only sell prepared foods (e.g., soup, chili) that are made with ingredients from the region or ONTHESQUAREVA FARMERS MARKET if at all possible. Products that are prepared in advance of market must be prepared in an approved sanitary kitchen facility unless they fall under the afore-mentioned VDACS "Low Risk Foods" guidelines. Production must comply with state health codes, or follow the aforementioned VDACS "Low Risk Foods" guidelines, and the farmer/grower/producer or producer must provide ONTHESQUAREVA FARMERS MARKET management with documentation of such compliance.

## **Market Operations and Procedures**

ONTHESQUAREVA FARMERS MARKET management and/or its volunteers are responsible for administering and enforcing all ONTHESQUAREVA FARMERS MARKET Rules and Regulations as well as public safety, space assignments, market data collection and market public education programs. Volunteers are trained by ONTHESQUAREVA FARMERS MARKET management prior to the market season and are instructed to handle and resolve any issues that may arise during the market. ONTHESQUAREVA FARMERS MARKET management has final authority in resolving issues in a civil and efficient manner.

## **Market Opening and Closing**

Farmer/grower/producers should arrive **at least one hour before** ONTHESQUAREVA FARMERS MARKET opens. No farmer/grower/producer may drive into the market site after the market has opened without permission of ONTHESQUAREVA FARMERS MARKET management. **Latecomers may be denied admission or admitted and located at the market management's discretion.** Farmer/grower/producers cannot expect to be able to park or set up if arriving more than 2 hours before Market opens. Farmer/grower/producers must leave the market site as soon as possible after the close of market.



## **Inclement Weather Policy**

It is the authority of ONTHESQUAREVA FARMERS MARKET management to close a market early or open a market late due to severe or inclement weather. Recognizing it is the mission of ONTHESQUAREVA FARMERS MARKET to provide a venue for farmers and producers to sell their products, it is also our responsibility to ensure a safe and orderly market environment. ONTHESQUAREVA FARMERS MARKET management will make decisions to alter market times based on weather reports and on-site market conditions. If it is going to rain, but not storm, we normally move the market out to the road to make it more convenient for both vendors and customers. Vendors will be notified via email by noon on the Friday preceding the market as to whether we will hold a market, and/or whether it will be on the road. There are no refunds for market fees on rain days, unless the farmer/grower/producer notifies market management prior to 5:00pm on the Wednesday prior to said rain day.

## **Market and Hold Harmless Agreement**

This agreement means that the vendor verifies that all information is accurate and will hold ONTHESQUAREVA FARMERS MARKET Employees and Volunteers harmless concerning product liability or other factors that relate specifically to the vendor's business practice.

## **Market Fee Structure**

All farmer/grower/producers participating in ONTHESQUAREVA FARMERS MARKET will be initially charged a \$20 fee for the first market day they vend. They will remit their weekly market sales to the ONTHESQUAREVA FARMERS MARKET management on by Monday at 5:00pm following that week's market via their [FARMSPREAD](#) account, or by email or phone. Report fees to our bookkeeper, [Theresa Burks via email](#), or call 804-651-3165. All vendors will be required to pay for their market fees using [FARMSPREAD](#) by the Monday following that week's market, or they will not be allowed to vend the following week. **All vendors must agree to pay stall fees on time. If stall fees are not paid on time, market management may assess a \$50 late charge.**

Fees pay for liability insurance, market staff, market signage and printed materials, VDACS inspections, market equipment, market educational programs, promotion of the market, and other incidental costs associated with running a business. Sales should be reported accurately. Inaccurate or fraudulent reporting jeopardizes the future of ONTHESQUAREVA FARMERS MARKET and the individual success of every farmer/grower/producer at the markets. Fraudulent reporting or failure to remit weekly market fees may result in fines and a farmer/grower/producer being suspended from ONTHESQUAREVA FARMERS MARKET.

