



Westfield Farmers Market

2024 VENDOR POLICY HANDBOOK

Welcome prospective and returning Westfield Farmers Market Vendors!

Whether you've been with Westfield Farmers Market (WFM) since the beginning, or are joining us for the first time, we are happy you're here. As a valued WFM vendor, you and your staff are responsible for following all applicable market policies pertaining to your business category, as well as regulations and policies set by applicable local and state agencies that are not included in this document.

Following the rules helps keep Westfield Farmers Market a welcoming and viable community resource. If you have questions about any of the information in this document, please submit them to farmersmarketwestfield@gmail.com. Throughout the year, we may update this document to ensure our policies are clear and fair.

This document aims to support a safe, fun, and sustainable Market with policies that lead to the success of all our vendors. **Please share this document with your staff**, so they can refer to it as questions arise.

Thank you,

The Westfield Farmers Market Management Team

Important Dates:

2024 Season: Every Thursday 12 pm - 5 pm, June 6 to October 17

May 1: Priority deadline for Full Time and Part Time Vendor applications.
Reminder: \$60 registration fee must be included with completed application.

May 19: Full Time Vendors fee (\$200) due in full OR payment plan agreements and first payment due (25%).

June 6: Opening Day!

HOW TO BECOME A MARKET VENDOR

Read this handbook: Please read the Vendor Policy Handbook carefully before applying. By submitting your application, you are agreeing to follow all WFM Vendor Policies.

Complete & submit vendor application, including Certificate of Insurance and \$60 registration fee. Incomplete applications will not be considered.

If you wish to be given priority consideration, please submit your application by May 1, 2024. Applications received after this date will be considered on an ongoing basis as space becomes available. With the application be sure to include a copy of the Certificate of Insurance naming the Episcopal Church of the Atonement as “Additional Insured” to the Market Management Team.

If you have submitted an application to the Westfield Health Department, in most cases, the Health Department will deliver your permit to the Market Manager.

Vendor Selection Process

WFM is committed to creating a diverse marketplace with the highest quality, locally-produced products available. Applicants can expect approval or denial decisions within two weeks of the date they submitted their application. Please note that WFM receives more applications than available spaces, so approval is not guaranteed. The Market Management Team has the final say in approving vendors and consider several factors before making a decision, including but not limited to:

- **Overall needs of the market and product diversity:** Vendors who sell products that would make the Market more useful to the community and expand the variety of products available at the Market.
- **Alignment with WFM's mission:** Vendors whose participation in WFM would help further the Market's mission of working to support our regional agricultural economy and provide our community members with access to affordable locally grown food.
- **A demonstrated commitment to WFM Policies:**
 - Vendors who are consistently on time and pay their fees promptly.
 - Vendors who proactively communicate any changes impacting the Market (late arrival, absences due product shortages, late payments, etc) to the Market Manager as soon as possible.
 - Vendors who cooperate with Market volunteers and other vendors.

WFM reserves the right to accept or refuse any business or product.

Vendor Categories

Farmer: Fruits and vegetables, herbs, seedlings, dairy, eggs, meat, honey and maple syrup grown by their business

Food producer (value-added): Bread, baked goods, jams and jellies, canned salsa, sauces, soups, meat jerky, or processed goods resulting from animals raised by their business. Must be produced locally and contain at least one locally grown product.

Ready to eat foods: Prepared foods that are ready to eat on the premises or to take home.

Crafter/Artisan: Crafts and works of art created by hand. Preference will be given to applicants who use locally produced materials and/or use repurposed/upcycled and sustainably obtained materials.

Nonprofit/Community Organization: Attend the Market to distribute information for the public good. They may not promote a political agenda. They may recruit membership in their organization, and with a fee of \$15 per week, they may sell items to raise money for their organization.

Franchises or independent consultant businesses cannot participate at WFM.

Products Allowed For Sale

Products allowed for sale at WFM include but are not limited to: fresh vegetables and fruit, herbs, plants, flowers, honey, maple syrup, meat and poultry products, cheese, eggs, prepared food or drinks, local wine, handmade non food items.

Products Not Allowed For Sale

- Any product containing THC.
- Unpasteurized or raw dairy products.
- Craft beer.

