

Davidson Farmers Market Guidelines 2010

The Davidson Farmer's Market (DFM) guidelines are intended to be fair and to uphold the purpose of the market as a **producer-only, local** market. The DFM Board and Market Manager oversee the operation of the market. DFM may modify or add to these rules at any time to better serve the market's interests.

PURPOSE: The Davidson Farmer's Market was established in 2007 to provide locally-grown food products, to sustain farmers in the Davidson area, and strengthen a sense of community. As a "producer only" farmers market, it supports local farms as a viable part of the community by providing a place for local farmers to sell their produce directly to consumers.

TIME AND PLACE: The Davidson Farmers Market operates a weekly market from May through October, a bi-weekly Fall/Holiday market in November and December, and a bi-weekly Winter Tailgate in mid-January through April, beside Town Hall in Davidson. Exact dates are set each year by the organizing committee. The Committee reserves the right to change or cancel the market due to hazardous weather or other unforeseen circumstances. The policy of the organizing committee is to use the National Weather Service notice of hazardous weather warning to assist in the cancellation.

WHO CAN SELL: Vendors are selected by application only and after approval of the DFM Vendor Committee of the Organizing Committee. The application period for the weekly market is January 1st through February 15th. Day and periodic vendors must fill out an application and be approved one week prior to selling, and may sell up to 6 times. Meat producers must read and sign the Meat policy addendum and include it with their application.

Eligible vendors are:

Farmers (producers) of produce

Farmers (producers) of meats, cheese, other dairy products and eggs (see attached addendum for Meat Producers)

Bakers – makers of locally baked goods

Makers of specialty local consumable products such as canned goods or prepared foods (see inspected kitchen and rules for prepared foods)

Makers soaps and body care products.

Gatherers on your farm of wild herbs, fruits and mushrooms. Fishing and shell fishing of fresh caught fish or shellfish by you, your family or employees, one of which should be selling at the market.

Non-eligible vendors are:

Makers or sellers of crafts (farmers and other food vendors may bring up to 25% handmade crafts by prior approval)

Commercial bakers.

Resellers of meat or produce.

All sellers must reside and produce items they sell within 100 miles of the market, in North Carolina. The exception is seafood. Sellers must be the original producer or a family member or employee of the producer. No buying and reselling of product is allowed. With prior permission of DFM only, a unique product may be sold on behalf of a DFM-approved farmer by another DFM – approved farmer if it meets market criteria. **If a producer's growing, sourcing**

or selling methods change from what is stated in the application, the producer must notify the DFM Vendor Chair within 30 days.

WHAT CAN BE SOLD AT MARKET

1. Vegetables grown by the seller from seed, sets or seedlings.
2. Fresh cut or dried flowers and herbs grown by the seller from seeds or seedlings or perennials on the seller's property
3. Fruits, nuts or berries grown by the seller from trees, bushes or vines on the seller's farm
4. Plants grown by the seller from seed, seedling, transplant or cutting.
5. Bulbs propagated by the seller.
6. Eggs produced by the seller's poultry
7. Meat from animals raised on the vendors property or leased land. **Meat producers must read and sign the meat policy addendum before selling.**
8. Cheese (farmstead), butter, yogurt, or other dairy product made on the seller's property, with milk from the owner's animals, which must be raised on the owner's property or leased land.
9. Honey produced from the seller's hives.
10. Cultivated mushrooms. Wildcrafted mushrooms may be sold by permission of management and may require certification from NCDA extension or another authority.
11. Fresh (made within 48 hours) baked goods made by the seller in a certified kitchen
12. Candies or confections made by the seller.
13. Preserves, pickles, relishes, sauces, vinegars, jams or jellies made by the seller with locally grown ingredients from inspected kitchens.
14. Fresh prepared foods (e.g. salsas, pesto) must be made largely from local ingredients from inspected kitchens.
15. Handmade crafts made by farmers and other vendors of the DFM. Must be by approval and constitute no more than 25% of the seller's product.
16. Other items may be sold by a nonprofit "community partner" with prior approval of the DFM and no more than two times per season.

WHAT CANNOT BE SOLD AT MARKET

1. Dairy-based fresh foods not made from animals raised on seller's premises.
2. "Low-acid" canned foods such as green beans, corn peas, carrots, etc.
3. Internal use medicines (e.g., herbal tinctures)
4. Water plants
5. Live animals (neither sold nor given away)

REQUIREMENTS AND GUIDELINES

- All produce must be of top quality as determined by DFM
- Only USDA certified organic growers may display signs using the word "organic" by USDA law.
- Vendors are required to comply with all applicable federal, state, and local laws and will provide DFM with valid and current documentation of required license, permits, or certifications. Vendors must inform the market of any change in licensing status immediately.
- **See meat policy addendum for rules concerning meat production and selling at market. General guidelines for selling meat are as follows:**
- Meat sellers must meet all USDA and NCDA meat handling requirements and licensure. Product labels must include product name, statement of ingredients, inspection legend applied by the processor, net weight, farm name and address and a safe handling

statement applied by the processor. Meat handlers may not open packages, re-label products, repackage products or apply net weights.

