



A Catalyst for Cultural and Economic Development

The Highland Farmers' Market 2017 Rules and Regulations

Dates and Times of Operations: The Highland Farmers' Market is held on Friday afternoons from 3:30 to 6:00 pm at The Highland Center's Pavilion. This year we are celebrating our 20th season with 20 markets, beginning on May 26 and ending on October 7 with the Hands and Harvest festival, and potentially the Wintertide Market on Friday and Saturday December 1-2, 2017.

The Goals of the Highland Farmers' Market:

- Provide a location to buy local produce, food items and craft products.
- Support and promote efforts of local farmers and artisans seeking to sell their products directly to the customer.
- Promote a culture of healthy living and eating.
- Provide a weekly event for people to meet, promote a sense of community, and contribute toward a prosperous rural area.

Allowable Products - All products must be produced by the vendor, not purchased for resale.

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| ➤ Vegetables, fruits and herbs | ➤ Eggs |
| ➤ Potted plants and vegetable transplants | ➤ Meat |
| ➤ Fresh baked goods | ➤ Poultry |
| ➤ Jams, jellies and other value-added products | ➤ Ready-to-eat* |
| ➤ Dairy products | ➤ Crafts** |
| ➤ Honey and maple syrup | ➤ Straw, hay, compost or other agricultural or forest products |
| ➤ Cut flowers | |

Vendors selling food products must follow all state and federal regulations which govern their products. Virginia Department of Agriculture and Consumer Services (VDACS) and the Virginia Department of Health (VDH) regulate farmers' market sales. Vendors must display any licenses, certifications, and permits required by law. Regulation and labeling information will be provided, while vendors will be responsible for following guidelines.

*Vendors with ready-to-eat products are required to meet all food laws and file for liability insurance. Additionally, they are encouraged to use local ingredients.

**Crafts fall into two categories: 1) natural crafts derived from agricultural products. These types of crafts may be sold on all market days. Examples are woodworking, wool crafts, and recycled or repurposed materials; and, 2) non-agricultural types of crafts, such as candles, art, and purses. Non-agricultural crafters will be scheduled at each market throughout the summer, depending on space availability.

Not allowed are items for resale, such as flea-market or yard sale items.

Vendors:

- ❑ Must live within 100 miles of Monterey.
- ❑ Are strongly encouraged to be at the Market each week, but are not required to do so.

- ❑ May sell cooperatively with market manager approval.
- ❑ Are responsible for collecting sales tax – see below.
- ❑ Are responsible for set-up and take down of tables, chairs, coverings, displays. The Market has tables and chairs available for use.
- ❑ Are required to use a certified scale. May use the market managers' or provide their own certified scale.
- ❑ Should set their own prices, and have prices visibly displayed.
- ❑ Should not make any sales prior to 3:30 on market days, either at the Market or in town.

Fees – Fees for participation are commission based on daily gross sales.

- Vendor onsite – 10% of sales up to \$150; 5% on sales above \$150
- Consigned sales – 20% of sales up to \$150; 15% on sales above \$150

Consignment sales – If you cannot be at the Market, but still wish to sell goods, you may leave your items with the Market Manager at least ½ hour before starting time for consignment sale. Remaining items should be picked up at 6:00 pm.

Sales Tax – Vendors must pay Virginia sales tax at 2.5% for food items and 5.3% for non-food items. Vendors may remit their own tax (provide a copy of sales tax registration), or collect and remit to the Market Manager for weekly processing.

SNAP sales - Customers may spend \$1 SNAP wooden tokens as money with Market vendors for eligible products, defined as “Foods for the household to eat, such as breads and cereals; fruits and vegetables; meats, fish and poultry; dairy products; and seeds and plants which produce food for the household to eat.”

Change CANNOT be made on transactions carried out with SNAP tokens – vendor/customer must agree on even dollar amount or customer can use coins to complete purchase amount. Sales tax is NOT charged for SNAP purchases. Vendors redeem tokens for cash at end of Market day.

Credit/Debit Tokens – Customers may obtain \$5 wooden tokens at the Market Manager’s table using their credit/debit card. The tokens can be spent as money with vendors. Change can be made on transactions carried out with credit/debit tokens. Vendors redeem tokens for cash at end of Market day.

Insurance – Proof of liability insurance is required for poultry and vendors with ready-to-eat products. Liability Insurance is strongly recommended for all other vendors.

Sampling Products – Product sampling is allowed as long as it meets VDACS Food Safety Guidelines. Refer to VDACS for more information: <http://www.vdacs.virginia.gov/vagrown/pdf/FoodSafetyGuide.pdf>

Vendor Code of Conduct – Unsafe conditions or hazards at the sale area are not permitted. Also not permitted are any conditions of sales area, products or vendor behavior that detracts from the market’s appearance, overall quality or reputation. Tobacco use by vendors or staff during market is not permitted.

Market Rule Enforcement – Rule enforcement is the responsibility of the Market Manager or her representative on duty.

Market Manager

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