Licensing and Regulations

All Vendors must comply with current city, state, and federal laws governing their businesses. It is the Vendor's responsibility to know the laws applicable to their business and products.

All farm products sold at the Market must be produced by vendors on their farm in Massachusetts or any bordering state. The Massachusetts Department of Public Health Food Protection Program (FPP)'s interpretation of farm products currently includes:

- Fresh produce (fresh, uncut, fruits and vegetables)
- Unprocessed honey (raw honey as defined by the National Honey Board: as it exists in the beehive or as obtained by extraction, settling, or straining without added heat)
- Maple syrup
- Farm fresh eggs (must be stored and maintained at 45°F / 7.2°C)

Any vendor selling food products other than raw, unprocessed fruits and vegetables, such as value added food products and ready to eat foods, must submit a separate application to the Westfield Health Department at ned.saviski@cityofwestfield.org.

Processed foods sold at the Market must be manufactured in a licensed food processing facility, a licensed commercial kitchen, or a licensed residential kitchen. Copies of residential permits, retail food establishment permits, or food manufacturing licenses where food was prepared should be submitted to the Westfield Health Department along with the vendor's application and must be submitted to the Market Management Team upon request.

All Vendors using a scale must have it sealed by a Sealer of Weights and Measures prior to the beginning of the Market.

A farmer at the Market may sell products supplied by another local farmer who has grown and produced the products themselves only if there is not a farmer already selling the same product at the market. **Produce that is not grown by the vendor must be clearly labeled, identifying the source and may only be sold by permission of the Market Management Team.**

Insurance

- All vendors are responsible for carrying their own personal and product liability insurance of \$1,000,000, and for providing a copy of the Certificate of Insurance naming the Episcopal Church of the Atonement as "Additional Insured" to the Market Management Team.
- Westfield Farmers Market and Episcopal Church of the Atonement are not responsible for any loss or damage incurred by vendors.

Farm Visit

- The Market Management Team reserves the right to visit a vendor's farm to insure that products are grown in accordance with acceptable practices.

Fees and Payment Procedures

Participation Fees

Participation fee is for one 10'x10' space and is in addition to the annual registration fee.

Full Time Vendor: attend every Market for the entirety of the 2024 market season. \$200, due by Friday, May 19, 2024. Weekly payment arrangement can be made with the approval of the Market Management Team.

Part Time Vendor: attend throughout the season on a regular, agreed upon schedule. \$20 per week

Pop Up Vendor: may attend at will. Must submit an application for approval and notify the Market and pay their fee a minimum of seven days in advance of their attendance. \$40 per week for a maximum of five Markets. Payment is due one week prior to participation. Registration fee is waived for the trial period. Should the vendor choose to continue as a

full-time or part-time vendor for the remainder of the season, \$20/week of the \$40/week already paid will be applied toward the registration fee.

Nonprofit/Community Organization: are exempt from registration and weekly fees except for Nonprofit Organizations selling items to raise funds for their organization; that fee will be \$15 per week.

Vendors who require additional space will be charged an additional fee at the same rates as above, per additional 10x10 space required.

Payments to the Market: May be made by cash or check. Checks returned for insufficient funds will be charged a \$35 fee. Vendor will not be able to attend the market until the matter is resolved.

Vendor Reimbursement: At WFM, we use several kinds of market currencies in the forms of tokens and scrip. All vendors may accept WFM credit card tokens and WFM gift card tokens. WFM SNAP tokens, HIP slips, & WFM Pop Bucks may only be accepted by eligible vendors. It is important that you only accept the correct types of currency. Refer to the Market Currency document that you will receive on Opening Day or the first market that you attend this season.

Vendors will be reimbursed at the end of each Market day by check after redeeming all market currencies (tokens & scrip) at the Market table.

We ask that all reimbursement checks be cashed or deposited within 30 days of issue. A \$35 stop payment fee will be assessed to the vendor for each check still outstanding after 30 days.

All market currencies - SNAP, credit card, and gift certificate as well PoP Bucks - must be redeemed no later than October 17, 2024.

Attendance Policy

Once scheduled, vendors must attend and pay for all scheduled market days. Exceptions may be made on a case-by-case basis for seasonal delays for farmers.

