

# FARMINGTON FARMERS MARKET GUIDELINES



Hello and welcome to the  
Farmers Market Guidelines!

Thank you for your interest and support of the Farmington Farmers Market. We are committed to growing and improving the Farmington Farmers Market to be the best that we can be every year. Our market exists to increase the availability of fresh, locally produced foods, support our local farmers and businesses, and to promote a healthier community. By choosing vendors that value quality in what they produce, we provide healthier options to our community. We value each of our vendors and the relationships that are created by working together. We are here to serve our community and market vendors and we (Erica & Michelle) do what we do with service in mind.



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## Introduction:

The Farmington Farmers Market operates in cooperation with the Farmington Chamber of Commerce. The mission of the Farmington Farmers Market is to improve the availability of locally produced foods, support local farmers and businesses, and to promote a healthier community through education and appreciation for locally produced foods.

There are four types of vendors at the Farmington Farmers Market:

Growers- the seller is the producer of the products being offered for sale, from lands he owns or rents, with control over the production, harvesting, and marketing of the products, and a financial interest in the 10th products.

Crafters- all crafts offered for sale are original in nature and produced by the seller. No crafts shall be permitted that are derived from kits unless approved by the market manager.

Homemade products- all products are produced, baked, or manufactured by the seller and are original in nature. All food items must adhere to all Arkansas Department of Health regulations.

Prepared food vendors - must be certified by the Arkansas Department of Health.



## Market Governance:

- The market is manned by a Market Manager, Assistant Market Manager, and volunteers.
- The market managers are responsible for the orderly and efficient conduct of the market, and for implementing and enforcing the rules and regulations. The market managers will represent the organization and its governing body at the market.
- Acceptance into the Farmers Market is at the sole discretion of its Market Managers and is done on a yearly basis.
- Market Managers hold the right to terminate participation at the Farmers Market at any time.

## Applications:

Applications for our market are open January 1st of each market year, allowing potential participants to apply at their convenience. However, priority is given to farmers who are actively working in the farming industry.



## Farmers Market General Operations:

The Saturday Farmers Market is held at Creekside Park under and around the large pavilion on Broyles St.

The market will be active every Saturday from April to September, bringing a vibrant atmosphere filled with local vendors and fresh produce. The community can look forward to a variety of goods and products available for purchase during these months, with the market serving as a hub for social gatherings and commerce. There will be no market held after the Fall Festival (this may change depending on market vendor availability).

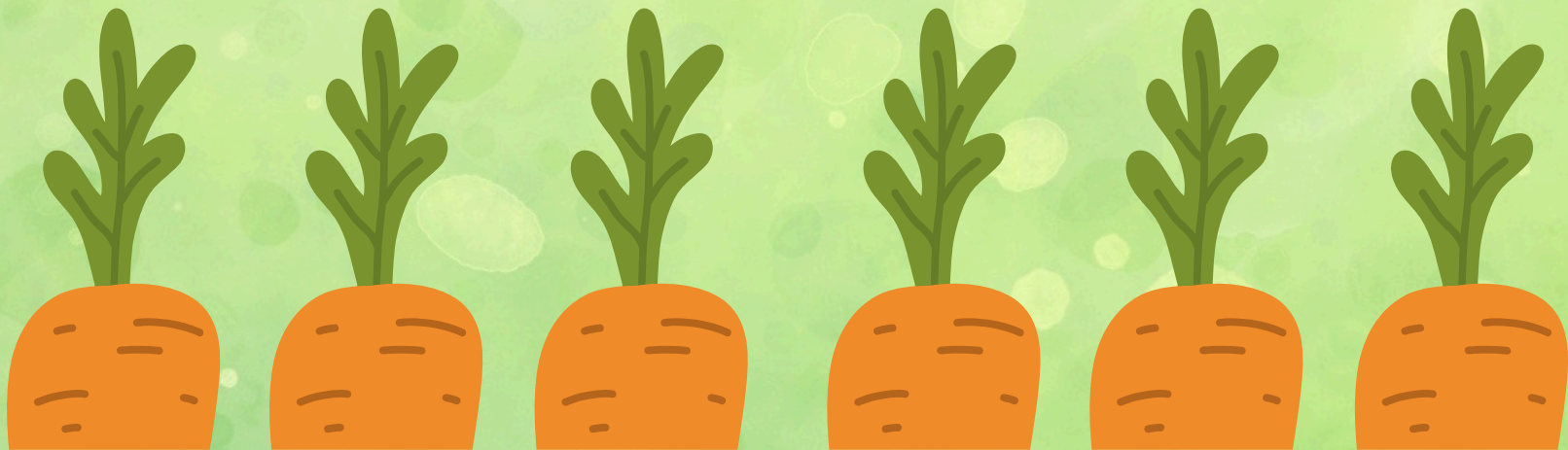
The Fall Festival is held annually on the last Saturday of the month. **(Please Note: There is separate registration and vendor fees for the Fall Festival and the Holiday Market, or any other market we organize)**

