

Fairmount Winter Farmers Market  
2024-2025 Rules & Regulations

**The Fairmount Winter Farmers Market will be held on select Saturdays (11/23, 12/7, 12/21, 1/11, 1/25, 2/8, 2/22, 3/8, 3/22 and 4/5) from 10 am - 2 pm at Fairmount Fruit Farm, 885 Lincoln Street, Franklin MA 02038. Vendors will be set up within our heated greenhouses.**

*The mission of the Fairmount Winter Farmers Market is to bring together farmers and artisans who produce the highest quality local goods and connect them to shoppers, while promoting health, wellness and social connection.*

#### **APPLICATION PROCESS AND VENDOR FEES**

- Only approved items will be sold at the market. Any vendors selling products not approved by the Market Manager are subject to termination of attending the Market. The Market Manager has the right to deny the sale of items that were not originally approved. Please speak to the Market Manager if you wish to update your approved items.
- Vendor fees are used to pay for market insurance, market management, marketing and promotional activities, supplies, special events, and site fees. **We accept cash, check, and credit card for Market payments. NO VENMO.**
- By paying the fee you are reserving a 10x10 spot, which is non-refundable.
- The 2024 - 2025 fee schedule will be:
  - Full season vendors: \$350, due by **November 1st**, or \$280 if paid by **October 12th** (*two free market days*).
  - Daily: \$35 per market day, due a week before the market date.
  - Prices are for the equivalent of a 10x10 space. Vendors who want additional space will be charged an additional 50% of the base cost (e.g., \$17.50 extra on a \$35 daily fee; \$175 extra on the \$350 seasonal fee).

Checks can be mailed to:

Fairmount Fruit Farm  
885 Lincoln Street  
Franklin MA 02038

Or

Cash may be dropped off to the stand in an envelope with your name and business. Attn CJ, Alura, or Liz

Or

Please use the link provided to make a Credit Card payment.

#### **VENDOR PRACTICES**

- Each vendor is entitled to the equivalent of a 10x10 space with locations to be assigned by the market manager. Displays must be kept within a reasonable distance of the designated space and maintained to ensure public access.
- Individual vendor policies: **The following policies apply to each vendor type in addition to the requirement that all vendors submit a Winter Farmers Market application.**
  - FARM VENDORS: Farm vendors shall sell only agricultural, horticultural, or food items that they themselves have grown, produced, or processed. Carrying rules allow for farm vendors to sell products raised by other local farmers, only after receiving approval to sell these items from the market manager. No wholesale brokers will be allowed. Selection by Fairmount Fruit Farm is made on the basis of quality and freshness.
  - OTHER FOOD VENDORS: Cheese, honey and maple syrup must be made from the producer's homegrown resources. Bakers must produce their own baked goods and should use best efforts to source ingredients locally. **Prior to selling at the Market, all prepared food processors will show appropriate Health Department certification to the Market Manager.** These permits must be displayed in public view during Market hours. **Food vendors must comply with Franklin Board of Health regulations.** Fairmount Fruit Farm must pre-approve all food sold at the Market.
  - CRAFT VENDORS: Craft vendors must make their own craft items. Vendors must submit an application and selections will be made on the basis of quality, originality, and space availability.
  - OTHER VENDORS: All other vendors must submit an application and selections will be made on the basis of quality, originality, and space availability.

- Organic produce: you may only label your products organic if you are certified\*. It is encouraged to discuss your organic practices with your customers so they know how your food is raised. *\*Please include a copy of organic certification with your application.*
  - All vendors must comply with all federal, state and local laws and regulations pertaining to the products they are selling.
  - All vendors must agree to an on-site visit by the market manager or another member of the Fairmount Staff. This seasonal visit is meant to help anticipate your inventory, observe crops, and to help with promoting each vendor and the market as a whole. A revisit may be made to see later crops come into season.
  - Fairmount Fruit Farm will carry liability insurance for personal injury coverage, however it does not protect individual vendors. Vendors must carry their own General Liability Coverage Policy with a certificate of insurance submitted as part of the annual market application. We ask that vendors add Fairmount Fruit Farm to their policy. Any accident or injury at the market must be reported immediately to the Market Manager. For more information please visit: <https://farmersmarketlegaltoolkit.org/risks/insurance/#risk-insurance-options>.
- Please submit a Certificate of Insurance to Alura at  
 fairmountfruitfarmmarkets@gmail.com  
 or  
 mail to: Fairmount Fruit Farm  
 Attn: Alura  
 885 Lincoln Street, Franklin, MA 02038
- Health and sanitation are priorities at the Winter Farmers Market. All members selling processed foods such as jams, baked goods, or ready to eat food shall work with the Franklin Board of Health to obtain and submit applicable permits and fees. For questions, please contact Cathleen Liberty at the Franklin Board of Health, <https://www.franklinma.gov/user/6413/contact>

