**Jonesborough Farmers Market**

**Rules of Operation**

Revised February 2014

**Contents:**

**I. Market Bylaws**

1. Statement of Purpose
2. Producer-Vendor Requirement
3. Merchandise Permitted
4. Market Season and Operating Hours
5. Market Governance
6. Market Staff
7. Role of volunteers

**II. Information for Vendors**

1. Becoming a vendor
2. Fees
3. Assignment and Use of Space
4. Parking, Set-up and Take-down
5. Licenses, Taxes and Permits
6. Sanitation, Health and Safety Considerations
7. Guidelines for Product Labeling
8. Accepting tokens & gift certificates

**III. 2014 Vendor Application & vendor checklist**

**Please keep these rules for your reference.**

**Market application is the last two pages.**

**You will be contacted by a market manager about the status of your application after it has been reviewed.**

**Thanks for your interest in the Jonesborough Farmers Market!**

Saturday Market Managers:

Debbie Kruse 423-458-2122

Heidi Ehle (h) 423-913-2293, (c) day of market only 423-440-1179

Email: jbofarmersmarket@gmail.com

**I. Market Bylaws**

**1. Statement of Purpose**

The mission of the Jonesborough Farmers Market is to provide growers and producers of food in and around Northeast Tennessee with a market for the direct sale of their farm raised vegetables, animal products, and homemade goods. The Jonesborough Farmers Market is a community event with multiple purposes which include: supporting farmers, producers, and a local food economy; providing consumers with the opportunity to connect with growers and learn about how their food is grown; providing consumers ready access to fresh, healthy, locally grown food; and providing a social event that strengthens community interaction.

**2. Producer-Vendor Requirement**

A vendor at the Jonesborough Farmers Market must be the actual producing individual. With permission of the board, someone closely connected to the producer may be the vendor (such as an employee of the producing individual’s farm, another member of the market).

**3. Types of Merchandise Permitted**

1. Locally raised produce, fruits, vegetables, plants, flowers and animal products.
2. Prepared foods (such as Artisan cheeses, homemade baked goods, honey, jams, jellies and canned foods) are acceptable provided they meet all State health requirements and are locally produced by the vendor selling the item. *Vendors must provide current copies of Health Department or Department of Agriculture inspections/certifications to the manager before selling at the market. In addition, the market requires Domestic Kitchen Certification for all vendors selling prepared foods.*
3. Meats must be processed in a USDA inspected facility and have a Department of Agriculture stamp. *Vendors must provide current copies of Meat Handler’s licenses before selling at the market.* Locally raised: Animals raised from weaning, or bred on farm.
4. Craft sales may be permitted with advance approval by the market Advisory Board. All craft sales require a separate craft vendor application.
5. Booth space for any item may be limited at the discretion of the Board of Directors. The priority of the market is booth space for farm products but we also balance supply for specialty items such as meats, cheese, and baked goods.
6. Garden Gala (Memorial Day Weekend) Daily vendors with plants, garden-related items or crafts must apply to sell through the Garden Gala. Season vendors approved by us to sell plants/crafts may do so during market hours, and may coordinate with the Garden Gala committee to sell until 5pm.

**4. Market Season and Operating Hours**

1. The Market will meet every Saturday from May through October on the east side of the old County Courthouse, with these exceptions for festivals:
* **There will be no market during Jonesborough Days (July 4th Holiday).**
* **There will be no market during the Storytelling Festival (the first full weekend in October.)**
1. Market hours are 8:00 am-12:00 pm May through September, and 9am-12:00pm in October.
2. Changes in season length and hours of operation are at the discretion of the Board.

**5. Market Governance**

The market is governed by two Market Managers, an Advisory Board, and the oversight of the Jonesborough Locally Grown Board of Directors. The Advisory Board consists of 2 managers, 4 vendors and 2-3 volunteers/customers that meet monthly or as needed.

