

Visalia Farmers Market Association

Rules and Regulations

Updated 3/17/2026



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Mission

- Provide and promote a viable food system.
- Maintain Central Valley agricultural traditions.
- Operate regular certified farmers' market events in accordance with state, county, and city laws to benefit both producers and consumers.
- Promote public awareness about buying locally produced foods and goods.
- Support access to fresh fruits and vegetables for WIC and CalFresh participants.

Intent

The Visalia Farmers' Market Association (VFMA) provides diversified markets offering both certifiable, non-certifiable, and artisan goods for sale. Though the focus of the organization is to promote and support local farms, it is also recognized that offering artisan goods adds variety and local culture to the market.

The VFMA provides producers with the opportunity to sell their fresh, local products directly to the consumer.

Each farmers' market is operated in accordance with regulations established by the California Administrative Code pertaining to Direct Marketing.

Each market is certified by the County Agricultural Commissioner as a direct marketing outlet for producers to sell their crops directly to consumers without meeting the usual size, standard pack, and container requirements for such products. However, all produce must meet minimum quality standards.

Although State Direct Marketing regulations require the producers of fresh fruit, nuts, vegetables, flowers, honey, eggs, nursery stock, and plants be required to be certified, the same producer-to-consumer philosophy applies for all items sold at the market. The resale of products is prohibited.

Definitions

- A. Certified Farmers Market.** A location authorized by the County Agricultural Commissioner where certified producers of fresh fruits, vegetables, honey, eggs, flowers, nursery stock, and nuts may sell their produce directly to consumers and be exempt from standard packing and grading regulations.
- B. Market.** Visalia Farmers' Market operated by VFMA for a particular date or dates.
- C. Market Director** The person or persons empowered by VFMA to implement the rules, regulations, policies, and directives of the VFMA Board of Directors. The Market Director may delegate powers and authorities to other individuals when required.
- D. Certified Producer Member.** A person authorized by the County Agricultural Commissioner to sell agricultural products (fruits, vegetables, honey, eggs, flowers, nursery products, and nuts) directly to consumers at a Certified Farmers' Market. Such products must be produced upon land controlled by the Certified Producer. The Producer may be, for the purposes of this article, a person, partnership, corporation, or any other entity. This is a voting membership.

- E. **Artisan Member.** A person, other than a Certified Producer or a Community Organization, selling goods and/or services for a profit. This is a voting membership.
- F. **Seller's Permit.** A valid permit issued by the State of California to vendors selling taxable items. NOTE: All vendors selling taxable items must display their Seller's Permit that indicates the market location. Additionally, these vendors must have a copy of their tax identification number on file with the VFMA Market Manager.
- G. **Business License.** A current license issued by the City of Visalia to transact business for a stated period (which shall include the applicable Markets), in conformity with the provisions of ordinances of the City of Visalia.
- H. **Rules and Regulations.** These Regulations, as may be amended.
- I. **Certified Producer's Certificate (CPC).** As authorized by the County Agricultural Commissioner.
- J. **Immediate Family.** Parents, children, grandparents, grandchildren, and any other person regularly residing in the Producer's household.
- K. **Employee.** Persons employed by the seller on a regular basis, with the exception of immediate family members, as defined above.
- L. **Producer.** See *Certified Producer Member definition*.
- M. **Vendor.** Anyone selling goods or services.
- N. **Food Truck/Concession** - means any vehicle used in conjunction with a commissary or other permanent food facility upon which food is sold or distributed at retail. "Mobile food Truck" does not include a "transporter" used to transport packaged food from a food facility, or other approved source to the consumer. (Health and Safety Code section 113831)
- O. **Guest Vendor** : are non-members who offer a product or service that enhances the overall market while not competing with products offered by VFMA members

Membership Categories

Certified: We grow what we sell

1. Certified Agricultural Products

Agricultural products, which are certified under the jurisdiction of the County Agricultural Commissioner that are relative to inspection and verification of compliance with the provisions of this article, include fresh fruits, nuts, vegetables, shell eggs, honey, flowers, herbs, and nursery stock. Nursery products require a nursery license issued through the County Agricultural Department. Only certified produce can be sold. Resale, or commissioned sale, of produce is prohibited.

- a. **Second Certificate.** While selling their own certified produce, a producer may sell produce from one other certified producer, who must also be a member of the VFMA. In this case, both certificates must be displayed, and produce must be clearly separated. The selling producer must have the required CPC from the second party authorizing permission to sell. A copy of this CPC must be given to the Market Manager. Commissioned sales and buying/selling between certified producers is prohibited. However, the certified producer performing the sale may charge the other certified producer cost sharing expenses related to the transportation and sale of products.

