

Davidson Farmers Market Guidelines 2012

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 April through October from 8- 12 and a, bi-monthly market November through March from 9-12.. Exact dates are set each year by the DFM Board. The management reserves the right to change or cancel the market due to hazardous weather or other unforeseen circumstances, following organizational procedure.

Application process:

New vendors. The market accepts applications for new vendors for spaces created by turnover or by the desire to offer more variety/new products. Vendors are accepted on a temporary basis, pending a second site inspection at the height of the growing season.

Vendors are selected by application only and after approval of the DFM Vendor Committee of the DFM Board. The application period for the weekly Market is Jan. 1-31. Meat producers must read and sign the Meat policy addendum and include it with their application.

Returning Vendors: Market management must know how many committed vendors they will have for the upcoming season to determine space available for new applicants. Returning vendors can renew their commitment by filling out an application by **returning vendor deadline in early Dec.**, prior to the new vendor application period. Outstanding fees from the prior season must be paid before submitting a new application.

Vendors are required to have **liability insurance**.

The privilege of being selected to be a vendor or continuing to be a vendor is at the sole discretion of the DFM Board and can be changed at any time for any reason.

Definition of Vendor Categories (see DFM application for fees):

- 1) Year Round: 12 months beginning in April on opening day.
- 2) Prime Season: April through December Markets.
- 3) Winter Market: Bi-monthly Winter Markets (Jan. – March). DFM approved vendors only.
- 4) Partial Season Vendor: 10 Markets or fewer.
- 5) Day Vendors: Limit to six visits.

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

DFM Management will evaluate applications and make announcements of acceptance/denial by March 1 for the upcoming season.

Site visits prior to acceptance are required. Submission of kitchen inspections, meat handler's licenses, copy of liability insurance, etc are required with the application.

VENDOR MEETINGS and COMMUNICATION

The registration and booth fees and attendance at the Spring Vendor Meeting in March are mandatory for year round and prime -season vendors. 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. Special meetings may be called as determined by the DFM.

Eligible vendors are:

- Farmers (growers) 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); preference for locally sourced ingredients.
- Makers of soaps and body care products.
- Gatherers of wild herbs, fruits and mushrooms, from your owned or leased land. Fishers of fresh caught fish or shellfish caught in NC/SC waters, or, by approval, approved sellers of fish or shellfish caught by another fisher from NC/SC waters.

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. 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. Application and full booth fees are required for product to be sold by another vendor under this arrangement. **If a producer's growing, sourcing or selling methods change from what is stated in the application, the producer must notify the Market Manager promptly. Vendors must notify the Market Manager about any new products they would like to sell that are not listed on their application and get approval before bringing those products to market.**

WHAT CAN BE SOLD AT MARKET

- Vegetables grown by the seller from seed, sets or seedlings.
- Fresh cut or dried flowers and herbs grown by the seller from seeds or seedlings or perennials on the seller's property.
- Fruits, nuts or berries grown by the seller from trees, bushes or vines on the seller's farm.
- Plants grown by the seller from seed, seedling, transplant or cutting.
- Bulbs propagated by the seller.
- Eggs produced by the seller's poultry.

- Meat from animals that have been raised on the vendor's property or leased land. **Meat producers must read and sign the meat policy addendum and submit it with their application.**
- Cheese (farmstead), butter 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. Artisan cheeses made from another farm's milk may be sold by accepted application of the farm at which the milk is produced.
- Honey produced from the seller's hives.
- Cultivated mushrooms. Wild crafted mushrooms may be sold by permission of management and may require certification from NCDA extension or another authority.
- Fresh (made within 48 hours) baked goods made by the seller in a certified kitchen.
- Candies or confections made by the seller.
- Preserves, pickles, relishes, sauces, vinegars, jams or jellies made by the seller with locally grown ingredients from inspected kitchens.
- Fresh prepared foods (e.g. salsas, pesto) must be made largely from local ingredients from inspected kitchens.
- 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.
- Non-food 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

- "Low-acid" canned foods such as green beans, corn peas, carrots, canned tomatoes, etc.
- Internal use medicines (e.g., herbal tinctures).
- Water plants.
- Live animals (neither sold nor given away).
- Unpasteurized juices
- Vendors may not bring products to market that have been pre-ordered by customers if such products do not comply with market rules.

CRAFTS/BAKED GOODS PROPORTION

- 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 handmade (no molds, duplicating machines, kits or items which do not reflect originality of design).
- 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.

REQUIREMENTS AND GUIDELINES FOR FARM AND VALUE ADDED PRODUCTS

The following rules are to inform the DFM vendors about local and state laws which will help prevent food borne illnesses; protecting the Market, farmers and consumers. Each vendor is responsible for ensuring that they abide by these standards and all state and federal laws governing food preparation and food safety. Vendors must provide copies of required licenses, permits or certifications. Vendors must inform the market of any change in licensing status immediately.

Produce – all produce must be of top quality as determined by DFM.

Organic – all vendors advertising and selling organic products must submit a copy of their current Organic Certification and renew each year. Only USDA certified organic growers may display signs using the word organic.

Meat – all vendors selling meat and poultry must have a current meat handler’s license from the North Carolina Department of Agriculture. 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, relable 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 if prepared on site.