- Vendor cancellations of Market dates due to health, business failure, or other extraordinary circumstances will be taken into consideration regarding any fees due.
- Vendors who must cancel a market date must notify WFM at least 48 hours in advance by emailing the Market Manager farmersmarketwestfield@gmail.com
- Vendors are allowed two excused absences per Market season, after which they will not receive refunds for non-excused absences.
- Delays due to crop availability will be excused without penalty at WFM's discretion.
- More than three cancellations, or repeat cancellations without 48 hours notice, or failure to notify WFM of cancellation ("no show") may jeopardize a Vendor's standing as a Market participant, up to and including suspension or termination from the Market.

Vendor Conduct

This section highlights WFM Market policies that have been designed to create a safe and enjoyable environment for vendors and the public. It is not intended to be a complete list but highlights the policies most relevant to the vendors and to on-site issues.

Non Discrimination Policy

- No Vendors shall refuse to allow the purchase of any produce, goods, or participation based on race, religion, color, creed, gender, political affiliation, sexual orientation, national origin, sex, age, marital status, gender identity, height, weight, or mental or physical ability. Violation of anti-discrimination laws, or behavior deemed to violate such laws, may result in eviction from the Market with no refund of fees paid.

No Obscene or Threatening Language or Signage

- The use of any obscene or threatening language or display of any obscene or threatening signage, including hate symbols (e.g., confederate flags, swastikas, etc.) by staff or vendors while participating in the Market is prohibited. Vendors are expected to cover or remove any hate symbol or display of any obscene or threatening signage from their person or vehicle while in the Market space on Market day.

Courtesy and Customer Service

- While at the Market, vendors are expected to always conduct themselves professionally, behaving courteously toward Market volunteers, customers, and other vendors, as well as our neighbors.
- Vendors are not permitted to play radios or use other sound-generating electronics during Market hours.
- Vendors may not disparage other vendors, products, customers, or markets.
- Customer questions regarding farming practices or products should be answered factually.

Fair Marketing Practices

- Vendors are discouraged from giving away produce or other items for free or at below-cost pricing. This does not include sampling.
- Vendors are expected to be open for business for the entire 5 hours of the Market. Once the Market access is sealed off to provide a single entrance and exit, vendors may not leave, except in an emergency.
- No one may sell to customers before the Market opens at 12:00 noon and vendors must keep tents up and all displays open until 5:00 pm when the Market closes.

Signage

- All items for sale must be clearly marked with the retail price or prices must be posted on an easily visible large sign or board that is displayed at all times.
- All Vendors participating in the designated food assistance programs MUST clearly display signage that indicates their participation in those programs. The Market Manager will distribute these signs at the start of the season to eligible Vendors.

Unloading, Loading, and Vehicle Safety

- Unloading/loading times are from 10:30 AM to 11:30 AM and after 5:00 PM when the market has closed. Vendors will enter the market from the church parking lot and exit onto Court St. Alternatively, vendors may park in a single line facing in the direction of traffic on the Court St. tree belt to load and unload only.
- Vendors should park their vehicles in the rear of the Berkshire Bank parking lot, or the Central St. city lot behind the police station, or the City Hall parking lot before setting up their displays.
- Vendors may not park in the church parking lot; it is reserved for Market customers.
- There is no driving or parking on the Court St. sidewalk. The sidewalk is inspected before and after each market and any vendor who damages the sidewalk will be liable for the cost of repairs.
- Maximum speed within the market is 5 miles per hour.

Space Assignment and Appearance

- Staff are available at the Market Tent beginning at 10:30 am to collect fees and provide space assignments.
- Vendors may set up their spaces after receiving their site assignment. Reserved spaces not occupied 30 minutes prior to opening will be reassigned to another vendor.
- Each vendor is responsible for setting up, packaging, and displaying their products, as well as providing protection for the products from the elements.
- Each vendor must leave their assigned space in clean condition upon Market closing.
- Vendors may not leave any debris or unsold product for Market Volunteers to clean up.
- Vendors must supply their own tent or canopy, weights, tables, and chairs. Canopies, tents, and umbrellas must be anchored securely, no matter the predicted, perceived, or actual weather. The market recommends a minimum of 20 pounds of weight per leg.
- Vendors are responsible for ensuring that booth set-up, equipment, back-stock and all products do not pose safety hazards to anyone on premises. This includes the public, other vendors, Market volunteers, etc.

