

Cobblestone Farmers Market
Official Guidelines for 2020

Cobblestone Farmers Market Vendor Qualifications

- Crops sustainably grown, products sustainably produced/made, and animals raised humanely by producer on land that is either owned or leased by owner.
- No use of synthetic pesticides.
- Organic certification and rigorous sustainable practices are highly regarded; GAP and Naturally Grown Certifications are as well.
- Animal Welfare Approved certification is highly recommended for all meat vendors.
- Value added product(s) and baked goods must be produced according to state and federal requirements; use of high quality ingredients and use of local/sustainable products are strongly recommended.
- Product(s) comply with all federal, state, and local requirements for the production, packaging, handling, transporting, storage, display, and sale of all items sold at the market. Example: Vacuum sealed products such as meat and cheese are accepted and comply with federal and state regulations
- No Single-use NON biodegradable plastics such as t-shirt bags, cups and lids, straws shall be used in the sale of product; Compostable containers or reusable containers preferred and ultimately required. Recyclable items are accepted as long as they are recyclable in Forsyth County.

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Cobblestone Farmers Market Mission:

The Cobblestone Farmers Market is dedicated to significantly increasing access to local, sustainably grown food in Winston-Salem, and growing our regional food economy by creating and nurturing thriving marketplaces.

About CFM:

The Cobblestone Farmers Market (CFM) is a producers-only, sustainable agriculture focused, environmentally forward, fully vetted farmers market, independently funded through vendor fees, personal contributions and grant funds. The market season now runs year round (approx 47 weeks), with Saturday markets indoors through the winter and outdoors in Old Salem, as well as a seasonal weekday market in partnership with the Forsyth County Department of Public Health and the Forsyth County WIC Department.

Cobblestone Farmers Market is a project under Beta Verde, LLC and its 501C3, The Good Stuff. It traces its origins to the weekday Krankies Farmers Market and the Triad Buying Co-op. In 2012, Margaret Norfleet-Neff and Salem Neff expanded the market scope with the founding of the Cobblestone Farmers Market at Old Salem on Saturday mornings, awarded by U.S. News and World Report as One of America's Best Farmers Markets.

CFM supports and seeks local and regional vendors who use sustainable and organic practices in their agricultural or other production. Humane, safe, healthy farming and food preparation are at the center of the vendor review process. For value added products, local and sustainably produced ingredients are strongly preferred, and where possible, ingredients should be grown by the vendor (e.g. pickles, jams, etc., but not necessarily baked goods).

CFM strives to provide a safe and socially congenial marketplace for both customers and vendors by offering a balance and diversity of items for sale, including vendors whose demeanor and presentation are positive, fair and friendly, and whose production and marketing practices minimize waste. CFM strategically nurtures and grows the marketplace through careful oversight of the number of annually accepted vendors selling similar products, and continually looks for niche products so that vendors have every opportunity to be successful in sales and customers consistently have a wide variety of product from which to choose.

CFM Food Access Program:

Cobblestone Farmers Market launched its Local Food Access Program in 2012 with the belief that creating access to healthy food for all benefits the entire community.

All eligible CFM vendors accept SNAP/EBT (Supplemental Nutrition Assistance Program) and Farmers Market Nutrition Program WIC (Women, Infants, and Children). CFM actively fundraises for 'bonus bucks' to incentivize the Local Food Access Program to potential market shoppers who qualify for SNAP and WIC. As available, CFM offers 'bonus bucks' (\$10 in tokens each market day) for SNAP/EBT and matches FMNP WIC dollar-for-dollar – doubling the amount a family decides to spend at the market. CFM actively seeks community resources to fund the 'bonus bucks' program and works with many social service organizations to make sure all food subsidy benefit holders are aware that they may use their SNAP/EBT or Farmer Nutrition Program WIC at CFM.