Fish – all fish must meet state and local health regulations. See “shellfish” resource below.

Cheese and Dairy – all dairy vendors must meet state and local health regulations, including the food seller’s kitchen inspection by the NCDA health inspectors. Regulations vary based upon a number of factors. For specifics, contact Jim Melvin at 919-733-7366. 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 and must be pre-packaged for sale and properly labeled.

Bakers - complete NCDA&CS home kitchen inspection program. At Market, present items pre-wrapped, packaged and labeled according to the guidelines in 21 CFR Part 110. If you decide to sell by-the-slice NCDA would consider it a retail food service and therefore regulated by the health department. Baked goods may be either 1) individually packed in a NCDA approved or Health Department approved facility; or 2) sold from a clean, covered bulk container only accessible by the vendor. To remove food from the covered, bulk container you may use: clean tongs or other utensils, single-use gloves or single-use wax paper sheets. Baked goods should then be placed in a clean, unused bag or container and handed to the customer, or single items may be directly handed to the customer in a single use wax paper sheet. Consumers are not allowed to self serve from covered bulk containers.

Jams, jellies, pickles, relishes and preserves – complete NCDA&CS home kitchen inspection program. NCDA rules allow jams, jellies and preserves to be produced in a home kitchen. High acid or acidified foods (pickles, chow chow, relishes, tomato products, etc.) may be sold if the seller has passed the FDA certification course. A copy of the certification must be on file with the market manager. No “low-acid” canned foods such as green beans, corn, peas, carrots, or tomatoes, etc., may be sold.

Prepared Foods – all prepared food items (including meat, fish and cheese) must meet state and local health regulations, including the inspection of the prepared food seller's **commercial kitchen** by NCDA health inspectors and labeling in compliance with the regulations. Vendors must have a current copy of their inspection form on file with the Market Manager. Fresh prepared foods (i.e. salsas, pestos, dips, chutneys, sauces) must be primarily composed of ingredients grown by the seller. They must be packaged in individual containers and kept appropriately chilled at market. Container labeling must make it clear these fresh foods should be promptly refrigerated and have a limited shelf life. Labeling must list ingredients, farm name and phone number and net weight. Refrigerated products must be produced in a non-home based inspected commercial facility. Frozen prepared foods must be prepared in an inspected commercial kitchen and the majority of the ingredients in these products must be grown by the seller.

Juice – lemonade and tea may be served (no herbs or fruit added). Non-pasteurized cider or raw juices may not be served or sold.

Labeling guidelines - individually packed, prepared foods set out for self-service require a label on the package. 1) a label must be affixed to the package bearing the common or usual name of the product, including the weight in ounces or pounds or fluid ounces, a list of ingredients in descending order of predominance, name and complete address of the person responsible for the product. 2) Baked goods sold in bulk and handed out directly to customers should have ingredient placards posted for customers to see. It is important for the ingredient list to be complete to inform consumers who have allergies.

Samples - vendors may offer customers samples of their products, but safe food practices must be followed. Wash hands thoroughly before cutting samples or wear single-use gloves. Wash produce, and then cut samples with a clean knife. Produce samples must be put on a container set in ice or on a cold pack and should be covered. Hot samples must be kept hot. If these are heated at the market, any pans or other appliances should be kept behind the vendor and out of the reach of customers. Please provide toothpicks, use tongs or sample cups to serve individual samples. Samples should not be touched by bare hands.

Hand washing All people working at a vendor stall should wash hands before the market begins and after every visit to the restroom to prevent the spread of bacteria.

Safe temperatures Cold items should be kept below 40 degrees and hot items should be kept at 140 degrees or higher.

MARKET DAY RULES

Vendors are expected to be set up to sell before the opening bell. Please do not drive to your site after 15 minutes before the market opening and do not drive your vehicle in the market space until the market closes. Vendors are expected to stay until the market closes.

SIGNS

Vendors must display attractive easy to read signs with the farm name and location. Vendors must display prices for all items.

VENDOR TERMINATION

Any vendor who fails to comply with the rules may lose their market rights with no refund of fees. Market management reserves the right to prohibit anyone from selling at the market.

RESOURCES:

- **Courtney Spear**, Davidson Farmer's Market Manager, 704.400.0880, courtneym@imiae.com
- **Susan Cole**, Mecklenburg Co. Health Dept., 704.621.0847, susan.cole@mecklenburgcountync.gov
- **Kristin Davis**, NC Cooperative Extension Agent, Mecklenburg Co., 704.336.4006, Kristin.Davis@ncsu.edu
- **Dairy** – contact Jim Melvin, Assistant Director of Regulatory Programs for cheese sales, 919-733-7366
- **Shellfish** – contact Jeff French, Shellfish Sanitation Branch, 336.613.5180/336.348.6770, jeff.french@ncdenr.gov
- **Meat and poultry** – contact the NCDA at 919.733.4136; or go to the meat, poultry and eggs resource website at <http://www.ces.ncsu.edu/chatham/ag/SustAg/meatandeggs.html>
- **Prepared foods/kitchen inspections** – contact the NCDA at 919.733.7366
- **USDA Food Safety and Inspection Service 919 790 2828**
- Who will regulate my food business http://www.ncsu.edu/foodscience/extension_program/entrpreneurs.html

The Davidson Farmer's Market

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