No Smoking/Vaping/Tobacco

- No one is permitted to smoke, vape, or use any tobacco products within the Market grounds at any time.

Electricity

- Any electrical equipment must be pre-approved by Westfield Farmers Market.
- Access to electricity is not guaranteed and is provided at WFM's discretion. Vendors approved to use electrical power are responsible for providing their own outdoor extension cords and mats to cover all portions of the cord.
- Use of generators must be approved by the Market Manager.

No Pets Policy

Pets are not permitted within vendor booths or on Market grounds on Market day between the hours of 10:00 am and 5:30 pm. The Market reserves the right to permit small farm animals for educational purposes on a case-by-case basis.

Service animals are welcome at Westfield Farmers Market. A printed copy of ADA Requirements: Service Animals is available at the Market Tent.
<https://www.ada.gov/resources/service-animals-2010-requirements/>

Weather & Safety Related Market Cancellations

Westfield Farmers Market is an open-air event, and our policy is not to close the market unless we determine that it will be hazardous for attendees. In the event of severe or inclement weather, the decision to close the market will be made by the Market Manager no later than 9:00 am on the day of the market. Notification of closure is sent by group text to the vendors and posted on the Market's Facebook and Instagram pages and website.

If inclement weather develops during a Market day, the Management Team will determine whether and when to close early. That decision will be conveyed to all vendors and customers immediately.

Personal safety of volunteers, customers, vendors and their property is a priority and will be the determining factor in making such decisions. Since the Market is open rain or shine, vendors are expected to come prepared to provide protection for their products in the event of rain.

Marketing Services

Westfield Farmers Market promotes the Market and our vendors through website, newsletter, and social media accounts (Facebook and Instagram) alerting customers about market times, new crops, seasonal items and special events, and showcasing the farmers, food producers, and artisans who bring their products to our markets.

As a WFM vendor, we encourage you to take advantage of these marketing opportunities, though it is up to you to inform us of any news and information you would like us to share. If your business is on Facebook and/or Instagram, please let us know so that we can like and follow you.

Website: www.farmersmarketwestfield.org

Facebook: www.facebook.com/people/Westfield-Farmers-Market/

Instagram: www.instagram.com/westfieldfarmersmarket/

Rule Enforcement & Penalties

The Market Management Team is charged with the responsibility of interpreting and enforcing these rules and maintaining order at the Market. If an issue cannot be resolved using the processes below, the Market Manager has the authority to make the ultimate decision.

Rule violations will be addressed according to the following schedule:

- **First Violation:** The Market Manager will issue and document a written warning, should a violation of these rules occur.
- **Second Violation:** The Market Manager will issue a second written warning. A second violation may result in suspension from Market participation.
- **Third Violation:** A third violation will result in loss of vending access and participation at WFM for the remainder of the season, or possible permanent expulsion from WFM.

Fines: The following rule violations will result in a fine. Fines must be paid prior to a Vendor's next Market day.

- **Trash and Recycling Policies** (*ie. dumping trash in customer bins, leaving trash and/or food waste or unsold product at your space at the end of the day*): If a Vendor does not clean up their space, they will be charged a minimum fee of \$5 per incident. If Market team members spend more than 5 minutes cleaning up the area, an additional \$10 fee will be added for every subsequent 5-minute interval. This is to help ensure that everyone who uses the area is able to enjoy a clean and safe environment.

Immediate Ejection From the Market

If any Vendor or person violates these Policies or creates a disturbance which interferes with the operation of the Market, the safety of any Market participants, or the Vendors' ability to conduct business, the Market Manager may order such person or persons from the premises. Any person who remains after being ordered to leave will be considered to be trespassing. Any Vendor who is ordered to leave and does not do so will be immediately excluded from further participation at WFM. Participation fees will not be refunded.

Any violation of the above rules and regulations may subject the violator to denial of future participation in the Market, forfeiture of fees, and assessment of costs to reimburse the Church for any damages.