

CHESTERTOWN FARMERS' MARKET COMMITTEE RULES & POLICIES

The Chestertown Farmers' Market is first and foremost a place where genuine farmers sell quality products, which they have produced on their own farms, to the public. They do so in cooperation with their colleagues — food processors and purveyors, artists, and craft artists who share in their commitment to quality, and locally-produced goods. The following rules and policies have been developed with the sole purpose of furthering this objective and reinforcing our commitment to a local economy and market place.

A. MARKET PRODUCTS

- The Chestertown Farmers' Markets (further referred to as the Market) is reserved for members who are growers, craft artisans and home producers of products grown or produced within a 100-mile radius of the Market, whose products have been approved for sale by the Chestertown Farmers' Market Committee (CFMC).
- Only categories approved by the CFMC and which are produced by a member or a members household or employees on land owned or rented by that member may be sold or given away by the vendor. The CFMC, at its discretion, may choose to consider items purchased for re-sale at the Market. Such items MUST be disclosed and submitted to the CFMC for its approval.
- The following is a list of products that may be sold at the Market. They are divided by vendor type. Additional products not included in this list will be considered on a case-by case basis.*
 - Fruits - grown by the vendor.
 - Vegetables - grown by the vendor.
 - Dried fruit and vegetables - only from fruit and vegetables grown and dried by the vendor.
 - Bottled cider and fruit juice - sold by the producer of the fruit or pressed by the vendor.
 - Field and greenhouse grown plants, flowers, cut flowers and herbs - grown by the vendor from seeds, plugs, dormant roots, bulbs or cuttings.
 - Meat products -100% from animals raised from weaning by the vendor.
 - Fresh water fish - raised by the vendor through aquaculture from fingerlings of no more than 2" in size.
 - Milk - produced from the vendor's own herd.
 - Cheese and other dairy products - produced by the vendor from local milk.
 - Eggs - from the vendor's own fowl.
 - Poultry -100% from the birds raised by the vendor from chicks.
 - Animal products - wool, fleece, yarn, feathers, down, and leather produced from animals owned by the vendor. Preference shall be given to vendors who process their own produce.
 - Honey and bee products - produced from the vendor's own bees and bottled/packaged by the vendor.
 - Maple syrup - processed by the vendor from the vendor's own or rented sugar bush.
 - Hay and straw, and feed products grown/produced by the vendor.

* This product list may be subject to change at the sole decision of the CFMC .

B. FOOD PROCESSOR

- Jams and preserves - prepared by the vendor from fresh produce from the region when available. Preference shall be given to vendors using local ingredients purchased directly from the farmer/producer.
- Grain products - pancake mix, granola and other grain products from grain blended/mixed by the vendor.
- Baked goods – fresh baked and prepared from scratch by the vendor (no commercially prepared dough mixes, crusts, shells, fillings or contents) are preferred. CFMC reserves the right to consider baked items purchased for re-sale at its discretion.
- Teas, herbs, spices, herbal vinegars blended/prepared and packaged by the Vendor. Preference shall be given to vendors who grow their own ingredients.
- Ready-to-eat prepared foods - high quality food items prepared and packaged by the vendor and chosen by the Board through a jury process. Preference shall be given to vendors who use locally grown farm-direct products reflecting reasonable availability.

C. ARTS & CRAFTS PRODUCTS

- Crafts - high quality craft items designed and executed by the vendor and chosen through a jury process coordinated by the CFMC.
- Objects of Art – all works must be created solely at the hand of the artist and will be juried in the same manner as crafts. Any art falling under the category of “found art” must show manipulation by the artist as in arranging or mounting and will be juried in the same manner as above.