These entities will share the responsibilities of establishing and enforcing market rules, setting fees and market days, managing market funds, promoting the market, scheduling vendors, volunteers, manager and board meetings, and employing staff as needed to conduct the business of the market. Advisory Board meeting minutes and JLG Board meeting minutes, and the market annual budget are available to any market member upon request.

**6. Market Staff**

Current paid staff:

**Market Manager(s)**

During the seasonal online market,fromNov through April, managers are responsible for the weekly operation: opening and closing the market, producing reports and invoices, setting up and managing delivery / pick up, reconciling payments and orders.

During the Saturday market season, from May through October, managers oversee all activities of the market: set-up, assignment of space, fee collection, rule enforcement, attendance recording, assisting musicians, and coordination/support for information booth volunteers. Market Managers also have a role in managing the budget, facilitating vendor meetings, annual review of bylaws, vendor applications and farm visits. One manager is selected as a representative to attend Jonesborough Locally Grown Board of Directors meetings. Managers help in the formation of the Saturday Market Advisory Board.

**Executive Director**: helps to coordinate the ongoing business of the market such as permits and insurance, publicity, fundraising and grant writing, managing the budget, annual review of bylaws and policy setting issues.

**Volunteer Coordinator:** Assists with setting schedules for volunteers for Saturday market set up, break down and information booth, and for the Farm to Table dinner, greets and trains volunteers, assists with special volunteer events, helps recruit and appreciate volunteers.

**7. Role of volunteers**

Community and vendor volunteers are critical to the operation of the Jonesborough Farmers Market. The market was founded and entirely volunteer-run for 5 years. The market relies on volunteers to maintain the welcoming atmosphere and cooperative spirit that is important to our mission. Community and vendor volunteers serve on the advisory board, help with set-up and take down, staff the market information booth, coordinate our Farm to Table dinner fundraiser, and more. Ask any manager for more information about volunteering.

**II. Information for Vendors**

**1. Becoming a Vendor: Application Process**

All vendors are required to read the market rules, fill out an application and provide copies of all licenses prior to selling at market. Applications are available by mail, email, and at the market from the Market Manager. Applications for produce vendors can be filled out on the day of sale, but must be reviewed by a Market Managerbefore the vendor begins selling to ensure that the basic requirements of selling at this market have been met. Vendors selling for the first time will be verbally reminded of the vendor/producer requirement prior to selling.

1b.A farm visit is required for all vendors selling at the market. A representative of the market management visits each farm in order to better know each vendor and their operation and ensure that all vendors meet market standards. At the manager’s discretion, a drop in vendor may be allowed to sell at one market before the farm is visited. It is preferred that the farm visit take place before selling at the market.

**2. 2014 Fees & requirements.**

1. **Full season vendor** (May-October, 24 Saturdays, 2 online market options) -- $100.00. Vendors who pay the full season fee may sell at all markets, create a profile at www.jonesborough.locallygrown.net and may sell online during the festival weeks. *An additional percentage sales fee applies for the online market.* Season memberships may be purchased at any time. If purchased within 4 weeks of first joining the market, daily fees may be applied to the season membership.
2. **Reserved Space:** Season vendors paying by April 1st and planning to attend most markets may request a reserved space at the market. Some flexibility in weekly space assignment may be required. (see below)
3. **Daily market fee** for any one Saturday--$10.00. Fees should be paid upon arrival at the market information booth.
4. **Rotating craft booth fee:** 6 Saturdays, scheduled in advance--$50.
5. No refunds are possible.
6. Contributing to Music at the Market: Musicians play at the market each Saturday. While it is not possible for every vendor to hear the music, every vendor benefits from the festive shopping environment the music creates for our customers. Each band is paid a stipend ($50 for 3 hours of playing) and also receives a “market basket” of goods donated by vendors. Vendors are encouraged to show their appreciation for the music with a small contribution from their products when the collection wagon comes around about 10:30am each market. Vendors who do not feel they are able to contribute on any given week are not required to contribute.
7. Please lend a helping hand whenever possible to assist with set up and take down.