- b. Organic Certification.** If a producer advertises as “organically grown” they must be certified by a third-party inspection agency and registered with the State of California as an organic grower. Supporting documentation must be clearly posted during market hours and provided to the Market Manager.

2. Non-Certifiable Agricultural Products

Non-Certifiable agricultural products include all certified agricultural products that have been processed—all products other than certified agricultural products noted above from any tree, vine, plant and their flowers (including processed products), livestock (including rabbits), livestock products, as well as fish and shellfish produced under controlled conditions in waters, or ponds, located in California.

Although these products are not “certified”, they must have been produced, or derived, from plants or animals raised, or produced, by the producer. These non-certifiable processed agricultural products include, or have added to them, a limited number of ingredients/additives that act only as preservatives or are essential in the preparation of the product.

1. If applicable, producers of non-certifiable agricultural products must obtain a certified producer’s certificate for the fresh product from which the processed product was derived.
2. Shelled nuts and dried fruit and vegetables must be placed in clean, plastic bags with the appropriate IRQ (Identity, Responsibility and Quantity) labels attached. Dried fruits must declare if sulfur has been used in the drying process.
3. Fresh cured olives and fresh extracted juices must be placed in clean, sterile jars or commercial containers. They must have the appropriate IRQ labels attached, along with the warning: MUST BE REFRIGERATED. All proper permits must be on file with the Market Manager.

Artisans: Food and Crafts Categories

1. Processed foods

Foods, such as baked goods, breads, jams, jellies, relishes, blended juices, pickled products, not derived from a Certified Producer’s Certificate.

2. Handicrafts

Handmade items of an original or unique design that are made/produced by the vendor. The component materials must be sufficiently modified from their original state to demonstrate fine craftsmanship.

3. Miscellaneous

Additional vendors approved by the VFMA Board of Directors to sell products or provide a service that meets the VFMA Bylaws and Rules and Regulations.

Food Truck / Concessions:

This category is Food and beverage items ready for immediate consumption as defined by Tulare County Ordinance Code §6-20-1000.

Membership Process

Membership

The Visalia Farmers' Market operates as an association in accordance with the VFMA bylaws and State, local and market rules and regulations. It is governed by elected officers and managed by a market director.

To become an approved vendor at the market, a prospective vendor must complete a Membership Application. Membership Applications will only be accepted from the certified grower, non-certifiable agriculture producer, artisan, and/or business owner.

All items intended for sale shall be listed on the application. Only those items approved for sale will be allowed to be sold. And you will be asked to remove unapproved items immediately. Expansion of products sold must be submitted and approved by the VFMA Board prior to selling.

Certified Producer Applications are reviewed monthly. Artisan Applications will be reviewed as space and demand allows. Applications are reviewed and voted on by the VFMA Board of Directors during their monthly board meeting—which occurs on the third Tuesday of each month. Applicants will be notified of the Board of Director's decision within 10 days of the respective board meeting by VFMA management.

Approval for membership is determined by the following criteria, listed by priority.

1. Market space availability
2. Locality
3. Size of farm and/or business
4. Preference for growers with no prior violations
5. Desirability/demand for product
6. Product variety
7. Projected market attendance
8. Product Freshness

Approval of the membership application will require a simple majority vote of the Board. If approved, a \$50.00 membership fee plus Manage My Market Fee is due within 30 days of membership approval. The approved applicant cannot attend the market until all required documents are submitted and membership is paid in full. If an approved vendor doesn't attend the market within 30 days of approval, their membership is automatically revoked and they will not be refunded their membership dues.

After the opening farmers market for the new fiscal year (November 1st - October 31st) anyone wishing to be considered for membership and participation should submit to the Board of Directors a vendor application outlining products to be sold and dates of attendance, CPC (Certified Producers Certificate) and health permits needed to sell at Farmers Market.

If the farm/business transfers to a family member, and continues selling the same items as the original owner's most recent VFM application, then the transfer should be simple and noted on the yearly application, and the farm/ (new) member would be automatically approved as a member at the next annual meeting.

A new family member or the new owner would be considered a new application. This new application would have to go through the normal application process.

Required Paperwork per Vendor Type

Copies of all required paperwork must be provided to the Market Manager and kept up to date by the VFMA member.

