

# STAUNTON FARMERS' MARKET 2026 PRODUCER RULES & GUIDELINES



The Staunton Farmers Market (SFM) brings together local farmers, makers, and consumers in a vibrant community marketplace that provides fresh and locally grown food for all residents. Our “Producer Only” standards champion small farms and artisans and affirm their place in the social and economic fabric of our community.

## LOCATION

Temporary location for 2026: Juvenile and Domestic Relations (J&DR) District Court Parking Lot, 2020 West Beverley St, Staunton, VA

## DATES & HOURS OF OPERATION

### REGULAR SEASON MARKET

Each Saturday in April through September from 7:00 am - 12:00 pm

Each Saturday in October through the Saturday before Thanksgiving from 8:00 am - 12:00 pm

### WINTER HOLIDAY MARKET

The first 3 Saturdays in December from 9:00 am - 1:00 pm

## PRODUCER-ONLY RULES

Farms, Food Producers, and Cottage Businesses are encouraged to apply. Non-profit organizations may not be vendors at SFM. See Community Guest Space below for more information about how non-profit organizations may be able to participate in the Market.

### PROXIMITY

- Production of all goods and products sold must take place within a 75-mile radius of the Market.

### PRODUCTS ALLOWED FOR SALE - NOTE: RESALE OF PRODUCTS IS NOT ALLOWED.

- All products sold must be made or raised by the producer.
  - Contract growing or labor and lease agreements with other farms in exchange for products does not qualify those products as produced from the applicant's farm.
- Agricultural, horticultural, forestry or other products of the soil or water
  - Fresh, frozen produce, including vegetables, fruits, berries, stone fruits, honey and nuts.
  - Fresh, frozen, and cured meat and meat products, poultry and poultry products, and fish.
  - Grain and grain products.
  - Ornamental plants, vegetable, herb plants, bedding plants. Wildflowers or plants must not be on the state or federal list of rare wild plants. Contact the County Extension office for a list.
- Processed foods
  - Baked goods, beverages, jams, pickles, fermented vegetables, sauces/salsas, dried fruit, creamed honey, and tree syrups.
  - Preference will be given to those who have a VDACS-inspected kitchen and who are growing or sourcing their ingredients locally.
- Ready-to-eat foods
  - Prepared on or off site for immediate consumption, made from scratch, complement agriculture, source local ingredients, and highlight unique culinary techniques and origins.
  - Re-heated commercially prepared foods are prohibited
  - Beverages must be served in cups with lids. (i.e. water, lemonade, coffee, cider, tea)
  - A maximum of 2 food trucks allowed at each market.
- Value-added products
  - For example, flour milled from producer grown grain, candles made from beeswax.
- Hand crafted items
  - To maintain its integrity as a source of local farm products, spaces may not be available for craft vendors during the regular season. A limited number of spaces will be available for craft vendors during the winter holiday market.
  - Preference will be given to those that use natural and/or foraged materials.
  - Items not considered include, but are not limited to, the following: embellished objects, tracings or paint-by-numbers, kits in any form, franchise business crafts, and any other items which clearly do not reflect originality of design.
- Promotional products
  - Only items featuring the producer's farm or business (i.e. t-shirts, pens, etc.)

ADDING PRODUCTS MID SEASON - Producers wishing to add a product that is not on their Producer Application during the year must submit a request in writing to the Market Board for approval.

PRODUCT DIVERSITY – When accepting new vendors, the Market Board reserves the right to deny an application of acceptable products when those products duplicate what returning vendors are already producing or plan to add to their product line.

## GROWING METHODS

- No specific growing methods are required.
- Producers should be prepared to inform customers of farming practices when requested.
- Products described in any manner such as “organic” must meet federal and state regulations for such labeling. Producers are required to file a copy of all relevant certificates with the Market Manager.

## GOVERNMENTAL REGULATIONS AND INSURANCE

- It is the responsibility of each producer to abide by all local, state, and federal regulations, which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the Market.
- Vendors offering products that do not comply with the applicable regulations will be required to stop selling those items. Failure to address issues of food safety compliance may result in the vendor being asked to leave the market.
- Scales are required to be certified legal for trade. This certification is available at the annual meeting.
- Many items are subject to United States Department of Agriculture, Virginia Department of Agriculture and Consumer Services (VDACS) <https://www.vdacs.virginia.gov/dairy-farmers-market-vendors.shtml> and/or Virginia Department of Health (VDH) <https://www.vdh.virginia.gov/environmental-health/food-safety-in-virginia/tfe> regulations. For a guide to selling raw, processed, and prepared products from your home at Farmers Markets visit the Virginia Cooperative Extension Website for a publication GOING TO MARKET <https://www.pubs.ext.vt.edu/ANR/ANR-46/ANR-46.html>
- Producers are liable for their own products. Neither SFM nor the City of Staunton will be held liable for the products offered by producers. The City of Staunton has no role in the sale of products offered by producers. The SFM requires each producer to carry liability insurance. Information about liability insurance for farmers market vendors can be obtained at <https://farmersmarketcoalition.org/education/market-manager-faq/4-insurance/>
- All applicants for the oncoming season must review these rules and policies thoroughly, and each applicant must sign the attached Hold Harmless Agreement.

