



2020 WILLIAMSBURG FARMERS MARKET VENDOR APPLICATION

Williamsburg Farmers Market 2020 Policies and Procedures

Please retain a copy of this page for your reference.

MARKET ELIGIBILITY – Participation is open to regional Virginia growers, harvesters, bakers and makers of prepared food (hereafter, “the vendors”). The Market strives to be a producers-only market. Vendors must participate in production of the product they sell.

MARKET DATES, DAY, HOURS OR OPERATIONS – The Williamsburg Farmers Market (hereafter, “the Market”) will be open, rain or shine, in 2020 on **Saturdays** February 8 from 8:00 a.m. to 12:00 p.m.; March 7 through December 19 from 8:00 a.m. to 12:00 p.m.

LOCATION – The Market is located at 402 West Duke of Gloucester Street in Merchants Square between Boundary and Henry Streets in Williamsburg, Virginia, except for October 3 and December 5 when the market will relocate to lot P5.

MARKET MANAGER – The Market Manager or her representative will be present at the Market during operation. If questions or problems arise on Market Day, they will be resolved by the Market Manager, or at the Manager’s discretion, referred to the Board.

APPLICATION REQUIREMENTS, AGREEMENTS, PERMITS AND FEES

Farm Information:

1. Crop and product plans, farm map with layout of crops, and directions to farm must be provided.
2. Land lease and/or partnership agreements: If the property farmed is leased or in a partnership, the applicant must submit the information in #1 above and land use agreements.
3. Property and facility visits / inspections: Visits are a chance for the vendor to highlight the skills and techniques that are the foundation of their business. The Market Manager or Market representative may also inspect any of its vendors’ farms and kitchens during normal business hours, 8:00 a.m. – 6:00 p.m., to verify compliance with the producer-only and food safety inspections rules. Failure to permit an onsite inspection may result in a suspension from the Market.

Sales Tax – All vendors are required to have a Virginia State Sales and Use Tax Certification number. Vendors must collect these taxes at the Market.

Liability Insurance – The Market requires vendors to be covered and to provide this insurance certificate.

Certificates – When applicable, attach the appropriate state / USDA inspection certificates.

1. Organic growers must present a Certificate of Organic Production from the USDA Organic Farm Certification.
2. For fish and seafood, the fisher/waterman must submit proof of a commercial fishing license.
3. For cheese and other dairy products, meats, and baked goods, the producer must supply documentation of compliance with local VDACS ordinances and inspections.

Fees – Fees collected are for promotion and operation of the Market.

1. \$35.00 per space will be charged for **new** Regular season applicants for the 2020 season. This fee is to be paid upon acceptance. The fee will be waived for returning vendors, as long as they submit their application by the deadline for returning vendors.
2. Vendors will submit a sales information for each Market’s sales on the website, by phone or by email. The fee, 6% of gross sales excluding sales tax, is payable by check and **due no later than one week after the concluded market date**. If the payment is not received within 10 days, they will receive a written warning. After 14 days, the token reimbursement check will be withheld, and there will be an administrative fee of \$25.00.

Market and “Hold Harmless” Agreement – This agreement means that the vendor verifies that all information is accurate and will hold the Market Manager, Volunteers, and Board harmless concerning product liability or other factors that relate specifically to the vendor’s business practice.

COMPLIANCE

The Market Manager will enforce all policies and procedures in the Market. The Board will review violations of these Market Policies and Procedures. Any vendor found not in compliance will be given a written notice and may be subject to exclusion from further participation in the Market. Vendors found to be in violation of the producers-only rule without a letter of exception will be permanently removed from the Market.



2020 WILLIAMSBURG FARMERS MARKET VENDOR APPLICATION SPACE ASSIGNMENT, SET UP AND TAKE DOWN

The Market Manager will make the assignment of spaces, approve the use of trucks, and design the business operation “mix” of all the selling spaces in order to enhance the total operation of the Market. The market map is available to view on the website at any time beginning Monday before a market. As the market map changes frequently, be sure to check the map Friday. The map and information is e-mailed to all vendors every Friday.

Contact the Market Manager by phone at (757) 259-3768, if you need to be absent, if you are running late or if you need assistance. If you text, please include the name of your business.