Certified Agricultural Vendors

- Producer's Certificate - The official embossed certificate must be displayed at the VFMA stall. The certificate must be carried while transporting produce to the market. The VFMA Market Manager must be provided with a certified copy of the certificate.
- Proof of liability insurance
- Signed acknowledgement of the VFMA Rules and Regulations

Non-Certifiable Agriculture Vendors

- Producer's Certificate - The official embossed certificate must be displayed at the VFMA stall. The certificate must be carried while transporting produce to the market. The VFMA Market Manager must be provided with a certified copy of the certificate.
- Nursery License (if applicable)
- Meat USDA & Hazmat (if applicable)
- Applicable health and processing permits, licenses, and seals
- Proof of traceability and production within California
- Proof of liability insurance and vehicle insurance
- Signed acknowledgement of the VFMA Rules and Regulations

Non-Certified Artisan Vendors

- Board of Equalization Seller's Permit
- City of Visalia Tax Registration Certificate
- Necessary health permits (if applicable)
- Proof of traceability and production within California
- Proof of liability insurance and vehicle insurance
- Signed acknowledgement of the VFMA Rules and Regulations

Food Trucks / Concessions

- Mobile food vendor shall have a valid license to engage in or be used in such business.
- City of Visalia Tax Registration Certificate
- Necessary health permits (if applicable)
- Proof of liability insurance and vehicle insurance
- Signed acknowledgement of the VFMA Rules and Regulations

Renewal

A \$50.00 membership fee, Mange My Market Fee and a completed Membership Renewal Application is due by October 31st. Completion of renewal requirements are necessary to attend the annual meeting—typically held the second week of November. Renewed membership entitles members to one vote (Certified and Non-Certified Artisan members) on the policies set by the VFMA during the annual meeting. Food Truck/ Concession are non-voting members. Membership expires for all vendors every year on December 31st if membership is not renewed. If membership is not renewed, vendors must submit a New Membership Application.

Adding new Items for Sale

To help track all products that are sold within the market, all new products must be approved by the board of directors. Different flavors of existing approved products are exempted.

Community Groups

The VFMA allows non-profit organizations and community information groups to have space at the market.

All interested community groups requesting a space must be approved by the Market Director. Approved groups are allowed to participate free of charge at Visalia Farmers' Markets on a once-per-market-day basis.

Guest Vendor Program

Guest vendors are non-members who offer a product or service that enhances the overall market while not competing with products offered by VFMA members. A guest vendor may be invited to participate in no more than 10 markets per year or at the discretion of the VFMA Board of Directors. The board may rescind this invitation at any time for any reason. Guest vendors are not official members of the VFMA and do not have any member rights. Guest vendors may vend at the market strictly on a space available basis. The fee is \$50 or 8% of their overall sales (whichever is higher). Stall slips will be handed out. They need to pay a \$2 CDFA fee. Guest vendor participation shall be re-evaluated every year. The VFMA staff will consider product availability offered from current market members in this evaluation. Guest vendors are required to follow VFMA Rules & Regulations.

Attending Farmers' Market

Stall Spaces, Attendance, and Fees

- The Market Director assigns stalls. Seasonal and/or inconsistent vendors must notify the Market Director of their return to market at least two weeks in advance of their desired start date at market. This allows time for a stall space to be prepared.
- One stall is one 10'x10' space. If necessary, additional space may be granted contingent on space availability and pre-approval by the Market Director. The maximum limit is four spaces.
- Seasonal and/or inconsistent vendors will be assigned spaces subject to availability at the Market Director's discretion. **There is no guarantee that seasonal/inconsistent vendors will return to the same space each season.**
- Spaces may be reassigned if a vendor misses two consecutive markets.
- Year-round Vendors that fail to notify the Market Director of a cancellation twice in a three-month period or cancel a market three (3) times even with notifying the Market Director within a three-month period, may permanently lose their stall assignment for that market reviewed by the VFMA Board of Directors.