## REGULAR SEASON APPLICATIONS, SPACE ASSIGNMENTS & FEES

ALL producers are required to complete the Producer Application form and sign the Hold Harmless Agreement annually. This form is available on the SFM website or by contacting the market manager.

APPLICATIONS - Applications are reviewed by the Market Advisory Committee and the Board of Directors. Notifications of accepted applications will be emailed to the Vendor applicant, and will be posted on the SFM website.

SPACES - NOTE: SFM will attempt to honor previous space arrangements as closely as possible during the Market's relocation for the 2026 season, but no specific promises regarding individual vendor location at the Market can be made at the time of writing of these Rules and Guidelines.

Returning vendors with at least 20 days of attendance may retain their existing spaces or choose from available vacant spaces. New vendors and returning vendors who were at the market less than 20 days will be assigned a space by the Market Manager. Available spaces may be in different locations each week. The layout of the spaces is at the discretion of the Market Manager and Market Board and will be provided in the form of a map.

- Single spaces are 10' wide and 30' deep, approximately a parking space plus a 10' x 10' booth space. Vendors who need to move their vehicles out of the vendor area must do so 15 minutes prior to the market opening.

## STAUNTON FARMERS' MARKET 2026 PRODUCER RULES & GUIDELINES

- Double spaces are approximately two side by side parking spaces. The number of double spaces available is determined by the Market Board with preference given to seniority, attendance, market sales, etc. Once issued a double space, that vendor is allowed to have a double space the subsequent year, if desired.

**APPLICATION FEES** - A payment of \$100 for a single space or \$200 for a double space is required when the application is submitted. All unapproved applicant fees will be refunded.

**WEEKLY MARKET FEE** - A fee of 5% of sales is required at the end of each market. Sales tax collected should not be included in the sales that you report at the end of each market. Remitting sales tax collected to the Virginia Department of Taxation (<https://www.tax.virginia.gov/>) is the responsibility of each vendor.

## WINTER HOLIDAY SEASON APPLICATIONS, FEES & SPACE ASSIGNMENTS

Regular Season Producers may participate in the Winter Holiday Market without reapplying and with no daily space fee. Applicants who are not accepted for the regular season will need to reapply if they want to be included in the Winter Holiday Market. Applications for the Winter Holiday Market can be submitted during the year up until October 1<sup>st</sup>. Craft vendors are welcome at this market in greater numbers than allowed during the regular season.

Winter Holiday Market applicants do not pay an application fee. Accepted vendors will pay a daily space fee of \$15 plus 5% of sales at the end of each market.

Winter Holiday Market spaces will be assigned by the Market Manager.

## GENERAL RULES & INFORMATION

**ATTENDANCE** - Producers should be as specific as possible on their application, especially with regard to when they plan to participate in the Market. As a courtesy, producers should let the Market Manager know when their attendance will differ from what was stated in the application.

**SECURING TENTS** - Producers are responsible for the security of their tents. This includes taking into account the weight and construction of their tents as well as the weather conditions, and adding weights and/or other anchors to ensure the stability of the tent. If the Market Manager determines that a vendor's tent is insufficiently stable, the vendor will be asked to stabilize the tent to the Manager's satisfaction, or to take down the tent. Failure to comply may result in the vendor's dismissal from the Market.

**PETS** - Producers are not permitted to bring pets to the Market. SFM has a policy that customer pets should not have direct access to or direct contact with food items.

**CHILDREN AT MARKET** – Producers are encouraged to bring their children to the market to learn and participate in their small business, as they are able. Children must be supervised at all times. Quiet activities within the producer space are encouraged. Riding bicycles, tricycles, skateboards, electric scooters, or roller skates is prohibited in the Market area.