D. FOOD CATERER/PURVEYOR

- Sandwiches, soups, desserts and any other prepared food that is consistent with the Market’s theme of fresh, high quality and locally grown. Food purveyors must make every effort to include raw ingredients from other vendors at the market in all menu items. Foods must be chosen for their seasonality and local connections
- Drinks at market - cider, fruit juice, and tea (must adhere to the requirements set forth in Market Products #4 and Food Processors #4). Food purveyors may sell additional beverages created by the vendor that include non-seasonal or non-regional ingredients but must maintain some connection to regional and seasonality. As example, in the case of smoothies vendors should strive to include seasonal berries.
- Services, at the discretion of the CFMC and as space permits, including but not limited to: massage therapy, bicycle repair, artistic/cultural lectures and instruction.
- Home-based producers of crafts, prepared foods and baked goods shall be given preference.
- Vendors may provide free samples to customers as long as this is done in a safe and sanitary manner in compliance with the Department of Health requirements.
- The Market Product category, once approved by CFMC, will generally be approved for the following season provided it is marked properly on the member’s application. However, the CFMC reserves the right to deny an item or product at its discretion.
- For vegetables and small fruit growers, rental of local land is permitted. Rental of orchards is permitted by members who are in full control and supervision of the individual steps of production. Any other arrangement must be submitted in writing with the member’s application for action by the CFMC.
- Consumer inquiries regarding pesticide use and other farm practices must be answered factually without misleading information. The Market Manager reserves the right to limit vendor’s claims regarding farm practices that cannot be verified.
- Goods offered for sale are expected to be of the highest quality. If, in the opinion of the Market Manager, a vendor offers inferior quality products, the vendor may be asked to withdraw the item(s).
- Genetically-engineered plants and animals, and products grown or produced with engineered hormones (e.g., Bovine Growth Hormone), are banned from market sale.

E. MARKET OPERATIONS

1. Vendors must comply with the appropriate State and local regulations.
 - a. Vendors selling taxable items must display a valid NYS Certificate of Authority.
 - b. Vendors with nursery and greenhouse crops must display a valid NYS Nursery License.
 - c. Vendors selling meats, processed foods, prepared foods, baked goods and other perishable items must do so in compliance with the requirements of the NYS Department of Health and NYS Department of Agriculture and Markets and any other applicable requirements.
 - d. Vendors selling by weight must have scales approved by the appropriate Weights and Measures County Office.
2. The Markets are held outdoors rain or shine. The Market hours do not change after season opening. Cancellation of the Market or early closure due to dangerous or severe weather conditions shall be at the sole discretion of the Market Manager.
3. Vendors are assigned to Markets according to spaces available at market, seniority, type of product, and previous Market attendance. All members will receive written notification of their Market assignments and approved items.

4. Vendors should occupy their spaces no later than one half hour before market opening. Occupying your space is defined as having all market paraphernalia unloaded at your location and your vehicle parked in an appointed space. Repeated lateness will result in penalties as outlined in Item 17. Vendors may set up at their market sites up to two hours before the market opens. For safety reasons, vendors should have their vehicles properly parked and stands in place before the opening of the markets. In all cases vendors should use extreme care when entering the Market place with their vehicles, drive slowly and remain aware of pedestrians at all times. Vendors shall not begin to transact business until the designated time for the market to open. Vendors are required to remain at the Market for the entire Market day until the official closing time. Vendors should exercise diligence in leaving Market sites by dismantling no earlier than 5 minutes after Market closing, packing up, and cleaning their site within one hour of the Market closure.
5. Vendors are required to notify the Market Manager no later than two hours before market opening on Market day of their intended absence at the Market. At the Board's discretion, the fine for each unannounced absence is equal to the normal daily fee and is payable before the vendor may sell again.
6. Vendor owners/principals must attend at least 15% of the season's Market days. People working in their place must be informed of all the Market rules and regulations. The vendor is responsible for any fines and for resolving any other problems that may occur in their absence.
7. The standard vendor frontage at the market is 10 feet. Expanded spaces (2 stall spaces) are 20 feet wide. Displays are expected to stay within the vendor's booth area. Spaces are available with assignments made at the discretion of the Market Manager.
8. Seasonal Fees - all fees will be established for the Market by the CFMC. The Committee will strive to create a fee schedule that is commensurate to traffic and expected sales at the Market. The Market does not guarantee a minimum level of business for any vendor. There is no daily fee for an expanded/double space — those wishing an expanded/double space must pay for the season. Seasonal stall fees are due by May 1, 2023. At the Board's discretion, failure to comply with this schedule will result in a penalty payment and the loss of the right to attend the market until the stall fees and penalties are paid in full.
9. Each vendor will be responsible for all equipment and supplies for the setup of a booth — table, scales, bags, signs, tent, etc., and must operate his/her Market space in a safe and sanitary manner. Display facilities must be constructed in such a way as to pose no hazards to customers and to allow easy access to the goods on display. Produce may not be placed directly on the ground. Vendors who provide samples and/or products which result in waste materials, such as food products, waste paper and cups must provide containers for waste disposal. At the end of the sale day, the vendor's area must be clean and any refuse removed by the vendor.
10. Each vendor shall remain in his/her own Market space when selling products. Sales should be conducted in an orderly business manner. No shouting, hawking, or other objectionable means of soliciting shall be tolerated. Vendors shall exhibit courtesy and cooperation to customers and to other vendors selling at the Market.
11. Illegal discrimination is not permitted at the market. Vendors are expected to be courteous and honest at all times. Disagreements with customers, fellow vendors, and the Market Manager must be handled in a respectful manner so as to not disrupt the Market.
12. Public drinking of alcoholic beverages and smoking by vendors or their representatives is not permitted during Market hours.
13. Promotion by political candidates will not be allowed. Local civic groups or non-profit organizations at the Market site wishing to promote their civic or social cause must submit a regular application and be approved by the Market. No Market fees are required for their space.
14. Amplified music is not permitted at the Market, unless it is part of entertainment sponsored by the Market.