SET UP

- Vendors may drive their vehicles onto Duke of Gloucester Street for the purpose of loading and unloading.
- Vendors may begin to set up at 6:00 a.m. and should be finished setting up by 7:45 a.m.
- Vendors are to unload their vehicles, and remove their vehicles from the street prior to setting up.
- All vehicles must be off the street by 7:30 am.
- All vendors must park in P6 unless directed by the market manager.

TAKE DOWN

- Vendors are required to stay until Market closes at noon, even if they have sold out of product.
- No vehicles are permitted to drive onto Duke of Gloucester St. between 7:30 am and 12:15 pm.
- Vendors are required to stop selling at noon.
- Vendors are to break down their tent, tables and display prior to driving their vehicles into the market.
- They must leave their spaces clean and remove their display and vehicles by 1:00 p.m.
- No subleasing of space will be allowed.

DISPLAYS

- The Market Manager must approve all tents, canopies, pop-ups, umbrellas, signs and display items. Vendors must respond to directions from the Market Manager.
- Adequate anchors / weights must be in place at every market, regardless of the weather.
- Use of vehicles at the Market must be approved by the Market Manager based on the needs of the vendor.
- Vendors must keep their display of goods strictly within the confines of spaces assigned by the Market Manager. Vendors may not block the entrances to stores.
- At no time shall the safety or convenience of customers or vendors be compromised by any vendor’s display.
- Vendors will clearly display prices of all items and post their farm name and location. Posting of current licenses, certifications, and inspections is highly recommended. At a minimum, vendors should have copies available at the site.

The consequences of violating the set up, take down or display policies and procedures of the Williamsburg Farmers Market are as follows:

- 1st offense : verbal warning
- 2nd offense: written warning
- 3rd offense: \$100 fine
- 4th offense: board intervention
- 5th offense: removal from market

E-Mail questions and applications to Tracy Frey, Market Manager at therner@williamsburgva.gov or call (757)259-3768.
Mail applications to: WFM APPLICATION. 202 QUARTERPATH RD. WILLIAMSBURG, VA 23185



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VENDOR RESPONSIBILITIES

Attendance: Vendors must commit to the entire market season (March 7 – December 19) and participate on a regular basis (a minimum of 80% of Market days). Produce availability may limit the beginning and ending dates; therefore, a schedule will be developed prior to the start of the market season to document the vendor commitment to the Market. Guest vendors will be invited to participate in individual markets based on the discretion of the Market Manager. Winter and Holiday markets are extra and are not required attendance. Vendors must schedule their participation in these with the Market Manager. If there are changes to the schedule provided on the application, those changes are to be made in writing, either by mail or by email.

Cleanup Requirements: Vendors are responsible for disposal of all trash and debris generated by their respective businesses. On site disposal is permitted only in the Merchants Square dumpster, not in the street trash receptacles. Vendors who have boxes must break those boxes down and can then use the recycling dumpster in Merchants Square.

Token Program: Every vendor that participates in the Williamsburg Farmers Market must participate in the token program. The token program revolves around creating market currency in the form of tokens. Tokens represent cash, credit cards, SNAP and W&M Express. Vendors may also accept credit cards and checks.

Regulations: Vendors are responsible for all appropriate labeling, licenses, product inspections, weights, measures and pesticide rules. Accuracy of scales / weights is the responsibility of the vendor. At all times, items sold in the Market must meet requirements of all applicable health and sanitation codes, as well as local, state, and federal agricultural requirements. It is the sole responsibility of the vendor to ensure compliance. The vendor must cooperate with state inspections at the Market.

Accident / Injury: Any accident or injury must be immediately reported to the Market Manager, 911 and/or Colonial Williamsburg Security. Anyone who participates in the market, whether vendor, customer or otherwise, attends at his or her own risk. Vendors will operate at their own risk and assume liability from the customers.

Prohibited Activities: The use or possession of alcoholic beverages is not allowed; with the exception of approved products. Music or other broadcasts from radios, stereos, etc. must be kept within the limits of the Williamsburg Noise Ordinance. Smoking is prohibited. Hawking is prohibited.

Reports & Fees: Sales must be reported by the Monday following each market by noon. Fees from market sales must be paid to the Market Manager no later seven (7) days after the concluded Market date. If the payment is not received within 10 days, they will receive a written warning. After 14 days, the token reimbursement check will be withheld, and there will be an administrative fee of \$25.00.

Suggestions / Comments: Vendors with suggestions or comments are encouraged to submit written, signed statements to the Market Manager or vendor representative.