



202 Quarterpath Road  
Williamsburg, VA 23185  
Phone: (757) 259-3768 / Fax: (757) 259-8064  
[www.williamsburgfarmersmarket.com](http://www.williamsburgfarmersmarket.com)

## Board Members

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Anderson Bradshaw  
Barbara Brown  
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# 2021 WILLIAMSBURG FARMERS MARKET VENDOR HANDBOOK

Welcome to the Williamsburg Farmers Market! We are pleased to have you join the Market and hope you find this experience rewarding and enjoyable. We look forward to working with you and wish you success in your business at the Market. General information about the Market and market contacts are noted below.

## ABOUT US

The Williamsburg Farmers Market is a non-profit 501(C) (6) organization with the mission to sustain, foster, and operate a weekly farmers market in Merchants Square for growers and producers to sell fresh seasonal food and farm products direct to consumers in the Williamsburg area. The Market is governed by its Board of Directors comprised of representatives from the community and a vendor representative. The Market operates with the generous support of our founding sponsors, the City of Williamsburg, Colonial Williamsburg, and Merchants Square; marketing sponsors, including Farm Bureau; program sponsors, including Founders Village Apartments; and revenue generated from Market sales.

## CONTACTS

Market Manager – Tracy Herner  
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Chairperson, WFM Board –  
Michael Westfall

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E-mail: [michael.westfall@cox.net](mailto:michael.westfall@cox.net)

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Liaison – Barry Bates

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## WILLIAMSBURG FARMERS MARKET – “FYI” 2021

<b>Timeline</b>	Saturday Markets - Set up by 7:30; sell from 8 am to 12 pm; breakdown and leave by 1:00; Vendors are expected to stay until closing time even if you sell out early. The market tents will be set up at 7:30 and may hinder access to the lot for vehicles trying to enter after 7:30.
<b>Set up and Break Down</b>	Upon arrival, please turn off your vehicle while you unload. Every attempt will be made to allow you to park your vehicle by your tent, but this may not be possible based on spacing and tent set up.
<b>Parking</b>	Vehicles may be parked behind or beside your tent. If you are parking behind your tent, please do so parallel to the curb so your tent does not impede with the flow of traffic.
<b>Signal</b>	Ringling of the bell opens and closes the market signaling when to start and stop selling. Do not sell prior to the bell or after the closing of the market.
<b>Vendor Identity and Marketing</b>	<p>Tents/umbrellas identify your “store.” Weights are required. Sidewalls protect from heat or rain.</p> <p>Signs and labels identify who you are and what you sell. Make sure your name is easy to spot. Post prices that are easy to read. Photographs can start a conversation. Flyers/cards/handouts can create relationships and develop repeat business. Customers want to get to know you and your products. Submit information for website updates weekly.</p> <p>Make sure your products are displayed in an attractive manner. Your products get more attention when your display has many levels beginning with crates raised at least 2 feet off the ground and ending with a product at about shoulder height. Market staff is happy to provide additional marketing support.</p>
<b>Seller Etiquette</b>	<p>A tall stool is better than a chair, but it is best to stand even when business is slow. Do not smoke in the market. Eliminate or limit cell phone calls.</p> <p>Keep your space tidy. Clean up at the end of the Market. Take trash with you or ask for location of the Merchants Square dumpster. Produce must be 2 ft off the ground as required by VDACS and to keep products away from pets at the Market. Bakers who do not individually wrap baked goods must have a handwashing sink.</p>
<b>Food</b>	Vendors of baked goods, cheese, soups, and prepared foods must follow VDACS rules on food safety. The Market Manager must be informed in advance and will help with sampling.
<b>Legalities</b>	Keep handy applicable inspection reports and certifications: scale inspection, facilities inspection, organic certification, sales tax number, certificate of liability, with other appropriate documents.
<b>Business Matters</b>	Payment (6% of pre-tax sales, 8% for Guest Vendors) <b>must be received no later than 1 week after the concluded market date.</b> Use vendor reporting website to submit sales information.