- Failure to attend market on scheduled attendance dates without notifying the Market Director may result in a \$25.00 absence fee to cover the leased space.
- Four absences are allowed per year-round market commitment before an absence fee will be applied. Two absences per year are allowed for each seasonal market, or seasonal commitment, lasting less than six months. Once the maximum number of absences have been reached, a \$25 absence fee may be applied per unattended market at the discretion of the VFMA Board of Directors.
- No moving vehicles are allowed in the market area 30 minutes before the start of market and a minimum of 15 minutes after the market ends. The Market Director has the authority to adjust these times.
- If a vendor arrives late, they must carry in equipment and products from outside of the market and accept a spot on the end as designated by the Market Director. If a vendor leaves early, they must carry out equipment and products to load their vehicle outside of the market.
- Vendors must provide their own tables, bags, canopies, canopy weights, umbrellas, as well as a change box with sufficient change. All equipment must be set up to meet all safety and health requirements; this includes the use of canopy weights.
- The space fee for Saturday market is 8% of the vendor's total gross sales, or \$15 per 10x10 space, whichever is greater. The space fee for seasonal markets are 8% of the vendor's total gross sales, or \$15 per space, whichever is greater. All vendors must pay an additional \$2.00 fee per market that will be directed to the CDFA. The VFMA covers the CDFA fee for vendors that are veterans of the U.S. Armed Forces.

Manage my market

- Manage My Market is VMFA's cashless method used to collect space fees and reporting of forms of payments (i.e. EBT, Market Match and W.I.C. reimbursements). All VMFA vendors must create and maintain a Manage My Market online account. All vendors must apply annually through Manage My Market to maintain VFMA membership. All vendors must keep a valid credit in their Manage My Market online account to be used as payment for vendors' VMFA weekly market fees and annual membership dues. A \$10.00 fee, per market, will be charged if two payments are missed because of failing to maintain and use a valid credit.
- \$15 application fee needs to be paid by the vendors
- VFMA utilizes Manage My Market to calculate reimbursement to vendors for the various grant programs. These reimbursements will be distributed to vendors on the first Saturday of the month.

Scales

- Products sold by weight must be measured using a certified scale regulated by the County Agricultural Commissioner Weights and Measures Department for each current year. You may also sell by the bunch, basket, or piece.

Prepackaged Items

- Prepackaged closed consumer containers of agricultural products must contain a label with the name, address, and zip code of the producer, as well as the product's name and quantity/weight.

Standardization

- Some scarred fruit from hail or wind damage, under-size or over-size fruit considered good and wholesome may be sold with the consumer's knowledge of such defects.
- Any produce infested or damaged by insects, has open wounds, or in a stage of deterioration may not be sold or displayed.
- Sub-standard produce, as determined by the County Ag. Inspector, the County Health Dept, or the market Director, can be ordered off the sellers table and cannot be sold at the market. Non-compliance can result in VFMA disciplinary action and possible suspension of sales in our market.
- Produce may be sold to a customer for re-sale if it is of # 1 quality and packed in the correct standardized container for that product and properly labeled.

Selling Practices

Set Up

- Vendors must arrive no earlier than 2 hours prior and no later than 30 minutes prior to the published opening time of the market.
- Vendors are to park at least in the designated area on the VFMA Map Rows nearest to the market are reserved for customers. The Market Director may make exceptions to this rule.

Sales

- Sales may begin no earlier than 30 minutes before the scheduled market start time.
- Sales after the scheduled market end time are prohibited.
- No "hawking" is permitted. Vendors may not carry around and offer goods for sale or advertise products by shouting or calling out to customers potentially distracting them from other vendors.

Clean-Up

- All stall spaces must be swept and left in a sanitary condition. Vendors of stall spaces left in an unsanitary condition will be subject to a \$25 fine payable at the next scheduled market.
- All vehicles must be loaded, and the premises vacated, within one hour after the scheduled market end time.
- Vendors may leave the market site prior to the scheduled market end time upon approval of the Market Director.

Generators

- Generators required for vendor operations should be whisper-soft or quiet. Vendors will ensure the following:
 - o Generators do not interfere with neighboring vendors and be less than 60 decibels.
 - o Generators are positioned such that generator noise is not projected into the market area.
 - o Specific physical measures are installed to minimize generator noise.

- o Vendors operating generators judged excessively loud / poorly maintained by the Market Director, may be given a new stall assignment, or asked to not return to market until a solution is found.

Signage

- Signage identifying the vendor's business/farm name must be posted at the point of sale.
- Signage of certified vendors must include the county of origin of their product.
- All certified vendors must visibly post the statement "We grow what we sell".
- Prices of produce and products must be posted and easily seen by the consumer.
- All required permits and licenses must be displayed prominently during selling hours. Repeat violations may be subject to a \$25 fine for failure to post the required documents.

Supplemental Food Programs / Gift Certificates

Market members will treat all WIC and EBT participants in a fair and equitable manner.