- No water or ice that comes in contact with meat may be deposited or allowed to drain onto the market premises.
- No cooked or preserved meats may be sold for immediate consumption
- Cheese and all dairy product vendors must comply with state dairy ordinances. Cheese sellers must have proper certification and the producer must supply the market manager with documentation of such compliance. Cheese must be made on the seller's premises and must be made with milk from animals raised by the seller. Cheese must be kept properly chilled on the market premises.
- All prepared food items, baked goods, meat and cheese sold must meet state and local health regulations, including inspection of the prepared food seller's kitchen by North Carolina Department of Agriculture health inspectors. Labeling must be in compliance with NCDA regulations. Sellers must have a copy of their inspection form on file with the market manager as well as with them when selling at market. Makers of high acid or acidified foods like pickles must pass the FDA short course on food preservation.
- Fresh prepared foods must be packaged in individual containers and kept appropriately chilled at market. Container labeling must make it clear that these fresh foods should be promptly refrigerated and have a limited shelf life. Labeling must list ingredients, farm name and phone number.
- Baked goods must be fresh (i.e., made within 48 hours of market day). Baked goods must be prepared from scratch (no commercially prepared dough mixes, crusts/shells or fillings). Baked goods must be individually wrapped or, if warm, must be covered and protected from the environment at all times. Labeling must list ingredients, producer name and phone number.
- DFM does not allow any craft-only vendors. DFM Farmers and Bakers may have up to 25% of their offerings from crafts, with a total of no more than 25% of the market being non-farm goods (including baked goods, soaps, other). All crafts are reviewed on a case-by-case basis, must be made by the vendor or a member of the vendor's family. All must be of excellent workmanship in quality and design, and strictly hand made (no molds, duplicating machines, kits or items which do not reflect originality of design).
- It is recommended that each vendor carry liability insurance.
- DFM intends to maintain a ratio of 75% farmers to 25% bakers/crafts/other. Each vendor must maintain 75% of their offerings in their core category. For example, farmers and gardeners may sell up to 25% baked goods by permission and still be considered growers as long as they do not sell more than 25% of their wares outside the core category. Vendors must notify DFM management if they wish to do this, and may be denied if duplication of similar product is deemed likely.
- While DFM does not offer exclusive rights to any one vendor to sell any one product, duplicate products can be denied entry into the market if the Organizing Committee believes the number of vendors offering the same or similar products is excessive.

APPLICATION PROCESS

Returning Vendors: Market management must know how many committed vendors it will have for the upcoming season to determine space available for new applicants. Returning vendors can renew their commitment by filling out an application during the January 1st – Feb 15th application period and returning it with their registration fee. Outstanding fees from the prior season must be paid before submitting an application.

New Vendors: Classification of Applications for New Vendors (see DFM application for fees):

- 1) Full Regular Season: May 1 – Oct. 31, plus Nov. and Dec. Winter markets.
Applications submitted Jan 1 – Feb 15.
Registration Fee and 50% deposit booth fees at Spring meeting
- 2) Half Regular Season: 10 weeks or less during regular season
Applications submitted Jan 1 – Feb 15; Booth fees due prior to May 1st
- 3) Bi-weekly Winter Tailgate (Jan – April): DFM approved vendors only
New applicants apply and pay fees by December 1.
- 4) Day Vendors: must apply and be approved at least one week prior to selling and pay day vending fees at the market.

No applications are kept on file and no waiting list is maintained.

DFM Management will evaluate applications and make announcements of acceptance/denial for the season by March 15 for the upcoming season. Site visits prior to acceptance are at the discretion of DFM Vendor Committee.

Market Guidelines and Application may be found on the DFM website beginning December 7th at www.davidsonfarmersmarket.org or by emailing the DFM at info@davidsonfarmersmarket.org.

VENDOR MEETINGS and COMMUNICATION

The Registration Fee and attendance at the Spring Vendor Meeting (late March or early April) are mandatory for full-season vendors. A 50% booth fee deposit is due at or before that time to reserve booth space, with the balance due July 1st. Vendor communication from DFM is by email. Vendors without email must keep apprised of vendor announcements by phoning the market manager or asking at the market on Saturday. The Fall Vendor Meeting is held in November after the close of the weekly market. Special meetings may be called as determined by the DFM.