CFM Rules and Regulations

ALL vendors at the Cobblestone Farmers Market must abide by these rules and regulations. For general non-compliance to rules, regulations or payment, a vendor will be reminded in a timely manner. If the problem persists, the vendor will be subject to a \$25 fine or in an extreme case, removal from market.

A. Vendor Application:

- 1.) Apply to be a vendor.** CFM provides an application for returning vendors as well as one for prospective vendors. Prospective vendors may request an application from market management via email cobblestonefarmersmarket@gmail.com.
- 2.) New vendor applications** will be reviewed on a rolling basis. Both check and application must be received prior to consideration. *Application fee of \$35 for new vendors is required at the time of application, this fee is good for a full year.*
- 3.) Mandatory site visit for all applicants.** All applicants must have a site visit annually by market management. The purpose of the site visit is to further verify application information and keep current on what each vendor is producing, changes in procedure or new production goals and products. The site visit provides the invaluable opportunity for market management and the

producer to have time to talk in depth not only about the producer's product and procedure, but also market concerns or ideas for the future.

For prospective vendors, this visit is also intended to assess the qualities of the vendor and their products as they relate to the goals and policies of the market. Visits are meant to be cordial and friendly, yet focused and informative. CFM approaches site visits as a chance to learn about producers and their practices, regardless of the final outcome of the review process. The market management may request follow-up visits as it deems necessary. Site visits will be scheduled according to availability in the market for your product.

As of Fall 2019, we are currently have a waitlist for baked goods, beverages, and ferments. We will release our product needs list prior to the new vendor applications release in early October 2019.

4.) Returning vendors (Full Season Vendors ONLY from 2019). Returning vendors will automatically receive an application and updated guidelines via e-mail.

Returning vendors will have the option to continue on the market day on which they were selling in the previous year.

Returning vendors who would like to switch or add markets will indicate that request on the application. Based on product balance at each market full season, winter, weekday, returning vendors who request a market switch/additional market may join the market of their choice based depending on available booth space.

All returning vendors must submit their applications by the date indicated on the returning vendor application, which is in advance of the NEW Vendor Application deadline. CFM management encourages all returning vendors to submit applications earlier than later.

Applications may be completed online or mailed. In order to be confirmed for market participation, this agreement **MUST** be signed electronically or in print and mailed in with your market full fee or first installment fee, no exceptions.

5.) Short-term vendors - daily, monthly, and seasonal. Short-term booth space may be purchased for one or more weeks. All vendor selection requirements apply including completing the application process and site visit. It is suggested that a vendor who wishes to apply for this option should do so well in advance. The vendor would give the market management a time frame based on when they expect to sell (for booth scheduling purposes) with the booth fees paid in advance.

Returning seasonal vendors will receive their application at the same time as full season returning vendors.

6.) Vendor fees. For the 2020 season, vendor fees must be paid in full by March 1st, with first payment due on October 1st to confirm their 2020 market participation. Vendors choosing the 6-month payment plan will incur a monthly \$3 administrative charge and will be required to complete their payments by March 1st. Regular full-season vendors receive a consistent booth location for the full-season and daily or monthly vendors will be placed in reserved booth spots that are scheduled for daily or monthly vendors or special events. Market management reserves the right to change a regular full-season vendor booth location due to extended absence in order to maintain the robust market ambiance.

i.) Full-season fees as announced each year may be paid in full, two payments, or in 6 monthly installments. Full or first partial payment must accompany the application due on October 1st. Invoices will be sent if you choose to pay in installments. Payments are not processed until the application is accepted.

ii.) Booth fees are non-refundable.

iii.) There is no pro-rated season fee for vendors who begin selling after opening day.

