

The Helena Market Days Farmers Market

RULES AND GUIDE LINES

2010

INTRODUCTION

The Helena Market Days Farmers Market has the goal to provide fresh foods and products, and direct marketing of farm products to the people of Helena and the surrounding area. The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the general public. The Helena Market Days Farmers Market Advisory Committee manages the regular business operations of the market and welcomes your input. The Market Advisory Committee will conduct its day to day operations through a Market Manager designated by the committee. The Advisory Committee's meeting schedule may be obtained through the Market Manager. The Market Manager will be Ron Holley, Phone #410-4496. assistant market manager will be Mary Perko, phone #307-9719

LOCATION

The Helena Market Days Farmers Market will be located 4151 Helena Road, Helena, AL 35080 at the Helena Amphitheater Park.

THE SELLING SEASON

The Market will be open for retail sales from 8:00 a.m. to 12:00 p.m. beginning Saturday, June 5th through September 27th, rain or shine. The market schedule may be extended depending on availability of seasonal produce.

PERMITS AND FEES

A growers' permit must be completed before selling at the market. Permits are available at no charge from the County Extension Office. The purpose of the certificate is to ensure that the products sold originate with producer, his or her family, employees or partners. This allows the producer and the customer to be exempt from state and local taxes for goods sold. If you are selling products that do not allow you to be classified as a grower ie. baked goods, you are required to have a business license from the City of Helena, Shelby County, and the State of Alabama, and are responsible for collecting and remitting related sales taxes.

Any fees collected by the market are for the express purpose of promoting and operating The Helena Market Days Farmers Market. This includes but is not limited to administrative expenses and advertising.

SPACE ASSIGNMENTS AND RESERVATION POLICIES

1. Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by the Market Manager, unless an additional space has been approved and payment received. Maximum vehicle size is a 1-ton pickup truck or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle must be disconnected and moved out of the area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be removed.

2. To reserve a space for the 2010 Helena Market Days, a \$20,00 fee is required to be paid within 10 days of receiving your letter of acceptance. This fee will pay for the first Saturday's rental and is non-refundable. Producers may reserve a vendor space for a fee of \$20 per market. The Farmer/vendor must provide notification to the market manager of his/her participation each week by the previous Friday. The rental fee shall be paid to the manager at the beginning of each market day. Should a vendor fail to pay rental fee, they will not be permitted to return to the market until full payment is received and availability of space.
3. Spaces are assigned upon receipt of the \$20.00 on a first come, first serve basis. Spaces are to be used only by the approved applicant. The market manager designates the vending location for all producers with or without vehicles and if the market manager judges it necessary, may require a producer to relocate as needed.

REGULATIONS

1. **Only producers may sell at the market.** A producer is defined as the person that grows or makes the product and may also include the producer's immediate family, partners, employees, or local cooperatives upon prior review. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Any complaints filed with the Market Manager concerning production regulations will be investigated by The Helena Market Days Farmers Market Advisory Committee and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in expulsion from the market for the remainder of the selling season, and no refund will be made for market fees paid to date.
2. Arts and crafts are not permitted for sale at the market unless they have received prior approval by the Market Advisory Committee. If there is any question whatsoever about whether an item may be sold at the market, a brief written proposal should be submitted to the Advisory Committee for review.
3. Producers may sell their own farm and kitchen products including (but not limited to): fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey, home canned goods and baked goods. Many items are subject to local County Health Department regulations. It is the responsibility of the producer to abide by these regulations. Contact the Health Department for inspection and approval. No cooking is permitted within the market area without prior approval by the Market Advisory Committee. It is the responsibility of each producer to abide by all state and federal regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The Advisory Committee, City of Helena, Shelby County, and/or Management, and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.
4. At the beginning of each market day, vendors will check in with the Market Manager. Vendors must be set up at the market by 7:30 a.m. and ready to do business when the market opens at 8:00 a.m. When running late, contact the Market Manager. Each seller is expected to stop selling at 12:00 PM and have all produce, baked goods, boxes, containers, etc, loaded for removal by 1 p.m. The Market Manager will have the authority to change the market hours on special occasions; however, notice must be given to the Market Advisory Committee beforehand.
5. The sale of live animals is not allowed at the market.

6. The use of electrical generators is prohibited. Limited power is available on a first come first serve basis. Producer must supply own electrical cords. Electrical cords must not be a safety hazard.
7. Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed as a market commodity is **not permitted**.
8. Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied at all times by an adult responsible for the child's conduct and safety.
9. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the Market Advisory Committee.
10. All profane, abusive, discourteous, and boisterous language and/or inappropriate attire/conduct at or about the market area is prohibited.
11. Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
12. No eating, drinking alcoholic beverages, or smoking while selling.
13. The Market Manager and/or the Advisory Committee will have the full power to enforce all rules and regulations within the market area as authorized by the Advisory Committee. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the market for a length of time determined by the Advisory Committee and if need be, escorted by legal authority off premises.
14. Vendors who violate any of the regulations contained in this Market Handbook will be given a written warning. A second violation for the same period or for a different violation, will result in the termination of the space with no refund of funds paid.

GUIDELINES:

It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility.

Tents and table are available at no additional cost to vendors while supplies last, otherwise vendors must provide their own.

It is highly recommended that each vendor have a sign identifying the name and location of the farm. Vendors may not set up materials that damage the space.

Business cards and other handouts such as business information, recipes, or other educational literature pertinent to the products being sold are encouraged. This would include photographs of vendor farms/establishments to aid in the educational process. All signs and handouts are to be approved by the Market Manager. The Market Manager yhas the sole discretion to disapprove any sign or signage considered by the Market Manager to be inappropriate.

If you need further information or have any questions, you may contact the Market Manager at (205) 410-4496. For additional information, suggestions, comments, or questions, please call the Market Manager or write: Market Manager, Helena Market Days Farmers Market, Post Office Box 613, Helena, AL 35080

This is your copy of the handbook. Please keep it for future reference.