15. The CFMC is a member of the New York Farm Bureau and carries liability insurance through Carpenter & Associates Insuring Agency LLC. All CFMC vendors are required to carry liability insurance and list the Market as a Certificate Holder. Copies of this form must be on file with the Market.

16. Pets are not allowed in the Market Place, either by Vendors or customers.

17. **At the Board's discretion, below is the schedule of penalties for violations:**

Producer-Only Rule

1st violation: Verbal warning or letter demanding the products be removed.

2nd violation: Indefinite suspension or termination by letter.

Other Rule Violations (e.g., being at Market on time, securing canopy, cleaning up)

1st violation: verbal warning from Market Manager.

2nd violation: warning letter.

3rd violation: \$35 fine or suspension from Market for one day by CFMC letter.

4th violation: indefinite suspension or termination by CFMC letter.

F. MEMBERSHIP

Any persons residing in a 100-mile radius of Chestertown, NY, engaged in the growing of farm products, who agrees to abide by the Rules and Policies of the CFMC, may become a member upon the approval of the Board of Directors. Membership is also open to persons who make their own homemade products or crafts and agree to abide by the Rules and Policies of the Market. Special membership privileges may be granted to persons or organizations that want to support our organization but may not want to be vendors. The CFMC will consider each such member individually. The CFMC has the authority to review and accept applications from vendors outside the currently recognized area on an as-needed basis for the benefit of the Market. Emphasis shall be given to those vendors of products not currently available at the Market.

G. RULES AND REGULATIONS GOVERNING THE MARKET

- Members of the CFMC or the Market Manager, with a designated knowledgeable assistant, may inspect any farm or establishment with written advance notice. Inspections will be made only with the member or his/her representative present unless otherwise permitted. Members must provide any help necessary to thoroughly document products and conditions recorded at the inspection. The member will be notified in writing of the results of the inspection within seven days of the inspection. Refusal to allow an inspection may result in suspension from the Market.
- Any member complaints must be directed to the Market Manager or the designated representative of the CFMC.
- Membership and market fees shall be established annually by the CFMC.

H. MARKETING

- Members are encouraged to post photos of their farm or homestead production during the market day at their booth.
- Brochures are encouraged, and it is the hope of the CFMC that this Market serves as a connection for vendors to engage in retail activities with their patrons that extend beyond the Market and throughout the year.
- The CFMC will make every effort to promote the Market to the community-at-large. Vendors are strongly encouraged to provide information about their farms and homestead production, including photos, for the CFMC staff. The staff may use this information in weekly press releases, public service announcements and marketing brochures.
- The CFMC will organize and present other activities during Market hours to encourage attendance. We ask vendors to cooperate with our efforts and participate in those activities when necessary.
- Each vendor must identify themselves or their business by use of an attractively lettered sign stating their name and location. Vendors are encouraged to have business cards.