**3. Assignment and Use of Space**

1. Most booth spaces at the market are 10x10 canopy-only, meaning that vendors unload their items and set up to sell in a space that accommodates a 10x10 canopy and park their car away from the market. There are a few tailgate spaces near the back of the courthouse. Vending space size and arrangement is determined by the Market Manager and may change over the course of the season in response to the number of vendors.
2. Full-season vendors may be assigned ‘permanent’ spaces at the market. Vendors with a consistent attendance history will be given priority in choice of space. However, space assignment is at the discretion of the market manager, and even season vendors may occasionally be asked to be flexible due to the circumstances at a particular market. All vendors are expected to be responsive to the needs of the market as a whole, and to the decisions of the market manager.
3. Vendors will have access to the Market one hour prior to the opening time for the purpose of unloading and setting up merchandise, and they must exit the premises no later than one hour after the closing time.
4. Vendors with reserved spaces must be on-site **by 7:45 am** on any given market day or risk losing their site to another vendor. No vehicles will have access to the market area between 8am and 12 noon. This is strictly enforced.
5. All vendors using canopies must secure their tents in case of gusty wind.
6. Season vendors are expected to notify the manager when they will be absent. Please tell a manager if you know the week before, or for last minute absences, contact Debbie Kruse jbofarmersmarket@gmail.com or 423-458-2122 before 5pm on Friday if possible.
7. Subleasing of spaces is prohibited. A shared space is permitted, but all parties’ names must be listed on the application.
8. The Market Manager may change space allocations when it is considered to be in the best interest of the Market operation.
9. Vendors must provide their own equipment and any set-up materials for display of items.
10. No vendor shall be allowed to make any changes or alterations to their assigned spaces without permission from the Market Manager.
11. Vendors must keep all merchandise, refuse and personal property within the defined space allocated in their rental agreements.
12. No electricity or water is available at the market.
13. Public restrooms are available in the building on the Southwest side of the courthouse.
14. No vendor shall erect an additional structure at the market without permission from the Market Manager.
15. Any needed repairs, hazardous conditions or problems in the Market area should be reported to the Market Manager. Persons causing damage to the parking lot or landscaping may be held financially liable for the cost of repair or replacement.
16. The Market Manager has the authority to cancel the contract of any vendor who fails to comply with the rules and regulations of the Jonesborough Farmers Market. There is a process in place to address issues of non-compliance.

**4. Parking, set-up and take down**

1. Managers, volunteers and vendors all help each other with set-up and take down. If you do not want assistance, just say so—otherwise, they are there to help speed up the process.

2. Vendors should pull over close to the curb and **turn off vehicles** while unloading onto the **sidewalk closest** to your space. This keeps the street open for others to park and unload.

3. After unloading, move your car out of the market **before** setting up your booth space.

4. **Park at the Parson’s Table** and use the stairs to get back to the market. The courthouse lot has plenty of spaces for our customers, but not if they are filled with 30 vendor cars! Vendors who have difficulty walking/using stairs should park behind the restrooms.

4. At the end of the market, please take down all items to the sidewalk **before** bringing your vehicle. Pull as close to the curb as possible to allow other cars to move through the market, **and turn** **off your vehicle while you load**.

**5. Licenses, Taxes and Permits**

1. Any person using the Farmers Market for the purposes of selling or offering for sale any items on the premises must comply with all applicable Federal, State and Local ordinances, including Health Department and Department of Agriculture regulations.
2. Vendors must provide current copies of Health Department or Department of Agriculture inspections and certificates before selling at the market.
3. The collection and filing of all related taxes will be the responsibility of the vendor.