WIC/Senior Farmers' Market Nutrition Program

- VFMA strongly encourages all qualifying farmers to participate in the Farmers' Market Nutrition Program. The individual farmers must maintain an active WIC membership and follow WIC requirements according to WIC Annual Rules. Participating vendors may accept WIC/senior vouchers for fresh fruits, vegetables, and cut herbs (honey for seniors). WIC signage needs to be present at the farmers market booth.

CalFresh

- All market vendors selling qualifying CalFresh products are required to participate and accept market EBT.

Gift Certificates

- All Market vendors should accept our gift certificates and will be reimbursed on the first Saturday of the month.

Health and Safety

Health

It is the responsibility of each individual vendor to remain up to date and in compliance with County and State Health Regulations.

The following are specifications of the VFMA:

- Any samples given must be offered from a closed/covered container and must only be handled by a vendor with the aid of plastic gloves, tongs, or toothpicks.
- Sampling must follow Tulare County Health and Human Services Hand Washing Requirements.
 - 5 Gallon container of 100°F water with a spigot which can be turned on and off without having to hold it on.
 - Liquid soap in a pump dispenser.
 - Single use paper towels and bins for towel waste.
 - Bucket to catch dirty water and dispose of it in the sewer.
- Vendors must provide trash receptacles when offering samples for sampling waste.

- Whole samples may be given without these requirements as long as the sample is clean and free of toxic sprays.
- A vendor shall never handle both produce that is not normally washed and money.

Safety

- All produce must be at least 6” off the ground.
- Displayed produce must be at least 18” off the ground.
- Tables and displays must be arranged to prevent tripping.
- Any cords or other tripping hazards must be properly taped down or sectioned off with cones, or other safety measures.
- Tarps and umbrellas must be fastened or anchored in case of wind.
- Vendors are required to use weights for their canopies at all markets.
- No canopies or umbrellas can be set up in strong wind under Market Manager’s discretion.
- Empty boxes and containers must be stacked by vendors’ vehicles to prevent tripping.
- Customer walk areas must be clear of debris.
- If vendor’s offerings create trash, vendors must provide trash receptacles at their stall for customers.
- No water or ice shall be dumped or drained within the market area.
- No moving vehicles are allowed in the market area 30 minutes before the start of market and a minimum of 15 minutes after the market ends. The Market Director has the authority to adjust these times.

Hours of Operation

All markets

open 8-11:30am

Set up: 6:00am

No vehicles allowed in market after 7:30 am

Sales may begin at 7:30 am

1. Kaweah Health Market- Wednesday’s

May- August

1100 S. Akers, Visalia (address may vary)

2. Visalia Farmers’ Market- Saturdays

Year-Round, Rain or Shine

Visalia Superior Court parking lot on Main St and Mooney Blvd

STANDARDS OF CONDUCT

Vendors must be:

- Knowledgeable about the product being sold—how it is used/grown/produced and be able to communicate that to the customers.

- Courteous, honest, professional, and presentable at all times. Vendors are expected to dress (shirt, pants, and footwear) and behave in an appropriate manner. Drinking, smoking, yelling, swearing, name-calling, slanderous remarks, and other rude behavior will not be tolerated. **No pets are allowed in the market.**
- Able to display products in a sanitary and attractive manner.
- Able to refer matters to the Market Director when having trouble with customers. The Market Manager may require a vendor to refund a customer up to \$25 to resolve a dispute. The Market Director's decisions are final.
- Expected to treat each other, staff, customers, and officials with respect.
- Able to refer complaints about other vendors or the Market Rules and Regulations in writing to the Market Director or VFMA Board of Director or the HR company (HR Mobile).
- Aware harmful remarks made about other vendors, the market, Market Director, or VFMA could be subjected to legal liability for damages.

Violations, Suspension, or Removal of a Vendor from the VFMA

A vendor may be expelled from the VFMA, suspended, or removed from any market or markets, or have selling privileges in the market conditioned, modified, or limited by the Market Director for any of the following reasons:

1. Failure to obey and conform to state, local government, or market rules and regulations.
2. Causing or maintaining an unsafe or unsanitary condition at the market.
3. Unreasonable or outrageous conduct considered detrimental or prejudicial to the purposes and interest of the market or VFMA.
4. Repeated failures to attend at a previously reserved market space without adequate prior notification.
5. The occurrence of any condition or limitation which was placed on the admission of the vendor's product to any market.
6. Behavior that obstructs any other vendor's commerce or ability to transact business at the market.

The severity of any penalty or discipline imposed by the Market Director shall be directly related to the gravity or repetition of the violation.

