



2009 RULES AND REGULATIONS

Statement of Purpose:

The purpose of the EFM is to:

1. Provide fresh, high quality, local produce and food products directly from regional growers to the consumer;
2. Support local agriculture and help to preserve Northampton County's agricultural heritage;
3. Promote the urban-rural connection by having consumers meet the farmers who grow their food;
4. Provide local craftsmen with an outlet for the sale of their handmade products; and
5. Contribute to the City's revitalization by transforming Easton's Downtown into a vibrant and important social gathering place.

Participation:

It is recognized that although members sell as individuals, the market is a cohesive unit. Its success depends on the cooperation and joint effort of all the vendors as a whole.

The EFM is a producer-only farmers' market: vendors must be growers or producers of the items they present for sale at the market. The resale of items purchased by the vendor is not permitted at the EFM* (see exceptions under "market-gap produce").

Application to Become a Vendor:

Anyone wishing to sell at the EFM must, prior to participation in the market, obtain a License from the Market Manager. Licenses shall be for one calendar year.

In order to obtain a License, applicants must complete an Application Form, verifying that they are the actual grower or producer of the specific items that they intend to sell; obtain a City of Easton Business License; obtain a Health Permit from the Easton Health Bureau if required; and pay the Licensing Fee.

Vendors must apply under one of the following categories, based on their primary products: (Vendors may, however, sell any approved product.)

- Vegetables
- Fruits
- Animal Products (meat, dairy, poultry, etc.)
- Baked Goods
- Prepared Foods
- Cut Flowers
- Live Plants
- Crafts*
- Other

The EFM will strive for a balance of vendor categories. New vendors will be selected to fit the needs of the Market by a vote of the EFM Board. *Crafters must submit a sample of their work for EFM Board

approval. New vendors, admittance will be granted according to the following priority a.) Farmers, b.) food purveyors and c.) crafters.

***Supplemental Produce**

EFM vendors in good standing are permitted to sell produce or food product (i.e. honey) from another local farm provided that the item(s) is not already for sale at the Easton Farmers' Market or is deemed by the market manager to be in "limited supply." Vendor is required to contact market management prior to selling any product not produced by their farm/company. Vendors are required to identify all supplemental products with clear signage indicating name and address of farm where the product was grown/manufactured. *The ultimate goal of the market continues to be to provide the most complete selection of product to our customers with as much as possible being produced by the vendors present at the market.*

Insurance

All vendors are required to have a minimum of \$500,000 in commercial general liability insurance. Vendors must provide the market with proof of insurance, naming the Easton Farmers' Market as additionally insured on the policy. No vendor will be permitted to sell without proof of insurance.

Vending Spaces Assignment:

Upon issuance of a License, the vendor will be assigned a twelve foot space in the Circle. Vendors have the first right of refusal to spaces occupied the previous season.

A maximum of two vendors may apply to share one vending space. Both vendors must complete an application form, although only one Licensing Fee shall be paid. Both vendors are required to follow all the rules of the market. A single vendor may not purchase more than two vending spaces.

Licensing Fees:

The Licensing Fee for the EFM 2009 season is \$125.00. Fees will not be pro-rated for partial year membership. Fees are set by the EFM Board of Directors and will be reviewed annually.

Events-Only License:

Vendors may purchase an Events-Only License. An Events-Only License entitles a vendor to be present only during special events at the EFM and excludes vendors from the mandatory attendance rules of other Licensees. Events-Only vendors must purchase a City of Easton Business License and must comply with all other rules and regulations of the EFM. Events-Only vendors are not permitted to sell any items that directly duplicate what is being sold by other Licensees. The cost of an Events-Only License is \$30 per event.

Regulatory Compliance:

Vendors are personally responsible to be in compliance with local, state, and federal regulations that apply to their business. These include but are not limited to:

- pesticide licensing and safe use;
- certification of scales by the department of weights and measures;
- organic certification for products claimed to be grown organically;
- state sales tax collected as required; and
- health and labeling regulations.

Market Location, Times, and Days:

The EFM is located in Centre Square, Easton, PA.

The Market will operate on Saturdays from May 2, 2009 to October 31, 2009.

Vendor Attendance:

Vendor attendance at the Market is mandatory. Vendors will be limited to four excused absences per market season. Vendors must contact the Market Manager about a planned absence two weeks in advance of the date of absence in order that the Market Manager can inform customers of the absence by posting it on the website and in weekly e-mails. In addition, the vendor must post the planned absence dates at their tent. In the event of illness or unforeseen emergencies, the vendor must inform the Market Manager of their absence as soon as possible such that the Manager can post it on the website.