**SITE MAINTENANCE** – All vendor sites should be clean of empty boxes or obstacles that could be tripping hazards. Secure signage and display signs. Power outlets are available on a first-come, first-served basis, for a fee to be determined by the City of Staunton. Producers must bring their own all-weather extension cords and secure the cord so it will not be a tripping hazard. Gas generators are not allowed at the Market. Propane heaters are allowed if behind the table and away from customers. All Ready-to-eat Food Producers must provide a customer trashcan. Clean space of debris after the market and haul away trash.

**ENTERING & EXITING MARKET AREA** – Always enter with caution. Producer vehicles may not enter Market once the lot is closed (15 minutes before open time). Vehicles may not leave before the market ends. When exiting also use caution. The parking lot is available to the public a half hour after the market is over.

## NUTRITIONAL ASSISTANCE PROGRAM

## STAUNTON FARMERS' MARKET 2026 PRODUCER RULES & GUIDELINES

**SNAP/EBT** - The Market participates in the Federal Supplemental Nutrition Assistance Program (SNAP) that uses Electronic Bank Transfer (EBT) cards. This program enables customers who use SNAP to purchase market tokens using their EBT cards. Tokens can be used to purchase food at the Market (including breads, jams, honey, syrup, fruits, vegetables, and more). A complete list of acceptable items is available from the SNAP Manager. SFM Market SNAP Tokens can only be used at SFM Market. Producers should not accept tokens from other markets.

**VFM** - The Market also participates in the Virginia Fresh Match (VFM) Program which matches customer SNAP dollars with coupons of equal value that are only good for fruits and vegetables. SFM Market VFM Coupons can only be used at SFM Market. Producers should not accept coupons from other markets.

**FMF** - Individual SFM producers may choose to participate in the Farmers Market Nutrition Program / Farm Market Fresh Program (FMF), which are State programs for income-limited seniors and women with infants and children that provide supplemental benefits for purchasing fruits and vegetables at farmers markets. Vendors must apply to participate in this program. Information about how to apply will be shared by the SNAP Manager with vendors before the Market opens in April.

Training in the SNAP and VFM programs will be provided by the SNAP Manager before the Market opens.

SNAP tokens, VFM coupons, and FMF benefits cannot be used to purchase ready-to-eat foods or alcohol. Producers cannot charge tax on purchases made with these methods and cannot give change.

Producers who participate in the SNAP & VFM programs must submit tokens and coupons weekly, so that the Market can record amounts. Producer participants will receive a monthly reimbursement check for the amount submitted. The SFM Treasurer will confirm Producer Names to be used in issuing these checks.

**INSPECTIONS** – SFM reserves the right to visit any farm or production facility, with advance notice, to inspect the production of crops or products sold at the market.

**SALES STAFF** – Producers representing their own products is what makes our market unique for the customers. Sales staff need to be knowledgeable. Compliance with Labor Law is the responsibility of each vendor.

**SOLICITATION** – Vendors and customers may not solicit for products, services, charitable or political contributions. Please let the manager know of a non-vendor who is soliciting.

**MARKET CONDUCT** – While at the Market, producers are to conduct themselves professionally at all times, exhibiting courtesy toward Market staff, customers, other producers and volunteers. Discrimination, including harassment, against any person on the basis of the other person's race, creed, color, sex, national origin, disability, age, sexual orientation, gender identity, marital status, or veteran status is not permitted.

**COMPLAINT PROCEDURES** - All complaints should be reported to the Market Manager. The SFM Board will address issues as appropriate.

**SEVERE WEATHER** – SFM is a rain or shine market but reserves the right to close if severe weather and/or high wind advisories are issued.

**COMMUNICATION** - Email is the Market's primary means of communication. Producers are responsible for staying current on Market information by checking email and relaying all pertinent Market information to individuals representing their businesses at the Market. If email is not available, please contact the Market Manager to arrange alternate communication methods. All Market-related business should be directed to the Market Manager at [stauntonfarmersmarket@gmail.com](mailto:stauntonfarmersmarket@gmail.com) or (540) 448-1937.

**COMMUNITY GUEST SPACE** - One space will be made available for education purposes and utilized by youth organizations, education institutions, and non-profit organizations. Contact the Market Manager for scheduling information.

- Must be an organization that supports the mission of local agriculture, food systems or community well-being
- May not sell products (flyers of products may be distributed for sales outside of market hours)

## STAUNTON FARMERS' MARKET 2026 PRODUCER RULES & GUIDELINES

- Solicitation for products, services, or charitable contributions not specifically identified as Market commodities is not permitted.
- Must be apolitical and not represent divisive issues
- May participate as event/entertainment/activity
- There is no cost to participate as a guest

LIVE ENTERTAINMENT - SFM is committed to operating a vibrant local Market for our customers and producers. One space will be made available for musical or theatrical performances. SFM will hire performers. Volume must be kept at a level low enough for producers to communicate to customers with ease; performers are responsible for modulating volume according to the request of the Market Manager. Any performers who cannot accommodate noise complaints will not be asked to return to perform at the Market. All vendors are asked to communicate noise complaints directly to the Market Manager.