- The hours of operation for the market are between 9:00am and 1:00pm. During this time, vendors are welcome to showcase their products and connect with the attendees. Vendors may arrive as early as 7:30am to set up their booths and prepare for the event. This allows vendors ample time to organize their displays and ensure everything is ready before the official start time. By arriving early, vendors can make a positive impression on potential customers and maximize their sales opportunities.



## Farmers Market General Operations continued

- **Our posted hours are from 9am to 1pm, and as such, we kindly request all vendors to remain present until 1pm. This ensures that our event runs smoothly, and attendees have the opportunity to visit all vendors. Your cooperation in adhering to these hours is greatly appreciated. While it may seem harmless to overlook a potential sale or opportunity in the moment, it's important to consider the bigger picture.** When a vendor misses out on a sale because of someone's actions, it can have a ripple effect on their business, causing them to potentially lose more customers and income in the long run. It's essential for all individuals involved in a marketplace or business setting to practice awareness and consideration for others, as small actions can have significant consequences. By being mindful and respectful of each other's opportunities, we can create a supportive and inclusive community where everyone has a chance to succeed.





## Farmers Market General Operations continued

- **The Farmington Farmers Market is a dedicated and resilient event that operates rain or shine**, providing the community with access to fresh produce and goods regardless of the weather conditions. However, the safety of vendors and attendees is always a top priority. **In the event of severe weather, lightning or a heat index exceeding safe levels, the market organizers will take necessary precautions and potentially suspend operations to ensure the well-being of everyone involved.** This proactive approach demonstrates the Market's commitment to both providing quality products and maintaining a safe environment for all participants. **In the event of a cancellation, notice will be prominently posted on our Facebook page as well as the Farmington Vendor Group to ensure all participants and attendees are informed.**
- **Vendors participating in the market are required to inform the market manager about their attendance by 2pm on Friday.** This advanced notification allows the market manager to plan the layout and organization of the market accordingly. By notifying the manager in a timely manner, vendors help ensure a smooth and successful market experience for both them and the visitors. This proactive approach promotes a well-organized and cohesive market environment, benefiting all involved parties. **The market organizers will inform vendors by 9:30pm on Friday to their assigned space and text each vendor a space number for the upcoming event).**



## Farmers Market General Operations continued

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- **(Check in number; Michelle 479-790-7918).**
- **Vendors who have been assigned a space on Friday but fail to attend the market the next day will risk losing their spot and potentially facing consequences.** It is crucial to notify the market manager promptly, ideally before all market vendors have been set up, so they can make necessary adjustments and ensure that the event runs smoothly. Providing timely notice also allows for someone else to take your place if needed. It also shows respect for the market manager's time and effort in planning the event. Attendance not only benefits the vendors by allowing them to showcase their products and generate sales, but also contributes to the overall market experience for both vendors and customers alike. Therefore, it is important for vendors to be reliable and responsible in fulfilling their obligations to the market community.
- Vendors should park towards the back of the parking lot, making closer spaces available to our customers.



## Who May Sell at the Market:

- Anyone who lives in the area.
- Have locally grown or handcrafted items to sell.
- Agree to meet all state and local requirements.
- Only baked goods made by you and adhering to the Arkansas Homemade Food Guide are permitted.
- Prepared food vendors must have a current mobile food service license.
- Fresh produce and agricultural products should meet any state requirements.





