



The Highland Farmers Market 2024 Rules and Regulations

Dates and Times of Operations: The Highland Farmers Market summer season will start on May 31st 2024. The regular summer season at the Highland Farmers' Market is held on Friday afternoons from 3:30 to 6:00 pm at The Highland Center's Pavilion. Beginning on May 31st and ending on October 11th, 2024.

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 (unless clearly labeled and within the 100-mile local radius).

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

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 and will be responsible for following guidelines.

**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

Vendor Requirements:

- 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 pm on market days, either at the Market or in town.**
- Should stay until the end of the market at 6:00 pm with some exceptions.

Sales Tax – Vendors must pay Virginia sales tax at 2.5% for food items and 5.3% for non-food items. Vendors are responsible for remitting their own sales tax.

SNAP sales - Customers may spend \$1 SNAP token 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.”

Credit/Debit Tokens – Customers may obtain \$5 tokens at the Market Manager’s table using their credit/debit card. The vouchers can be spent as money with vendors. Changes can be made on transactions carried out with credit/debit tokens. Vendors redeem tokens for payment at the end of Market Day. Payment will be in the form of a check on next Market Day. If payment cannot be delivered next Market Day, it may be mailed or picked up at The Highland Center.

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.

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.

COVID-19 Safety Conduct – The nature of the open-air market mitigates some risk for virus transmission, but we will be setting up vendor stalls in a manner that is conducive to customers being in an open space (without any closed off or bottleneck corners of the market).

Vendor Fee Structure – If a vendor would like to commit to the full season, the fee will be \$15/market for the 20 weeks (\$300 total). If a vendor prefers to only attend some markets, the fee per market will be 10% of sales, capped at \$20 and paid at the close of each market. This structure was proposed to feel fair and inviting to the range of vendors who want to be involved in this market season.

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