### COORDINATION WITH THE CITY OF STAUNTON

The Market has a lease with the City allowing for the use of the J&DR District Court Parking lot and is authorized and operates solely for the limited purposes identified in Staunton City Code § 12.35.020. The Market is not created or intended as a forum.

Even with the approval of these Rules and Guidelines by the Staunton City Manager, the Rules and Guidelines do not constitute any waiver of any sovereign or other immunity of the City, its council members, officials, employees, agents, or responsible parties as to any liability or other claim. The SFM is not a public forum.

The operation of the Market will be governed by applicable provisions of the Staunton City Code, applicable laws and regulations of the Commonwealth of Virginia, including executive orders of the Governor of Virginia, and these Rules and Guidelines.

The Market Manager will enforce all Rules and Guidelines within the Market area as authorized by the appropriate section of these Rules and Guidelines consistent with the Staunton City Code and any other applicable law. Failure by any Producer to comply with any of these Rules and Guidelines will result in the forfeiture of the right to be a participant in the Market for a length of time determined by the Market Board.

Producers should take all of their trash with them when they leave the market.

Parking for customers and vendors' support vehicles will be available in designated areas of the J&DR District Court lot.

### SFM STAFF

Rachel Wine (Market Manager) (540) 448-1937 [stauntonfarmersmarket@gmail.com](mailto:stauntonfarmersmarket@gmail.com)

Robin Ulmer (Market and Board Treasurer) (540) 448-1195 [stauntonfmtreasurer@gmail.com](mailto:stauntonfmtreasurer@gmail.com)

Tiffany Effinger (SNAP Manager) (540) 255-3627 [nvrtiretbe@gmail.com](mailto:nvrtiretbe@gmail.com)

### SFM BOARD

Ellen Brock (Chair) (804) 651-5545 [ellen.brock@gmail.com](mailto:ellen.brock@gmail.com)

Michelle Bailey (Secretary) (540) 305-6500 [haugheyms@gmail.com](mailto:haugheyms@gmail.com)

Coleen Jones (540) 290-7358 [jones\\_coleen@hotmail.com](mailto:jones_coleen@hotmail.com)

Susanna Larner (540) 290-1570 [susanna.larner@gmail.com](mailto:susanna.larner@gmail.com)

Christina Wulf (540) 688-8638 [wulf.christina@gmail.com](mailto:wulf.christina@gmail.com)

Jennifer Delare (703) 473-9772 [jdelare@gmail.com](mailto:jdelare@gmail.com)

STAUNTON FARMERS' MARKET  
2026 PRODUCER RULES & GUIDELINES

Jane Pietrowski (540) 290-7085 [jpietrow@marybaldwin.edu](mailto:jpietrow@marybaldwin.edu)

Debra Fitzgerald O'Connell (571) 228-8328 [dfitzoconnell.plc@gmail.com](mailto:dfitzoconnell.plc@gmail.com)

SFM INFO

Address - Staunton Farmers Market, P.O. Box 58 Staunton, VA 24402

Email - [stauntonfarmersmarket@gmail.com](mailto:stauntonfarmersmarket@gmail.com)

Farmers Market website - [www.stauntonfarmersmarket.org](http://www.stauntonfarmersmarket.org)

Facebook page - [www.facebook.com/stauntonfarmersmkt](https://www.facebook.com/stauntonfarmersmkt)

Instagram page - <https://www.instagram.com/stauntonfarmersmarket/>

## 2026 STAUNTON FARMERS MARKET PRODUCER APPLICATION

FARM OR BUSINESS NAME: \_\_\_\_\_

OWNER NAME(S): \_\_\_\_\_

BUSINESS ADDRESS (if different from Mailing Address) \_\_\_\_\_

\_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

\_\_\_\_\_

(city)

(state)

(zip code)

BUSINESS PHONE NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_

INSTAGRAM: \_\_\_\_\_

### Product Information:

List all products you plan to sell at the market (Example: Vegetables, bedding plants, cut flowers, bread, cakes, wood crafts, meats)

***Selling products other than your own is prohibited. Product approval by SFM Board. Local food production should be one-of-a-kind products that complement agriculture, source local ingredients, and highlight unique culinary techniques and origins. Preference will be given to bakers and prepared food producers who have a VDACS-inspected kitchen and who are growing or sourcing some of their ingredients locally.***

