

# **Mills River Farm Market Rules and Regulations**

## **Governance and Operational Management**

### ***Mills River Farm Market Association***

The Mills River Farm Market (MRFM) Association is to be formed in 2009 as a nonprofit. Membership will consist of vendors with an executive board to be defined in the incorporation documents of the association. The Mills River Agriculture Committee and the Town of Mills River will sponsor the MRFM activities while the Association forms.

### ***Mills River Farm Market Development Committee***

The Mills River Farm Market Development Committee will be responsible for developing the Mills River Farm Market. This committee will consist of members of the Mills River Agriculture Committee along with volunteers. The Committee will designate a Volunteer Coordinator that will be responsible for management oversight of the Market and scheduling a volunteer to be available on each Market day to insure that Market Rules and Regulations are followed by the Vendors and to assist Vendors in any questions or concerns they may have. Decisions require a simple majority vote. This Committee will be replaced by the Mills River Farm Market Association Executive Board following incorporation of the Mills River Farm Market Association.

Both Committees will require that changes to the Rules and Regulations require a two-thirds majority. All votes require a quorum of not less than 51% of Committee members.

The responsibilities of the Committee include:

1. Review vendor applications or oversee the Market Volunteer Coordinator in reviewing vendor applications
2. Evaluate site use management and provide guidance to the Market Volunteer Coordinator
3. Conduct random annual farm and production site visits or as needed
4. Receive, review and resolve formal complaints
5. Review annual budget and quarterly financial reports
6. Oversee the Market Volunteer Coordinator

### ***Volunteer Market Coordinator/ Market Manager***

May 19, 2009 (Updated to reflect August 1<sup>st</sup> opening)

The Volunteer Market Coordinator is a volunteer position that reports to the Market Development Committee.

The responsibilities of the Market Manager include:

1. Receive and review vendor applications
2. Approve/reject vendor applications with review by the Market Development Committee
3. Maintain site use plan including assignment of vendor spaces
4. Promote effective communication within the Market community
5. Oversee daily operations and resolve operational issues utilizing volunteers
6. Enforce Market rules and regulations
7. Receive formal grievances and forward recommendations to the Market Development Committee
8. Collect fees
9. Establish budgets, maintain financial records, and issue reports
10. Implement advertising, promotion, and marketing plans

## **Membership, Vendor Categories, and Fees**

Applications for membership or day vendor status are submitted to the Market Manager for review and evaluation.

Membership provides:

- \* Space available on reserved market dates
- \* Eligibility to serve on the Development Committee

Day vendor status provides:

- \* Space allotted for available dates at the discretion of the Market Development Committee

Vendor categories and fees:

- \* *Members \$ 40 / season.*
- \* *Day vendors \$ 5 / wk.*

## **Vendor and Product Policies**

### ***Vendor Eligibility and Restrictions***

Mills River Farm Market's policy is to give preference to vendors using the following criteria:

May 19, 2009 (Updated to reflect August 1<sup>st</sup> opening)

- \* Local residency and production within **30** miles of the Town of Mills River
- \* Products and foods produced, prepared, or processed locally
- \* Prepared foods made with locally produced ingredients or featuring local farm products

The following restrictions apply to all Mills River Farm Market vendors:

- \* MRFM is a producer-only market - vendors must be the producer of items being sold or their listed representative (e.g. family member, employee or intern involved in production, or farm coop partner).
- \* Vendors may only sell products listed on their Vendor Agreement. Requests to list a new product must be submitted in writing at least one week prior to sale and are approved at the discretion of the Volunteer Market Coordinator.
- \* Local vendors may sell products that can not be produced locally (e.g. seafood) if these products are produced by a family member.

## **Market Operations**

### ***Market schedule***

Saturdays beginning August 1, 2009 and ending in late fall with core hours of 9 am to 12 pm and holiday market hours to be announced.

### ***Site Use Plan***

The purpose of the site use plan is to ensure a positive experience for customers and a successful market for vendors.

#### **1. Vendors**

- \* Reserved dates do not entitle a vendor to a reserved location (vendor locations for both members and day vendors are assigned by the Volunteer Market Coordinator each week)
- \* Member vendors will, in most cases, be assigned the same location week-to-week
- \* Weekly modifications to the site use plan, including vendor placement, are made at the discretion of the Volunteer Market Coordinator

#### **2. Promotion, Entertainment, and Education (including cooking demos, music, non-profits)**

May 19, 2009 (Updated to reflect August 1<sup>st</sup> opening)

3. No alcohol will be allowed on the premises.

### ***Vending requirements***

- \* Clearly displayed prices
- \* Arrival by 8:30am (members) and complete space set-up by market opening (all vendors)
- \* Clean-up and close space by one hour after market close
- \* Vendors may not set up after the market opens nor close before the market ends

### **Liability and Legalities**

- \* Hold Harmless Provision Statement Required
- \* License, Permit, Certification, and Inspection Requirements

### ***Liability Insurance and Hold Harmless Provisions***

General liability for the Mills River Farm Market will be provided. This does not cover individual vendors.

### ***License, Permit, Certification, and Inspection Requirements***

The MRFM Development Committee will coordinate completion of farm or production site checklists as a condition for vendor approval. Vendors are required to comply with all applicable Federal, State, and local laws and must retain valid and current documentation of required licenses, permits, or certifications.

Examples of applicable documentation as required include:

North Carolina Department of Agriculture (NCDA) kitchen inspection (processed foods including baked goods, jams, vinegars, juices, coffee, etc.)

NCDA Division of Meat and Poultry - meat handler's license

FDA Short Course Certification for acidified foods (e.g. pickles relishes, etc.)

USDA Organic Certification (for use of "certified organic" description in all cases and for use of "organic" description by farms with more than \$5000 in annual organic sales)

Sales Tax ID Number

May 19, 2009 (Updated to reflect August 1<sup>st</sup> opening)

Materials regarding regulations, guidelines, practices, and procedures will be provided to vendors as a part of an ongoing informational and educational effort.

For more information, contact Town Hall at 828 890-2901.