



2021 WILLIAMSBURG FARMERS MARKET VENDOR APPLICATION

Information for Prospective Vendors

Please retain a copy of this page for your reference.

- The Williamsburg Farmers Market (WFM) is a not-for-profit 501(c)(6) corporation.
- WFM strives to be a producer-only market. Vendors grow, raise or make what they sell. Resale does not apply to most products at the Market (see Vendor Resale Guidelines below for exceptions). All products must be approved in advance by the Market Manager.
- In general, arts and crafts are not accepted for sale at the WFM. Value-added and holiday items must meet strict criteria and be approved in advance by the Market Manager.
- Vendors sign a yearly agreement and agree to adhere to WFM rules and regulations.
- New regular vendors pay a fee to reserve a space for the season, and a percentage of their pre-tax sales each week.
- Vendors supply their own tents, tables and other equipment.
- Vendors are required to hold the certifications and licenses required for their products by VDACS or the health department.
- Vendors must apply to attend markets.
- Vendors agree to attend the full season of their product. A grower who raises a single crop may apply to be a guest vendor for the time that crop is in season.

Guidelines for Market Products

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.

Guidelines for Market Products (cont.)

Producer-only product exceptions will be considered on a limited basis in order to maintain the original intent and spirit of the WFM while addressing vendor needs and creating a more diverse, customer-pleasing market. Written approval for a one season exception is required from the Market Manager prior to offering such products at the Market.



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Baked Goods

Freshly baked goods should highlight regional produce and seasonal ingredients prepared by a baker who is a home baker or small regional bakery. A preference will be given to vendors who use local ingredients. Production must comply with local health and safety ordinances. The vendor must be state inspected and supply the Market Manager with documentation of such compliance.

Prepared Foods

Prepared foods such as pastas, sauces, soups, casseroles, ethnic and vegetarian dishes must be freshly prepared by the vendor who is a small regional business or an inspected home cook. Preference will be given to vendors who use local ingredients. Production must comply with local health ordinances and licensing and the vendor must supply the Market Manager with documentation of such compliance.

Products for consumption at the Market

Beverages and other products must comply with VDACS and/or Health Department regulations.

Sampling of Products

Sampling must be approved in advance by the Market Manager and meet VDACS standards. This can be an educational benefit for Market customers if you provide information about the item offered for sampling.

Frozen Dairy or Fruit Products

Ice cream, frozen yogurt and sorbet products must be made by the vendor. A preference is given to the vendor who uses milk from the vendor's own herd or creamery. Flavoring agents (fruit, vegetables or honey) used in the products should come from local sources. Frozen dairy or fruit products should highlight regional produce and seasonal ingredients. Out of region, necessary flavorings (such as vanilla) may be purchased. Production must comply with state dairy ordinances and licensing, and the vendor must supply the Market Manager with documentation of such compliance.

Dehydrated Food & Seasonings

Items must be prepared from locally grown products. Production must comply with local health and safety ordinances and licensing and the vendor must supply the Market Manager with documentation of such compliance.

Processed Fruits and Vegetables – Jams, Preserves, Fruit Syrups and Purees Pestos, Flavored Oils, Mustards, Vinegars, Salsas and Relishes

Produce for canned and preserved products must come from local sources. Out of region, necessary ingredients, (such as sugar) may be purchased. Handling of acidified foods requires special production guidelines and training. If processed off-farm, the product must be from the vendor's recipes and the vendor must supply to the Market Manager the contact information for the facility where produce is processed. Production must comply with local health and VDACS ordinances and licensing, and the vendor must supply the Market Manager with documentation of such compliance.

Honey

Honey and bee pollen must be from the beekeeper's own hives but may be processed and bottled off-farm. The vendor must provide the name, address, and telephone number of the facility where the honey is processed. Processing must comply with local health and safety ordinances and the vendor must supply the Market Manager with documentation of such compliance.

Meat

All meat products must be 100% from animals raised from weaning by the farmer. Meat must be certified and/or inspected. The Market Manager reserves the option to request licenses of packing/processing plants. Package labels will be checked.



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Guidelines for Market Products (cont.)

Fish and Seafood

Fish and shellfish must be raised or caught when possible by the fisher / waterman. Aquaculture and harvesting must comply with local and federal ordinances and the vendor must supply documentation of such compliance to the Market Manager. Fisher / watermen must hold a commercial fishing license.

Eggs

Eggs must be from the farmer's own fowl. Eggs must be clean, held at 45° or less, and labeled according to VDACS instructions. Labels should also include date of collection.

Milk, Dairy and Cheese

Milk must be from the dairyman's own herd or creamery. Cheese and other dairy products must be made by the vendor. Flavoring agents (fruit or honey) used in the products should come from local vendors. Production must comply with state dairy ordinances and licensing, and the vendor must supply the Market Manager with documentation of such compliance and the contact information of processing facility.

Crops – Aquaponics, Field, Greenhouse, Tunnel/Hoop-house and Hydroponics

Produce must be grown/harvested by the vendor on land owned, leased or bartered by the vendor. Land agreements must be on file with application.

Over-ripe Vegetables and Fruits

Over-ripe vegetables and fruits must be labeled and marked as suitable for sauce (tomatoes) or preserves (berries).

Peanuts

The vendor of peanuts must be a peanut farmer. Processing and packaging must comply with state and local ordinances, inspections and licensing. The vendor must supply the Market Manager with documentation of such compliance and the contact information for the facility where peanuts are processed and packaged.

Plants, Fresh Cut Flowers and Greens

The grower must grow potted plants and cut material. Potted plants and cut plant material must not be on the state or federal list of invasive or rare and endangered plants published by the Division of Natural Heritage.

Seasonal & Holiday Products

Dried flower or herb bouquets, decorative berries, and wreaths produced from materials grown or gathered on the vendor's property are allowed at the Market Manager's discretion. Fruit, pods, cones, and pumpkins for holiday decorations should be from the vendor's property or grown regionally. Exotics (dried or fresh fruit, pods, and berries) may be used in decorations at the Market Manager's discretion.

Value-added

Candles, soaps, creams, lotions, massage oils, insect repellents, and scrubs must be made by the vendor, featuring a product such as goat's milk, bee's wax, or herbs from his/her own farm. The use of additional ingredients (when necessary) should highlight in season ingredients and be purchased from regional growers. Exotic, out of region necessary ingredients, (such as salts, oils and essential oils) may be purchased. The Market Manager will consider these on a case-by-case basis.

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 complementary 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.