## **Calculating and Reporting Market Fees**

All farmer/grower/producers must pay a market fee rate of \$20. **Vendors must also agree to notify market management if they know they going to miss a market. Vendors can call, text or email the market manager by the WEDNESDAY preceding the market they are going to miss, no later than 5pm. If market management is not notified that they are going to miss a Friday market, vendors will be assessed a \$20 NO SHOW fee. All NO SHOWS will be charged the minimum \$20 fee.** Fees may be made online using a credit card, or by calling the market manager with a credit card for a manual charge. Fees may also be paid by check or money order via USPS. Please make checks or money orders payable to "RVAg". Please mail checks or money orders to:

RVAg  
P.O. 4  
Sandy Hook, VA 23153

**No cash payments will be accepted; only checks will be collected at the markets. Forms will be handed out to vendors each Friday to assist them in calculating their fees.**

All farmer/grower/producers must report their sales on their [FARMSPREAD](#) account, or **send an email to [Theresa Burks](#)** with their gross market sales by the end of the next business day after the market. Those **farmers/growers/producers who do not have access to email must CALL Theresa @ 804-651-3165** by the end of the next business day after the market (leaving farmer/grower/producer's name and gross sales). **NO EXCEPTIONS - even if you are paying monthly fees, you must email or call weekly market sales to Theresa Burks.**

**All farmer/grower/producers must complete a Payment of Fees Form, or report online on [FARMSPREAD](#).** If farmers/growers/producers fail to report weekly market sales and/or, without prior notice to market management, do not pay market fees in a timely manner (i.e., no later than two weeks after the market sales' date), the farmer/grower/producer may be assessed a late fee of \$50.

## **Market Attendance**

A minimum attendance of 80% of market days (18 out of 22 weeks) is required to hold the farmer/grower/producer's assigned place at the market. This minimum attendance requirement may be waived at the discretion of the market management. Farmers/grower/ producers not able to attend a market day should telephone the Market Manager directly @ 804-314-9141.

Please call, text or email market management if you will miss a market by the **WEDNESDAY** preceding the market you are going to miss, so the Market setup can be modified and/or the space filled on a temporary basis. If you are delayed and will be arriving late to market, give the Market Manager as much advance notice as you can. **All NO SHOWS will be charged the \$20 minimum fee.**

## **Market Space Assignments**

ONTHESQUAREVA FARMERS MARKET management retains control of all unassigned space openings. Such spaces will be available to current and new farmers/growers/producers who wish to change the size or location of their space. Requests from current farmers/growers/producers for space assignment changes will be considered before locating new farmers/growers/producers in a market. **Space assignments to new farmers/growers/producers will be made at the market management's discretion** to insure the viability of ONTHESQUAREVA FARMERS MARKET and the diversity of the marketplace.

## **Farmstand Signage, Canopies, and Maintenance Signage**

Before the market opens, farmer/grower/producers must post prices for all items. ONTHESQUAREVA FARMERS MARKET highly encourages each farmer/grower/producer to post a farm/business sign at their stand on every market day. The sign should include, at minimum, the farm name, but could also include (for educational purposes) a photo, a brief history and biography on the farm and a description of the growing practices of the farm. The farm or business sign should be mounted on the farmer/grower/producer market tables/tent, or securely and safely anchored to the ground. The farm or business sign and lettering should be large enough to be easily read from a reasonable distance.

## **Market Canopies/Tents/Umbrellas**

All canopies, umbrellas, and other forms of stall cover must be **sufficiently** and **safely** secured to the ground, from the moment the canopy is erected at the start of the market day until the moment immediately before it is taken down at the end of the market. **If tents are inadequately secured, market management will ask the farmer/grower/producer to take it down and sell without it.**

**Sufficiently** means at least 24 pounds per leg for canopies, and at least 50 pounds for umbrellas. One canopy manufacturer recommends at least 40 pounds on each corner of a 10x10 tent; double that on a 10x20 tent.

**Safely** means that the method used to secure the canopy does not create its own safety hazards:



- Canopy weights should not cause a tripping hazard
- Canopy weights should be tethered with lines that are clearly visible
- Canopy weights should have soft edges to avoid causing scrapes and cuts
- Canopy weights should be securely attached to the canopy
- Canopy weight should be on the ground and not above people's heads.

## **Maintenance and Appearance**

Tables and other fixtures should be in good repair. All produce must be kept off the ground. Market products should be of a high quality. Products that do not meet this quality criterion may be removed at the market management's discretion. Farmer/grower/producers who fail to comply with this requirement are subject to suspension or termination from the ONTHESQUAREVA FARMERS MARKET.