**6. Market Operation, Health, and Safety Considerations**

1. The Town of Jonesborough will provide, designate the location of, and empty all public litter containers for use by customers.
2. The vendors will be responsible for the collection and removal of all refuse generated from sales and activity at their space.
3. Each vendor is responsible for leaving his/her space reasonably clean at the end of Market.
4. It is unlawful to sell or consume alcoholic beverages on the Market property.
5. No open flames (grills) are permitted on Market property without the prior approval of the Managers and the Fire Marshal.
6. Vendors are not permitted to smoke in the market area.
7. Proper dress and an orderly space will be expected from all vendors. Proper language for a family atmosphere is required.
8. It is the responsibility of vendors to satisfy customer complaints. The Market Manager may suspend a vendor's contract until review by the Board is possible if the vendor activity jeopardizes the smooth running of the Market.
9. No person will make a public outcry, do “hawking” or give any musical or other entertainment for the purpose of drawing customers or attracting attention without prior permission from the Market Committee.
10. All vendors will be held responsible for the actions of their employees, agents or persons working in concert with their stand.
11. Potentially hazardous food items (meats, poultry, etc.) stored or displayed prior to sale must be maintained according to TDA regulations.
12. No vendor will permit seepage or leakage of water or fluids from any part of their space into the public areas or other vendors’ spaces.
13. Children under 14 years of age must be supervised by an adult at the Market.
14. Vendors may not bring live animals (for sale or otherwise) onto Market property without advance permission from the Market Managers, except as provided by State or Federal laws (i.e. hearing, guide and service animals).
15. Vendors are responsible for the individual safeguarding of their products, supplies and money. *The Market Manager or Town of Jonesborough is not responsible for loss or theft.*
16. Vendors must supply their own change.
17. Vendor (lessee), by signing the Vendor Application, agrees to protect and hold the Market Committee (lessor) and the Town of Jonesborough harmless and to indemnify the lessor from any and all claims, demands, suits, actions, judgments and recoveries for or on account of damage, theft or injury (including death) to property or person occurring as a result of lessee’s use of the leased property and any other cause whatsoever.
18. Weather Safety Plan - In the event of severe storms with lighting, all vendors should take shelter in the Courthouse Diner. Managers will position vehicles at each end of the market and remain in their vehicles to oversee the market until the storm passes.
19. The market First Aid kit is located at the information desk.

**7. Guidelines for Product Labeling**

1. The following definitions are labels recommended by the market to help growers uniformly describe their practices to customers:

**Conventional** is used for growing practices that use synthetic fertilizers or pesticides.

**No Pesticides/Chemicals/Poisons** Farmers using this description grow without synthetic fertilizers or pesticides, but do not follow any certification program.

**Organic ** is a proprietary word for the USDA Certified Organic program, or those selling under $5,000 per year in products AND following all National Organic Program standards. Certified Organic vendors must have a license in the Market file.

**Certified Naturally Grown** is a proprietary phrase for CNG farmers. CNG follows National Organic Standards but is administered by farmers (not the USDA).

1. At the discretion of the Market Manager, low quality produce may be required to be removed from display or marked “second quality produce.”

**8. Accepting Tokens and Prize Gift Certificates**

The Jonesborough Market accepts debit, credit and EBT cards for payment, giving customers color-coded tokens to spend at the market. We also award 2-$25 prizes each week in the form of gift certificates. ALL VENDORS participate by collecting and recording tokens and gift certificate sales on a special envelope that will be provided to you. These amounts are counted each week and redeemed once a month, or more frequently by special arrangement. Get your token envelope and complete instructions at the market info booth, and read these instructions before selling at the market. A manager will review these with all new vendors; always ask a manager if you have any questions.

**Token instructions for all vendors**

**TOKENS**

**$5 Green**

* All vendors accept **$5 (Green)** tokens just like cash—may be spent on anything, and change is given back just like a cash purchase.

**EBT $1** **RED** and **EBT** **$1 BLUE**

* Only vendors of **FOOD** (or seeds or food-producing plants) may accept these.
* **No change given.**
* Food exception: **Hot foods or drinks** (intended to be eaten at the market) **do not qualify**
* Plant exception: seeds/flowers/landscaping plants that do not produce food **do not qualify**

**Collect your tokens in the envelope provided, record the numbers of each token on the chart, and return to the file box at the info booth at the end of the market.**

**Sales to the PRIZE GIVEAWAY winners**

* Each week, 2 customers win $25 gift certificates (above) to spend at the market that day.
* If a customer presents this certificate…write the amount owed to you on form on the back of the certificate and subtract down the balance.
* The vendor who makes the sale that brings the balance to zero turns in the certificate in their envelope.
* Please also write the amount owed to you on your envelope as a back up.

