



## 2021 WILLIAMSBURG FARMERS MARKET VENDOR APPLICATION

### Williamsburg Farmers Market 2021 Policies and Procedures for Online Winter Pick-Ups

*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 Online Winter Pick-Ups (hereafter, “the Market”) will be open, rain or shine, in 2021 on **Wednesdays**, January 13 through March 31, from 3:00p.m. 5:00 p.m.

**LOCATION** – The Market is located at 202 Quarterpath Road, Williamsburg, VA 23185, in the parking lot of the Quarterpath Recreation Center.

**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. The platform collects and submits the sales tax on purchases made on the online platform.

**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 will be charged for **new** applicants to the Market. This fee is to be paid upon acceptance. The fee will be waived for returning vendors.
2. The fees, 6% of sales plus 2.9% credit card processing and \$0.30 per transaction, is automatically deducted from the payment deposited into your account through Stripe. For vendors who do not set up Stripe accounts, the fees will be deducted from the check sent to you for any orders you may receive.
3. Vendors who sell alcohol will be charged a flat fee, instead of a 6% of sales fee, in accordance with Virginia law.

**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.



## 2021 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” 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 Wednesday morning. The map and information is e-mailed to all vendors every Tuesday.

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 into their designated spot in the parking lot at the Quarterpath Recreation Center. Traffic cones with signs will denote the spots. Vendors are allowed to keep their vehicle in their spot **only if it does not infringe on the space of vendors beside them.**
- Vendors may begin to set up at 1:30 p.m. and should be finished setting up by 2:45 p.m.
- If vendors decide to move their vehicles, they may park in designated parking spaces that will be marked.
- **Vendors should have their orders prepared to distribute in such a way that customers can be efficiently moved through the market and receive the correct orders.**

### PICK-UP PROCEDURE

- Market employees and volunteers will begin admitting customers at 3:00 p.m.
- The Market Manager and Market Assistant will take responsibility for directing customers through the pick-up line.
- Customers will be instructed to have their name displayed in the window of their vehicles. When they arrive, a Market employee or volunteer will provide them a receipt for their online orders, and request that the customer pop their trunk, roll down their back-seat window, or otherwise make their vehicle accessible.
- The employee or volunteer will affix a second copy of the customer’s receipt to the vehicle.
- The customer will drive down the line of vendors and stop at each one they have purchased from.
- **Each vendor should place the customer’s items into their vehicle, verify the order on the receipt affixed to the vehicle, and check off on the receipt that they have given the customer the correct and complete order.**
- At the end of the line, the Market Manager will verify that the customer received the correct orders from the correct vendors by referencing the receipt affixed to the car. If any discrepancies arise, they will be addressed then before the customer leaves the market.

### TAKE DOWN

- Customers will no longer be admitted to the Market to pick-up after 5:00 p.m.
- Vendors must leave their spaces clean and remove their display and vehicles by 6:00 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 whenever tents are in use, regardless of the weather.
- At no time shall the safety or convenience of customers or vendors be compromised by any vendor’s display.
- Vendors will clearly 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.
- No subleasing of space will be allowed.

The consequences of violating the set up, pick-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: removal from market

### VENDOR RESPONSIBILITIES

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



## 2021 WILLIAMSBURG FARMERS MARKET VENDOR APPLICATION

**Attendance:** Vendors must commit to the entire pick-up season (January 13-March 31) 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. If there are changes to the schedule, those changes are to be made in writing, either by mail or by email. If a vendor has orders, the vendor must attend the pick up unless they have either designated another vendor to distribute their items or have communicated in advance with the market and the customers so that either a refund or adjustment in order date can be made. Due to the nature of the online ordering and pick-up system, vendors may designate another vendor to distribute their orders on pick-up days. The arrangement **must** be documented and communicated to the Market Manager at least 24 hours before the Market.

**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 Quarterpath Recreation Center dumpster, not in the street trash receptacles.

**Sales:** All orders for a pick-up must be received by the preceding Sunday at 11:59 p.m. Vendors cannot sell products at the pick-ups; they can only distribute items that have already been purchased via online ordering.

**Quality Control:** Vendors are responsible for ensuring customers receive the correct orders in an efficient way at the pick-ups. The Market Manager, Market Assistant, and Market volunteers will **not** package, distribute, or otherwise handle orders.

**Online Support:** Vendors who require assistance navigating the online sales platform are encouraged to reach out the Market Assistant at [cbishop@williamsburgva.gov](mailto:cbishop@williamsburgva.gov) or (757) 259-3771.

**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. Because these items are pre-sold and pre-packaged, all prepared food must be labeled.

**Accident / Injury:** Any accident or injury must be immediately reported to the Market Manager. 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:** Fees from online sales will automatically be deducted from the payment made to the vendor. If the vendor has set up a Stripe account, the payment will automatically be distributed at the time of the order. If the vendor chooses not to set up a Stripe account, the payment will be sent weekly through the ACH set up with the City of Williamsburg. If neither Stripe or ACH have been set up, a check will be sent. Vendors can look at orders and the history of orders on the back end of the ordering platform.

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