## **Sanitation**

Farmers/growers/producers must maintain their market stands and spaces in a clean and sanitary condition. Each farmer/grower/producer is responsible for and keeping the market area free of any debris. Farmer/grower/producers must remove containers, waste and trimmings before leaving the market site and take any trash or garbage they have generated at market back to their farm. The market management will be responsible for ensuring that any trash from public traffic at the market sites is properly removed and disposed of at the close of each market day.

## **Market Food Samples**

Food samples must be prepared and presented in a safe and sanitary manner, according to the Virginia Department of Agriculture & Consumer Services (VDACS) guidelines, and the direction of ONTHESQUAREVA FARMERS MARKET. The farmer/grower/producer must provide trash receptacles for the disposal of any sampling materials such as cups, spoons or toothpicks. Samples are highly encouraged! Ask market management for sampling guidelines.

## **Scales**

Scales used onsite at ONTHESQUAREVA FARMERS MARKET must be registered as legal for trade and meet local and must be certified through VDACS Office of Weights and Measures. Scales must either have a VDACS sticker (indicating they are approved) or certification documentation (vendor should have this documentation at all times). Contact the Office of Weights and Measures at (804) 786-2476 for assistance. Scales must be placed so that they are clearly visible and readable to customers at all times.

## **Sales Tax**

Farmers/growers/producers are required to collect and remit sales tax to the Virginia Department of Taxation. To obtain a State Sales Tax ID number, contact the VA Department of Taxation at (804) 440-2541 and request forms R-You may also register on-line at [www.tax.virginia.gov](http://www.tax.virginia.gov). **Farmer/grower/producers must provide their sales tax identification number prior to vending at ONTHESQUAREVA FARMERS MARKET and MUST display a copy of their sales tax certificate at each vendor space at all times.** State sales tax certificates can be faxed to: 804-556-6428. **All farmer/grower/producers must identify the CITY OF RICHMOND as the locality where their sales transactions occur.**

## **Market Programs**

**Educational Programs:** All farmers/growers/producers may be asked to participate in occasional programs including artisan and/or chef demonstrations. Farmers/growers/producers may also be asked to participate in classroom programs for additional program or workshops. Farmers/growers/producers are also encouraged, but not required, to provide market produce to the "Chef at the Market" programs that feature fresh, seasonal recipes

prepared by local, regional or nationally known chefs. Produce/products provided for these demonstrations may be donated or will be purchased at cost by ONTHESQUAREVA FARMERS MARKET Markets.

**Gleaning Programs:** Farmers/growers/producers are encouraged, but not required, to participate in ONTHESQUAREVA FARMERS MARKET's end of market gleaning program by donating fresh, usable produce or other foods to the nonprofit organizations that will pick up the produce at the end of the market day. All nonprofit organizations make arrangements to glean from the market with ONTHESQUAREVA FARMERS MARKET staff and agree to follow ONTHESQUAREVA FARMERS MARKET protocol for handling gleaned produce and products by completing an annual gleaning application.

## **Administration of Rules and Regulations**

### **Advisory Committee to ONTHESQUAREVA FARMERS MARKET for Rules, Regulations & Product Guidelines**

In order to ensure that the producer-only farmers markets created and operated by ONTHESQUAREVA FARMERS MARKET continue to promote the viability of agriculture in the Central Virginia region and to remain flexible for emerging situations related to all farmers/growers/producers, an Advisory Committee was created. This Advisory Committee will serve at the direction of ONTHESQUAREVA FARMERS MARKET management and recommend changes to the ONTHESQUAREVA FARMERS MARKET "Rules, Regulations & Product Guidelines" on an annual basis.

### **Producer-Only Violations**

**Complaints of a suspected violation of the producer-only rule must be submitted in writing to ONTHESQUAREVA FARMERS MARKET management.** The identity of the person complaining shall be kept confidential. The market management may notify the subject of the complaint in writing and confer with farmer/grower/producer market members and others, if necessary, to determine what level of investigation is necessary including a site visit. Farmers/growers/producers refusing to cooperate with a site visit will be permanently removed from the market. Any farmer/grower/producer who's found to have violated the producer-only rule will receive a warning, temporary suspension, or be permanently removed from the market, depending on the severity of the offense. Any subsequent violation of the producer-only rule will be grounds for removal from market.