**Other/Farm to Table (FTT)**

If a market manager purchases something for market use, such as a cooking demonstration, or the Farm to Table dinner, mark that under “other” and note what it is for. You will be reimbursed with your next check.

**PAYMENT**

* **Payment is scheduled for the dates listed on the envelope.**
* **Checks will be delivered in your envelope.**
* Exceptions to payment schedule can be made by special arrangement..
* Vendors only at the market for one day can redeem their tokens at the information booth at the end of the market.

**2014 Food/Produce/Meat Vendor Application**

***Please mail completed form, certifications and payment to:***

PO Box 95, Jonesborough, TN 37659

Questions: Debbie Kruse 423-458-2122 or Heidi Ehle 913-2293 or jbofarmersmarket@gmail.com

NOTE: These market Rules of Operation are in effect for the 2014 Summer Market. The next revision will take place for the 2015 season.

mailto:jbofarmersmarket@gmail.com

**Your name (and names of those who will be at your booth—must work as part of your operation, not just as salespeople):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Farm or Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Location/Address of Farm (if different): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Home Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell phone:\_\_\_\_\_\_\_\_\_\_\_**

**E-mail Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Best time/way to contact:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What do you want to sell? (**fruits; vegetables; plants; processed foods; meats; dairy, eggs, baked goods; other) **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Do you have any certifications? Please list them** (examples: Certified Naturally Grown, Animal Welfare Approved, Domestic or commercial kitchen):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***PLEASE NOTE:***

***\*Copies of current regulatory services permits and inspections must be submitted before any application to sell processed foods is considered.***

***\*The collection and filing of all related taxes is the responsibility of the vendor.***

***\*Crafts or organizational fundraisers require a separate application-please request by phone or email.***

 ***OVER>***

**What dates/how often would you like to sell at the market?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Most of our spaces are 10x10 canopy only (no parking at the space). Can you set up in a canopy-only space** (that is, away from your vehicle)?\_\_\_\_\_

**Pitching in**

We try hard to make our market welcoming and encourage vendors to help each other set up and take down their booths as well as help with the central market booth equipment. ***Please talk to a manager about how you can help out.***

**Fees**

Daily market fees may be paid at the market; season fees are paid in advance. All fees are non-refundable. Please check the type of membership that interests you below:

\_\_\_\_\_\_\_\_ **$10.00 Daily Market Fee**

**\_\_\_\_\_\_\_\_ $100.00 Full Season (**May-October)

Full season vendors may create a listing on our web page and sell online when available [www.jonesborough.locallygrown.net](http://www.jonesborough.locallygrown.net). Vendors paying the season fee in advance may request a ‘permanent’ booth space if they intend to be at most markets.

**I have read and agree to abide by all of the policies and rules set forth in the Market Bylaws, including (please initial all):**

**\_\_\_\_\_In order to participate in the Jonesborough Farmer Market, I may only offer for sale products that are grown, raised or made by me and have been approved on this application.**

**\_\_\_\_\_I understand that vendor parking is at the Parson’s Table lot.**

**\_\_\_\_\_I will accept EBT/debit/credit tokens and gift certificates if they are offered for my products.**

**\_\_\_\_\_I know there are no markets during festivals July 5 and Oct 4. However, interested season members may sell online those weekends.**

**\_\_\_\_\_I understand that there is a voluntary collection for musicians each Saturday.**

**\_\_\_\_\_I am enclosing these inspection and regulatory certificates: (list what you are including):**

**\_\_\_\_\_I have read the token information**

**I am:\_\_\_\_\_\_Eligible to accept food stamps**

**(list your eligible products here:)**

**\_\_\_\_\_\_NOT eligible to accept food stamps at the market**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**