A vendor is responsible for the actions of the vendor's representatives, employees, or agents.

State violations will be reported to the County Agriculture Commissioner's office and Health Department and may result in a fine or the grower's certificate or business license being revoked. A vendor that is cited by the Department of Agriculture, or the Environmental Health Department and/or causes a re-inspection will be responsible for any re-inspection fees. A vendor whose violation results in a penalty or a fine against the VFMA will be responsible for reimbursement to the VFMA of any associated penalties or fines.

Depending on the severity of a violation, the Market Director may issue one (1) verbal warning, and up to two (2) written citations, before the vendor is prevented, with the approval of the VFMA Board of Directors, from participating in VFMA farmers' markets and have their VFMA membership reviewed with the potential of your sales ability revoked.

However, if the Market Director determines that a violation has occurred of such seriousness that it warrants the suspension or removal of a vendor from one or more markets, or have their selling privileges suspended. The Market Director will provide the vendor with a written notice

with the intention to suspend or remove the vendor from the VFMA. The notice of intent to suspend or remove the vendor from the VFMA will state the reasons for the proposed action and offer the vendor an opportunity to be heard by the Board of Directors before the imposition of the suspension or removal from the market or VFMA. The Market Director will deliver the notice of intention to the vendor in person, email, or mail it to the vendor by first class or registered mail to the last known address of the vendor in VFMA's records.

The notice of intention to suspend or remove a vendor shall advise the vendor that they may ask to be heard, either orally or in writing by the Board of Directors prior to the imposition of the suspension or expulsion. The request for a hearing must be received by the Board of Directors no later than fifteen calendar days after the date of the issuance of the notice of intent to suspend or remove the vendor from the VFMA.

If the vendor does not request a hearing with the Board of Directors, or if the vendor fails to request a hearing within fifteen calendar days of the date of issuance of the notice of intent to suspend or remove the vendor, the Market Director may take action to suspend or remove the vendor from one or more markets and have their membership reviewed by the VFMA Board of Directors.

If the vendor does request a hearing with the Board of Directors and the Board of Directors does receive the request for a hearing within fifteen calendar days of the date of the notice of intent to suspend or remove the vendor from the VFMA, the Board of Directors shall schedule a hearing with the vendor. The purpose of the hearing will be for the Board of Directors to hear and consider the vendor's evidence and argument regarding the action proposed by the Market Director. The Board of Directors will notify the vendor of the date, time, and place of the hearing. The Board of Directors may elect to have the hearing conducted by a third party.

The Board of Directors will consider the evidence and arguments submitted by the vendor, the Market Director, and any other interested parties in attendance prior to or during the hearing and shall weigh this evidence and argument in making their decision whether to suspend or remove the vendor from the VFMA. The Board of Directors will notify the vendor in writing of their decision. The Board of Director's decision shall be delivered in person, email, or mailed by first class or registered mail to the vendor. The Board of Director's decision is final and there is no further appeal of this decision available from the VFMA.

Appeals

All rules and regulations must be enforced by the Market Director and VFMA Board of Directors in a fair and equitable manner. If any vendor feels they have been unjustly treated, they may request a meeting with the Market Director and VFMA Board of Directors. Upon review of the situation, the decisions of the Market Director and VFMA Board of Directors are final.

VFMA Media Policy

The Visalia Farmers Market Association (VFMA) may take photos or videos at the market for promotional purposes, including use on our website, social media, and printed materials.

By participating in the market as a vendor or attendee, you consent to the use of your image for these purposes. If you do not wish to be photographed or recorded, please inform the Market Manager in writing.

VFMA Emergency Policy

In the event of an emergency (such as severe weather, fire, medical incident, or threat to public safety), all vendors and attendees must follow the instructions of the Market Manager or emergency personnel.

Key Guidelines:

- Call 911 for any life-threatening emergency.
- Notify the Market Director immediately.
- Remain calm and assist others if it is safe to do so.
- Follow evacuation routes or shelter-in-place instructions as directed.
- Do not re-enter the market area until cleared by authorities or the Market Director.

Emergency contact numbers, First Aid Kit and the closest hospital location will be posted at the Market booth.

Acknowledgement

I acknowledge that I have received, read, and understand the Visalia Farmers Market Association (VFMA) Rules and Regulations. I agree to abide by all policies and procedures outlined therein and know my employees understand the rules also.

Signature: _____

Printed Name: _____

Business Name (if applicable): _____

Date: _____