**MARKET DAY:**

- The Market will be held rain, snow or shine on Saturday **11/23, 12/7, 12/21, 1/11, 1/25, 2/8, 2/22, 3/8, 3/22 and 4/5**. Fairmount reserves the right to cancel a market if the safety of the public is at risk due to weather conditions.
- All vendors are expected to attend every week for which they have registered. Please call the Market Manager if you are unable to attend in a particular week. *Consistency, Reliability and Ample Selection keep customers returning which benefits the whole market.*
- Vendors provide their own tables, chairs, umbrellas, etc. Colorful tablecloths and pleasing displays are encouraged.
- Please dress/plan accordingly (layers, boots, etc.) - the market will take place at our farm in our greenhouses, so please expect mud/dirt/snow, sunlight, and cold weather outside vs. warm conditions inside. Employees at Fairmount will do their best to keep the area as clean and presentable as possible.
- All vendors will arrive within the hour unless otherwise permitted by the marketing manager (please, no earlier) before the market opens to set up their space. Vendors must park in the designated areas. Fairmount Fruit Farm will do their best to reserve parking for vendors in close proximity to their reserved spot.
- Vendors must stay until the close of the market at 2pm. Vendors are responsible to clean their areas and remove all trash at the end of the market day.
- All members must wait until 10 am *before any sales are made*. This allows healthy competition on a level playing field between market members *as well as* customers.
- All items offered for sale shall be clearly labeled and priced. Prices may not change after the market has opened for the day.
- All scales should have a current seal from the Department of Weights and Measures.
- All prepared foods must be under cover, may not be handled with bare hands, and must have an ingredient label, an address of origin, and a net weight.
- To ensure sanitary conditions, Fairmount Fruit Farm will provide during market hours: water and soap for handwashing and/or sanitizer stations and access to public restrooms for vendors. Members must keep their hands clean at all times, including washing them after using the restroom.
- Please seek the Market Manager with any questions or issues with the space - do not move, touch, or close anything in the greenhouses without permission from the Market Manager or Fairmount Managers.

**CODE OF CONDUCT AND VIOLATIONS:**

All market participants including vendors and customers should work cooperatively with the Market Manager and other staff. Verbal and physical abuse is prohibited. Behaviors that disparage another vendor or customer; actions that unnecessarily interfere with other vendor's set-up, sales, or activities; and any other action deemed as uncooperative in nature by the

Market Manager are prohibited. Vendors are prohibited from the use of or being under the influence of drugs or alcohol, including tobacco products, while in attendance at market. All pets are prohibited from attending farmers' markets with vendors due to health and safety risks. Unless otherwise spoken with the Market Manager. Vendors shall not engage in any behavior not appropriate for a public setting including, but not limited to, use of obscene or abusive language and/or physical violence.

Violations of any market regulations will be dealt with by the Market Manager or a member of the Fairmount Staff. A *major violation* such as committing an unlawful or violent act, or physical or verbal abuse will result in immediate termination of market participation. ***There will be no reimbursement of vendor fees.*** The Market Manager or member of the Fairmount Staff may give a verbal warning notice to a vendor for an infraction of the rules. If a vendor receives two verbal warning notices, a meeting of the officers will be called. The officers will then take a formal vote giving the manager the power to expel the vendor if a third violation of rules occurs. If the violator is a seasonal member, a refund will be given for a prorated amount if they have not attended enough market dates to use up his or her season dues. An expelled vendor can be reinstated the next market season at the annual meeting by receiving a 2/3 vote of the voting members present. The vendor, if a seasonal member, forfeits his or her stall upon their expulsion. They may apply for a new season stall as a new producer.

Please attest that you have read and agree to comply with the Rules & Regulations by completing the field below. If you have any questions, please reach out to Alura at [Fairmountfruitfarmmarkets@gmail.com](mailto:Fairmountfruitfarmmarkets@gmail.com)

***I have read the Fairmount Winter Farmers Market Rules & Regulations. I understand and I agree that I, and anyone representing my business, will adhere to the rules set forth. I understand that failure to do so may result in expulsion from the market. I affirm that all information provided to the Market is true, complete, and correct. I agree to hold the Fairmount Winter Farmers Market harmless, and to defend the Market against any claim brought against it due to my or my employees' conduct.***

**Name:** \_\_\_\_\_

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

**Business:** \_\_\_\_\_