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### Williamsburg Farmers Market 2021 Policies and Procedures

**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 2021 on **Saturdays** April 3 from 8:00 a.m. to 12:00 p.m. through December 18 from 8:00 a.m. – 12:00 p.m.

**LOCATION** – The Market is located at 401 West Francis Street in the Francis Street Parking Lot in Williamsburg, Virginia.

**MARKET MANAGER** – The Market Manager or designated 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 2021 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 of January 15, 2021.
2. Vendors will submit sales information for each Market’s sales by Monday at noon on the website, by phone or by email. The fee, 6% of gross sales excluding sales tax, is payable by check, cash or credit card 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.



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## 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 space to enhance the total operation of the Market, and comply with the regulations of the state related to social distancing and congregation. 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 before close of business on Friday evening.

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.

Subleasing of space is not allowed.

### SET UP

- Vendors may drive their vehicles in the Francis Street Lot.
- All vendors are allotted 16' per space. This is to provide 6' distance between tents.
- Vendors may begin to set up at 6:00 a.m. and should be finished setting up by 7:30 a.m.
- Vendors may park their vehicles behind their tent (parallel to the curb) or beside their tent (perpendicular to the curb.)
- The informational tent will be up and may interfere with vehicle access after 7:30 a.m.

### TAKE DOWN

- Vendors are required to stay until Market closes at noon, even if they have sold out of product.
- 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.

### 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.
- The use of a vehicle as part of the vendor display must be approved by the Market Manager.
- 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:

- 1<sup>st</sup> offense : verbal warning
- 2<sup>nd</sup> offense: written warning
- 3<sup>rd</sup> offense: \$100 fine
- 4<sup>th</sup> offense: Board intervention
- 5<sup>th</sup> offense: exclusion from market



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## VENDOR RESPONSIBILITIES

**Attendance:** Vendors must commit to the entire market season (April 3– November 27) 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.

**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 parking lot trash receptacles.

**Token Program:** Every vendor that participates in the Williamsburg Farmers Market must participate in 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 wineries, who must abide by the rules of their ABC off-site permit. 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:** Failure to accurately report sales on time is grounds for termination from the Market. 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.

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



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## PRODUCT GUIDELINES

*The Williamsburg Farmers Market strives to be a regional, producer only market with an emphasis on agricultural products.*

Along with this goal is the aim to meet the expectations of the customers with the appropriate mix of products suitable for the Williamsburg Market.

Each type of business participating in the Market has constraints and compliances required by regulatory agencies that oversee processing, packaging and preserving inherent to their product. In addition, each business has differences in raising, harvesting, and producing the various products such as animals, plants, produce, fish and seafood, cheeses, and baked goods.

A vendor/producer is defined as a grower, harvester, baker, prepared food maker, employee, partner, or family member who is familiar with and preferably engaged in the growth, harvesting or production, of the products sold. All vendors' market staff must be identified on the application form.

- Regional products sold at the Market will be produced by the vendor. Produce must be fresh and of the best quality.
- Sale of arts and crafts, manufactured, used or imported goods are not permitted.
- Value-added products and farm products not specifically listed in the Guidelines will be admitted on a case-by-case basis.
- All products must be inspected by the appropriate governing agency.
- Any written complaints filed with the Market Manager concerning products or produce will be investigated by the Market Manager. Should a complaint be valid, this may result in expulsion from the Market for the remainder of the selling season. In such cases, no refund will be made for the Market fees paid to date.

### Vendor Resale Guidelines

Vendors may sell a product that the vendor has not produced provided **ALL** of the following are applicable:

- The product for resale must be complimentary to the vendor's featured product.
- The product is produced by and purchased from a vendor attending the WFM.
- The product is labeled appropriately by the vendor making or growing the item.
- The vendor has obtained approval by the Market Manager prior to bringing the product to market.