Unexcused absences will result in the loss of License.

Market hours will be from 9:00 a.m. to 1:00 p.m. All vendors must be set up and ready for business before 9:00 a.m. Vendors will not be permitted to join the Market after 9:00 a.m. Vendors must remain at the Market until 1:00 p.m. Vendors are required to remain set-up until the market closes at 1:00 pm unless prior permission (to depart early) has been acquired through the market manager. Leaving the market prior to the 1:00 pm closing time will result in immediate loss of vendor's license.

Market Stands:

Vendors have the right to operate their stands as they choose after meeting the following minimum standards:

1. Vendors are required to have a tent. Vendors must ensure the safety of their display and tent. Tents must be weighted or tied down securely in windy conditions.
2. Vendors are required to have a professionally-made vinyl banner listing the name and address of their farm/business. Banner should span the length of vendor's tent and be hung on the interior as a backdrop. Vendors are encouraged but not required to have an additional banner on the outside of their tent (facing traffic) in order to take advantage of the opportunity to market to the high volume of cars passing through the circle.
3. Vendors must display a laminated sign identifying the name and location of their farm/business, along with a photo of their farm/business operations. These signs will be created by the market manager.
4. Prices for all items on display must be clearly marked with individual price tags, signs, or large legible sign boards.
5. All vendors are responsible for cleaning up their market site at the end of the market day.
6. Vendors must put traffic cones behind their vehicle while loading and unloading in the Circle.
7. Parking: Each vendor will be issued a parking pass that will enable them to park free of charge in the N. Third Street Municipal lot or the KNBT Bank lot on S. Third Street. Vendors should refrain from parking in Centre Square as to allow more spaces for customer parking.

Gift Certificates and "Market Bucks"

All vendors are required to accept Easton Farmers' Market gift certificates and market bucks as payment. Both can be redeemed for cash at the "Friends of the Easton Farmers' Market" at the close of the market day.

Easton Farmers' Market Tote Bags

All vendors are encouraged to promote the purchase and or use of EFM reusable Tote Bags. Each vendor will be provided with a supply of bags for display at their tent.

Special Events

All vendors are encouraged to participate in special events at the market whenever possible, by providing product, contributing knowledge as a lecturer or demonstrator or assisting in other ways.

Weekly E-Updates

Market manager sends a weekly e-newsletter to market customers (list currently exceeds 1200 contacts). All vendors are highly encouraged to email their product offerings/specials for the week to market manager by Wednesday at 5:00pm. Stories, photos, recipes and cooking tips are also welcome. Vendors who do not send information will not be featured in the update.

Farm/Craft Inspection:

The Market Manager reserves the right to inspect any vendor's farm or crafter's workshop to determine whether the vendor is in fact producing all that he/she is selling at the market. The resale of any products that are not grown or produced by the vendor is strictly forbidden.

Disciplinary procedures:

Failure to adhere to any of the market rules and regulations, after a verbal warning from the Market Manager, is grounds for immediate revocation of a License without refund of fees. The terminated member may apply in writing within 7 days for reentry. The EFM Vendor Board will consider the request within 2 weeks of receipt of the request. Response will be within 21 days of receipt of the request. It will take a 2/3's yes vote of the EFM Vendor Board to reinstate.

Board of Directors:

The Board of Directors shall be responsible for creating the rules and regulations of the EFM, hiring the Market Manager, supervising and assisting the Market Manager, and providing financial reports and statements for the EFM.

The Board of Directors shall be comprised of the following members:

- a President;
- a Treasurer;
- a Secretary;
- the Chair of the Friends of the EFM;
- 2 vendors, each of whom has had an EFM license in good standing for the previous year;
- a City of Easton Health Administrator; and
- a City of Easton Council member.

The Board of Directors shall meet a minimum of 6 times per year.

Market Management Contact Information:

Megan McBride, Market Manager
610-330-9942 or 484-809-1586
marketmanager@eastonfarmersmarket.com

Krystal Lucykanish, Assistant Market Manager
610-442-9501
fruitlu@rcn.com

Website: www.eastonfarmers.com

Health licensing questions can be directed to City of Easton Health Officer, Ted Veresink at 610-250-6765.