## Guidelines for Selling

- We recommend each vendor have a visible sign clearly showing their name.
- Farmers may not use the term “organic” at the Farmington Farmers Market unless their farm is certified organic by a USDA accredited third party certifier and the farm has submitted their current certification to Farmington Farmers Market.
- Each vendor participating in the event will be responsible for providing all necessary equipment and supplies for the setup of their designated booth displays. This includes items such as tables, chairs, signage, decorations, and any specific materials related to showcasing their products or services. Vendors are expected to ensure that their booth setup is attractive and engaging to attract potential customers and create a professional presentation of their offerings. By taking ownership of their equipment and supplies, vendors can effectively showcase their individual brand and make a lasting impression on attendees.
- Displays should be thoughtfully designed to enhance the shopping experience for customers, rather than obstructing their path or presenting any safety hazards. It is crucial that displays are constructed in a way that maintains clear customer walkways and does not create any obstacles.



## Guidelines for Selling continued

By strategically placing displays to maximize visibility and accessibility, retailers can ensure that customers can navigate the store easily and safely. This approach not only improves the overall shopping experience but also reduces the risk of accidents or disruptions in the store environment.

- Metal tent stakes are a versatile and sturdy option for securing your tent in various terrain types. They are allowed in the grassy areas and are recommended, especially on windy days, to provide extra stability. By using metal tent stakes in combination with weights, such as rocks or sandbags, you can ensure that your tent remains securely anchored even in gusty conditions. This dual approach helps to minimize the risk of your tent getting blown away or damaged by strong winds.
- Sellers are required to post prices for their products or services to ensure transparency and facilitate informed decision-making for consumers. It is a standard practice that prices should be fair and reasonable, reflecting the value of the items being sold. This expectation of fairness helps to establish trust between sellers and consumers, promoting a healthy and ethical marketplace. By clearly displaying prices, sellers demonstrate their commitment to providing open and honest transactions, ultimately benefiting both parties involved in the exchange.



## Guidelines for Selling continued

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## Guidelines for Selling continued

- At this market, all produce that is displayed for sale is required to be positioned at least 12 inches off the ground. This regulation helps to ensure that the produce remains clean and accessible to customers browsing the marketplace. However, exceptions are made for heavier or larger items, allowing for practicality in displaying these items without compromising on hygiene or customer convenience.
- It is essential that all products offered for sale meet the highest standards of quality and freshness. Customers expect nothing less than the best when they make a purchase, and providing products that are fresh and of exceptional quality is crucial to building trust and loyalty. Ensuring that every item meets these standards demonstrates a commitment to excellence and customer satisfaction. By prioritizing quality and freshness in all products, a business can set itself apart from the competition and establish a reputation for reliability and excellence in the marketplace. It is important to consistently assess and monitor the quality of products to maintain this standard and meet the expectations of discerning consumers.
- Vendors hold the responsibility for the actions of their representatives, employees, or agents when conducting business transactions. It is crucial for vendors to ensure that those working on their behalf adhere to market policies and guidelines.



## Guidelines for Selling continued

- Each produce vendor participating in the market must submit a detailed list of pesticides and herbicides used on their farm. This requirement is mandatory to ensure the safety and quality of the produce being sold to customers. By having this information readily available, consumers can make informed decisions about the products they are purchasing. Additionally, this practice promotes transparency and accountability within the farming community, fostering trust between vendors and consumers. Proper documentation of pesticide and herbicide usage also helps in monitoring and regulating any potentially harmful substances that may be present in the produce, ultimately contributing to the overall health and well-being of the community.
- It is important to ensure that all spaces are left clean at the end of the market each day. It is everyone's responsibility to pick up and dispose of all trash and items left behind. Keeping the market space clean not only benefits the vendors and visitors but also contributes to a pleasant and welcoming environment for everyone. By being mindful of our surroundings and tidying up after ourselves, we can all play a part in maintaining a clean and organized market for everyone to enjoy.
- Vendors who provide samples and/or products that result in waste material must prioritize maintaining a clean and environmentally friendly environment by ensuring that adequate trash cans are readily available.