***Attach Menu, Detailed Descriptions, and Photos (as needed)***

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NAME AND ADDRESS OF PROCESSING/PACKAGING PLANT (if applicable): \_\_\_\_\_

\_\_\_\_\_

WHICH MARKETS ARE YOU APPLYING FOR: \_\_\_\_\_ REGULAR SEASON (APRIL-NOVEMBER) \_\_\_\_\_ WINTER MARKET (DECEMBER)

STAUNTON FARMERS' MARKET  
2026 PRODUCER RULES & GUIDELINES

LIST ALL STAFF/FAMILY WHO WILL WORK AT YOUR VENDOR BOOTH (you can update later if you don't know at the time of application:

| Name  | Email | Phone |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

How frequently do you plan to attend?: \_\_\_\_\_ Weekly \_\_\_\_\_ Bi-weekly \_\_\_\_\_ Monthly \_\_\_\_\_ Product Seasonality (explain below)

\_\_\_\_\_

**FARM APPLICANTS:**

TOTAL ACRES IN PRODUCTION \_\_\_\_\_

DO YOU OWN OR LEASE YOUR FARM \_\_\_\_\_

TOTAL GREENHOUSE / HOOP HOUSE / HIGH TUNNEL SPACE IN PRODUCTION \_\_\_\_\_

LIST QUANTITY OF THE FOLLOWING IF APPLICABLE:

LIVESTOCK \_\_\_\_\_

POULTRY/FOWL: \_\_\_\_\_

HIVES: \_\_\_\_\_

**PERMITS, LICENSES AND CERTIFICATES:** (check all that apply to your business, list date issued, and attach a current copy of the permit/license/certificate)

| TYPE  | DATE ISSUED |
|---|-------------|
| LIABILITY INSURANCE (required)                  | _____       |
| BUSINESS LICENSE, if required for your business | _____       |
| ORGANIC CERTIFICATE                             | _____       |

STAUNTON FARMERS' MARKET  
2026 PRODUCER RULES & GUIDELINES

DEPT OF HEALTH PERMIT/LICENSE

\_\_\_\_\_

VDACS KITCHEN INSPECTION

\_\_\_\_\_

SERV SAFE CERTIFICATION

\_\_\_\_\_

SCALE INSPECTION

\_\_\_\_\_

OTHER: Include any training classes relevant to your business (e.g. Acidified Food, Food Safety, PSA Grower

Training Course, etc) \_\_\_\_\_

\_\_\_\_\_

**PLEASE READ AND INITIAL THE FOLLOWING:**

\_\_\_\_\_ I have read and agree to strictly adhere to the attached Market rules, policies, guidelines and procedures.

\_\_\_\_\_ I understand I am solely responsible for paying appropriate federal, state and municipal taxes for my business, and that the Staunton Farmers Market bears no responsibility if I fail to do so.

\_\_\_\_\_ I understand that it is my responsibility to know and comply with any federal, state and local regulations concerning the products I sell at the Staunton Farmers Market, and that any failure to comply may result in my dismissal from the Market.

## Hold Harmless and Indemnity Agreement

This indemnity agreement, made and entered this \_\_\_\_\_ day of \_\_\_\_\_, 2026, by a participant in the Staunton Farmers Market, to be held on designated Market Saturdays in 2026.

### Witnesseth:

Whereas, the undersigned desires to be involved in an event in the City of Staunton, commonly referred to as the Staunton Farmers Market, and,

Whereas, the undersigned, in consideration of the permission granted to it by the Staunton Farmers Market to participate in such event, agrees to indemnify and hold harmless the Staunton Farmers Market, against any and all liability, loss, damages, cost or expense which it may incur because of such action;

Now, and to that end, the undersigned hereby agrees to indemnify and save harmless the said Staunton Farmers Market, its employees, Directors and agents, from any and all liability, loss, damages, cost or expense which the participant may hereafter incur, suffer or be required to pay by reason of said participation in the subject activity held on the property owned by the City of Staunton.

The undersigned agrees to pay, to the complete exoneration of said Staunton Farmers Market, any claim made against the Staunton Farmers Market for injury or damages to persons or property caused by said participation, and to further indemnify and hold harmless said Staunton Farmers Market from any costs incurred with respect to the defense of such claim.

If said participant is a minor child under 18 years of age, the signature of the parent or legal guardian shall constitute the same indemnification as provided above.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Business Owner Signature and date

\_\_\_\_\_  
Applicant Signature and date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Market Manager Signature

\_\_\_\_\_  
Business Owner Name