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## WFM Vendor Sales Reporting

Please go to <http://williamsburgfarmersmarket.com/vendor-reporting/>  
Please submit sales by noon on the Monday following each market

**The password is vendor2021**

**Market: 2/8/2021**

Red (SNAP): 0  
Blue (Bonus): 0  
Black (F&V): 0  
POP Tokens: 0  
Green (Credit): 0 (\$0.00)  
Total Amount: \$0.00  
Rolled Over: \$0.00  
Check Total: \$0.00

You will receive an email Monday morning  
following each market with your  
accepted token totals.



## Protected: Vendor Reporting

Vendor Name \*

Market Date \*

Agriberry

02/11/2017

Submit



Please fill out the entire form, attach any images you would like in the newsletter, print a copy for your records and then hit submit.



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## 2021 Token Program

**OBJECTIVES:** Centralized SNAP EBT and Credit Card services offered at the Market Tent.

- Increase producer sales revenue
- Reduce need for individual card systems and vendor charges
- Provide added convenience for customers
- Bring new customers to the market
- Help low-income families make healthy food choices by allowing the use of EBT cards at the market.

**METHOD:** Customers swipe their cards and get wooden tokens that are used as Market Currency

### Green - \$5 Tokens – Credit/Cash/W&M Express/Gift Certificate/Save 30

- \$5 Tokens can buy any product at the Farmers Market. They are for use by all customers.
- Change may be given for \$5 Tokens
- Sales tax must be charged for \$5 Token purchases

### PoP Club/Bunny Bucks Tokens

- \$1 Tokens can buy any product at the Farmers Market. They may be redeemed by children, as part of our children's activities. These may be in the form of laminated vouchers.
- Change may not be given.
- Sales tax must be charged.

### Red - \$1 Tokens – Represent SNAP EBT Customers

- Change may **not** be given for \$1 Tokens
- Sales tax may **not** be charged for \$1 Token purchases if not already included in price
- Red tokens come from the customers' SNAP or Food Stamp account

### Blue- \$1 Tokens – Represent Bonus Bucks – Market funded incentives

- Change may **not** be given for \$1 Tokens
- Sales tax may **not** be charged for Bonus Buck purchases if not already included in price
- Blue Bonus Bucks come from sponsorship and community funding

### Black- \$1 Tokens – Represent FINI Funding – Grant funded incentives

- Change may **not** be given for \$1 Tokens
- Sales tax may **not** be charged for Fruit and Veggie purchases if not already included in price
- Black tokens may **ONLY** be used for fruits and vegetables

### POP \$1 Vouchers – Represent FINI Funding – Grant funded incentives

- POP + may **ONLY** be used for fruits and vegetables by children. They are to be treated like black \$1 tokens.

\$1 RED and BLUE Tokens can buy:	\$1 RED and BLUE Tokens cannot buy:
✓ Fruits, vegetables, herbs	✗ Any food served hot or ready to eat
✓ Meats, fish, poultry, cheese	✗ Alcoholic beverages
✓ Breads and other baked goods	✗ Pet foods
✓ Dairy, honey, chocolate, peanuts	✗ Non-food items (soaps, cut flowers, crafts, clothing, etc.)
✓ Other non-hot food for the household to eat	
✓ Seeds and plants to grow food	
<b>\$1 Black Tokens can only buy fruits and vegetables</b>	
<b>\$5 GREEN Tokens can buy anything at the market</b>	

### Vendors agree to:

- Accept tokens as cash, and agree to follow the rules on change given and eligible foods
- Treat all customers, volunteers, and staff, fairly and equally
- Sign Vendor EBT agreement
- Return token envelope to Token Coordinator, Kennene Franklin, at the end of the market day
- Checks will not be written for amounts under \$10 (amounts for less will be rolled over), and will be direct deposited.