## Guidelines for Selling continued

- It is crucial for all food establishments to strictly adhere to all applicable food safety regulations, whether at the state or local level. These regulations are in place to ensure the safety and well-being of consumers by outlining important guidelines on food handling, preparation, storage, and sanitation practices.
- It is important to ensure that all applicable licenses and permits for products sold are always kept current. This helps to maintain compliance with relevant regulations and demonstrates a commitment to operating legally and ethically. Copies of these licenses and permits should be retained for easy reference and to provide proof of compliance in case of any inspections or audits.
- Vendors interested in participating in the market must keep in mind that acceptance is subject to the discretion of the Market. The market organizers carefully review each vendor's offerings, products, and overall fit with the market's values and goals when making their selection. This process ensures that the market maintains a high standard of quality, diversity, and relevance to its community. Vendors are encouraged to submit detailed information about their goods and practices to enhance their chances of being accepted into the market.



## Guidelines for Selling continued

- The Market managers have the authority to revoke the privilege of selling at the market if vendors fail to comply with the market rules and regulations. Vendors are expected to adhere to all rules and guidelines set forth by the market managers to continue selling their products at the Farmington Farmers Market.
- We kindly ask all approved vendors to participate in the upcoming Farmington Farmers Market Information Meeting before the market season begins. This meeting serves as an essential opportunity for vendors to learn about market guidelines, rules, and any important updates to ensure a successful and efficient market season for everyone involved. Attending this meeting will not only help vendors stay informed but also foster a sense of community and collaboration among vendors, which can ultimately enhance the overall market experience for both vendors and visitors alike.





### Product Quality Review:

- The Farmington Farmers Market takes great pride in providing customers with high-quality and locally sourced products. To maintain this standard of excellence, the market reserves the right to conduct quality reviews of any product offered for sale. This measure ensures that customers receive only the best and freshest goods available. By upholding strict quality control measures, Farmington Farmers Market demonstrates its commitment to supporting local producers and providing a superior shopping experience for all patrons.
- If the vendor refuses to adapt or discontinue his or her products despite reasonable requests or feedback, disciplinary actions will be necessary to address the situation and uphold standards. By enforcing disciplinary actions when needed, it reinforces the importance of collaboration, adaptation, and maintaining mutual respect within the working relationship.

### Stall Fees and Assignment:

- Fee are being reevaluated at this time. Updates will be coming soon. This fee helps cover the expenses associated with organizing and managing the market, ensuring that the event runs smoothly and successfully for all vendors and participants.



## Stall Fees and Assignment continued

- The market manager plays a crucial role in organizing the vendors at the market by assigning their locations. This ensures an organized and efficient layout that benefits both vendors and customers. It is important to adhere to the assigned locations and not make any changes without approval from the market manager. This rule helps maintain order and prevents potential conflicts or disruptions in the market setup.
- The market manager plays a crucial role in organizing the vendors at the market by assigning their locations. This ensures an organized and efficient layout that benefits both vendors and customers. It is important to adhere to the assigned locations and not make any changes without approval from the market manager. This rule helps maintain order and prevents potential conflicts or disruptions in the market setup. By following these guidelines, vendors can contribute to a successful market experience for everyone involved. (Check in number; Michelle 479-790-7918). The market organizers will inform vendors by 9:30pm on Friday to their assigned space and text each vendor a space number for the upcoming event. By providing vendors with their space numbers ahead of time, they can efficiently set up their displays and products, contributing to a successful and enjoyable market experience for both vendors and customers.



- At this event, it is important to note that no subletting of booth space is permitted under any circumstances. Each vendor or exhibitor is responsible for their designated space and is not allowed to share or transfer it to another party. This policy is in place to ensure fairness and transparency among all participants, as well as to uphold the integrity of the event. Violating this rule may result in penalties or removal from the premises. Therefore, it is crucial for all vendors to adhere to this regulation and respect the boundaries of their assigned booth space.
- Please note that refunds are not provided for market fees. Once fees are paid for a specific season, they are non-refundable. It is important to carefully consider and commit to the season before making any payments, as refunds will not be issued under any circumstances. It is recommended to review all terms and conditions regarding fees and refunds before committing to a season to avoid any misunderstandings or discrepancies. Feel free to reach out if you have any questions or need further information.
- Booth sharing at the Market is strictly prohibited without prior authorization from the Market Managers. It is important to respect this rule to maintain fairness and organization among vendors. Booth sharing without approval can cause overcrowding and confusion for both vendors and customers. By following this policy, vendors can ensure that each booth has enough space and visibility to showcase their products effectively.



