

Norfolk Farmers Market
PO Box 552, Norfolk CT 06058
www.norfolkfarmersmarket.org

Market Policies and Procedures

Effective May 5, 2011

Mission Statement

The Norfolk Farmers Market is a nonprofit, town-sponsored marketplace for farmers and artisans. Its objectives are to increase sales for local vendors, to supply its customers with fresh food and high quality handmade goods, and to foster respect for local agriculture and handicrafts. It reserves free spaces for local organizations to participate.

Organization

The Norfolk Farmers Market is organized and run by the Norfolk Farmers Market Steering Committee, a sub-committee of the Norfolk Economic Development Commission. Members are appointed by the Norfolk Board of Selectmen upon recommendation of the committee. The committee meets twice a month from January through March and monthly from April through December. Special meetings are held as necessary.

Current committee members are Elizabeth Borden (treasurer), Sue Frisch (chair), Bruce Hanke, Joel Howard, Mary Ann McGourty, Grant Mudge, Fay O'Meara (secretary) and Schuyler Thomson. The committee shall elect a chair, secretary and treasurer at the end of each even-numbered year.

The market manager is an employee of the steering committee, responsible for vendor recruitment and liaison, record-keeping, day-to-day market operations, advising the committee and seeing that its policies are followed. The current market manager is Lisa Auclair.

At the discretion of the committee, vendors may be invited to serve on an informal advisory board.

Notice of all meetings shall be posted and minutes of meetings shall be available as required by statute.

Vendors

The Norfolk Farmers Market is an open market. No vendor will be granted exclusive rights to the sale of any product. Vendors eligible for acceptance are

*Farmers who grow at least 70% of what they offer for sale. What they do not grow on their premises should come from within 50 miles of Norfolk.

*Food makers who produce dishes such as baked goods, preserves, soups or sauces that they have made themselves. Ingredients for such products need not be grown by these vendors, but they must be of local origin to the fullest possible extent.

*Artisans who offer for sale non-food products that they have made, manufactured or otherwise produced themselves. Materials for such products need not be produced by these vendors.

It is important to the success of the market that the highest standards of quality are adhered to by all vendors. The steering committee and the market manager review products new vendors propose to offer and will continually review vendors' offerings to be sure that its standards and requirements are maintained during the season. Nonconforming products may not be sold at the market.

Prospective vendors whose products do not meet the market eligibility requirements as explained above will be refused space.

The steering committee may ask vendors who bring products that do not meet the market eligibility requirements to withdraw those products or to leave the market. The committee's decision is final.

If a vendor chooses to leave the market because of one or more products that do not meet market requirements, fees will be refunded as follows:

Individual market: Full day's fee refunded

Half or full season: Fee for that day and any remaining day(s) prorated and refunded

A vendor who has been asked to leave for failing to meet product standards may not return until his products have been reviewed by the steering committee and found to meet market requirements. If a vendor returns after having his fees refunded, previous markets attended will count toward a season or half-season rate.

All vendors are expected to act in good faith and to conduct themselves in a professional manner; those who do not will not be allowed to return. Any prepayment(s) for future markets will be refunded.

The steering committee reserves the right to allow sales of other items that it believes will enhance the market and supply value to its customers.

All accepted food vendors and vendors of potentially dangerous items must produce proof of insurance, with the policy naming the Town of Norfolk as an additional insured. Copies of such policies or letters confirming such policies must be sent immediately upon acceptance by the market, and the vendor may not attend a market unless proof of insurance is on file.

All vendors are responsible for conforming to labeling regulations and for having any appropriate licenses and registrations to do business in Connecticut and the Torrington Area Health District.

Reservations and Fees

Vendors may apply to reserve space by submitting a registration form and the correct fee. Proof of insurance must be supplied immediately upon acceptance and must be on file before that vendor attends any market.

The fees for the market are set each year by the committee and are, for 2011, \$300 for a full season, \$190 for a half season or \$25 per individual market. Dates for those with half season commitments must be specified in advance. There is no refund for markets missed by season or half-season subscribers, whatever the reason. Refunds for individual markets will be made if notice of non-attendance is received by the manager at least 48 hours in advance of market time. In 2011, vendors who pay for a full season may also sign up for a free space at the December indoor holiday market.

The market will allot up to three (3) free spaces each Saturday that may be used by community organizations who make reservations in advance. The market reserves the right to apportion spaces if they are oversubscribed at a given market, and to limit the number of spaces each organization may reserve during one season.

The steering committee calculates anticipated expenses and sets fees for the market accordingly. Fees received are deposited in a special market account and are used to pay the manager, to buy any needed equipment and supplies, and for advertising, marketing and promotion. Every effort is made to keep fees low.

Vendors who have not attended the Norfolk Farmers Market before are encouraged to try one market for a fee of \$25 or 10% of total sales, whichever is less. This payment may be applied to a season or half-season schedule, if so desired.

It is important that if a vendor is unable to fulfill a commitment to a specific market he or she notify the market manager by 7:30 a.m. the day of the market; failure to do so may result in loss of a favored position at the market location.

Market Day Policies

The market space will be at 19 Maple Avenue, in front of Town Hall.

All vendors must supply their own shelters, signs, tables, chairs, cash boxes and other equipment. Some volunteers may be on hand to assist in erection of tents and shelters.

Prices for all items for sale must be clearly stated, either on individual items or on prominently displayed signs.

Grounds open at 8:30 for set-up; no vehicles may be driven through the grounds after 10:00, when the market opens, or before 1:00, when it closes.

Vendors must remain for the full market, even if they sell out before closing time. An exception may be made for vendors who come from a very long distance (50 miles or more).

The manager will assign spaces in advance and put up signs indicating the location of each vendor; space assignments may be adjusted at the manager's discretion. Vendors who have special needs or requests are encouraged to consult the manager well in advance. The manager has the right to reassign a space if the vendor does not arrive by 9:30 (one half hour before opening time).

Bathrooms are available in Town Hall. There will be a handwashing station provided by the market. A limited number of spaces have electricity and are available for an extra fee. The manager is in charge of assigning these spaces.

The steering committee supplies publicity and signage for the market as a whole.