- Booth fees are based on a per unit basis, meaning that fees are paid for each individual booth space. It is important to adhere to the guidelines set by the market manager regarding spacing to ensure a smooth and organized setup for all vendors. If you have any questions or concerns regarding booth spacing or fees, please do not hesitate to reach out to the market manager for further clarification.

### Nonprofit Guidelines:

Nonprofits interested in attending the market are kindly asked to complete a vendor form as part of the registration process. We value the contributions of these organizations and aim to create a platform for them to engage with the community. We are pleased to waive any vendor fees for nonprofits, considering their important work in serving the public good. By providing this opportunity without financial burden, we hope to support and empower these organizations in sharing their mission and initiatives at the market.





## Entertainment and Performances:

- When selecting music or planning a demonstration for an event, it is crucial to ensure that it is family-appropriate and aligned with the interests of the target market or the specific theme of the event. Choosing music or demonstrations that are suitable for all ages ensures a welcoming and inclusive environment for attendees of all backgrounds.
- The Market upholds certain standards of conduct and professionalism from all participants. As such, the market reserves the right to revoke performance privileges at any time if individuals or groups fail to adhere to the rules and guidelines set forth by the market organizers. Participants are encouraged to communicate openly and respectfully with the market management to address any concerns and work towards a mutually beneficial resolution.





## Sales Tax Obligations:

- The Farmington Farmers Market operates under the understanding that each vendor is responsible for paying any applicable sales tax on their products. The Market does not assume any responsibility or liability for ensuring that vendors comply with local tax regulations. It is the individual responsibility of each vendor to collect and report sales tax to the appropriate authorities as required by law. The Market encourages all vendors to familiarize themselves with tax laws and to fulfill their tax obligations in a timely and accurate manner.
- For vendors who are required to collect sales tax, it is crucial to ensure they are accurately documenting and remitting the proper amount to the appropriate taxing authorities. Seeking the advice of a tax professional can provide guidance on the specific rules and regulations that apply to each vendor, taking into consideration factors such as the location of the vendor, the type of products or services being sold, and any exemptions or thresholds that may apply.





## Compliance:

- All complaints must be discussed with the market manager at the time of offense to ensure a prompt and efficient resolution. The market manager plays a key role in addressing any issues or concerns that may arise, providing a central point of contact for customers and vendors alike. By directing complaints to the market manager, a structured process can be followed to investigate the matter thoroughly and take appropriate action to resolve it. This approach helps maintain a positive and professional atmosphere within the market, fostering better communication and problem-solving.
- When complaints are submitted, they will be promptly reviewed by the market manager to effectively address and resolve the issue at hand. The market manager will assess the nature of the complaint, investigate the circumstances surrounding it, and work towards finding a suitable resolution. By providing this prompt and thorough review process, the market manager aims to ensure that any concerns or grievances raised by customers or vendors are taken seriously and handled in a fair and efficient manner. This proactive approach demonstrates a commitment to maintaining a positive and supportive marketplace environment for all stakeholders involved.



- It is crucial to adhere to the prescribed rules and regulations within any given environment, as failure to comply can have serious consequences. In most cases, the repercussions of not following the rules could include receiving a warning as a first step towards correction. However, repeated infractions or severe violations may lead to the possibility of expulsion from the respective setting. It is important to understand and respect the rules in place to maintain a harmonious and structured environment for everyone involved.
- Disciplinary action is as follows:
  - First offense: verbal warning
  - Second offense: written documentation
  - Third offense: expulsion from market
- Application approval serves as the vendor's agreement to abide by the rules of the market, as established by Farmington Farmers Market.

We are excited about the opportunity to collaborate and work together with you this year. Your partnership is important to us, and we are eager to embark on projects, share ideas, and achieve our goals as a team. Together, we can achieve great things and make a positive impact. We look forward to a successful and productive year ahead as we work together to accomplish our shared objectives.