B. 2020 Vendor Fees

1. 2020 Full Season Fee for the **Saturday Outdoor Market** in Old Salem is \$770, plus the application fee, \$25 This reflects 34 weeks at \$22/week, maximum 3 absences, with emergencies as exception, to maintain this status. *Approved vendors wishing to participate for less than full season rates may do so at \$45/day.*
2. 2020 Full Season Fee for the **Saturday Winter Market** at Wise Man Brewing Company is \$275 for current market vendors. This reflects 11 weeks at \$25/week. *Approved current market vendors wishing to participate for less than full season may do so at \$25/day.*
3. 2020 Full Season Fee for the **Wednesday Weekday Market** is TBD,
4. 2020 **Community Booth**. \$125 for up to three visits. ALL Community Booth Fees must be paid in full before attending market.

5. **Second booth, half booth fees** are full season if two booths are requested, each paying the full season fee of \$770. A second booth may be requested for \$45 per day or a half booth for \$30 per day. Short term second booths are limited due to space so advance planning is helpful.

C. Product(s) at the Market: Cobblestone Farmers Market embraces Slow Food's motto - GOOD, CLEAN, and FAIR in terms of production, all market operations and customer relations/expectations.

- 1.) **Single source products.** Products to be sold must be grown, raised, caught, harvested, collected, made, or produced on the vendor's owned or leased property.
- 2.) **Product production.** All products must be produced sustainably and without any use of synthetic pesticides.
- 3.) **NO resale.** Vendors may not resell items from another producer, on behalf of another producer, produced on land other than their own OR anything not pre-approved by market management.
- 4.) **Items sold at the market.** Items to be sold at the market must be only those listed on the vendor application. Vendors who wish to add new items for sale MUST receive written approval from the market manager.
- 5.) **Sale of craft items.** On a limited basis, the market management may approve the sale of craft items made from ingredients grown or collected by the vendor. A limited number of vendors may be considered to sell principally essential non-food items, such as soaps, so long as those items meet the other selection criteria of the market.
- 6.) **Sale of prepared foods.** Prepared foods and ready-to-eat items sold at market must be prepared in accordance with the health department guidelines, all items approved as needed and verification of this approval must accompany the application or if it is a new item that has been approved by market management, verification must be provided to market management. All such items must be made, packaged, stored, transported, displayed, and served in accordance with relevant health and safety regulations. Vendors must make themselves aware of and comply with such regulations.
 - i.)* Processed and value-added foods must be made, packaged, stored, transported, and displayed according to relevant federal, state, and local regulations. It is the responsibility of each vendor to remain up-to-date on such regulations and to adhere to them.
 - ii.)* All certifications required to produce or sell any added value food item that is processed and packaged must be submitted with the application.

D. Legal responsibility. Vendors must take full responsibility for complying with all federal, state, and local requirements for the production, packaging, handling, transporting, storage, display, and sale of all items they sell at the market.

- 1.) Licensing requirements.** Vendors must abide by all local, state, and federal licensing requirements. Applications to sell at the market will be approved only if prospective vendors agree to abide by all local, state, and federal licensing requirements, as applicable to their business, and to provide the market management with proof of compliance with these requirements.
- 2.) Release of liability.** Vendors, staff, and volunteers will also be required to sign a release of liability, holding harmless the market management, the host site, and Cobblestone Farmers Market.
- 3.) Vendor liability insurance.** The Cobblestone Farmers Market and its current parent company, Beta Verde, LLC, strongly recommend that vendors carry general liability insurance to adequately cover their market activities and product.

E. Market Operations and Materials:

- 1.) Set-up.** Vendors must arrive with enough time to set up their spaces and be ready to sell by the announced opening time for each market location. ALL vendors must arrive before 7:30am and ALL vehicles must be clear of market space by 7:45am for set up. Specific set-up and arrival times will be set by market management and shared with vendors in advance of the market. Any seasonal changes will be communicated to vendors via email with ample notice. Unexpected circumstances that arise at the last minute may be worked out with the market manager.
- 2.) Arrival/Departure.** Vehicles will not be allowed to drive through the market space later than 45 minutes before opening time. Late arrival can be difficult to accommodate if space is tight, may detract from the market setting, and, in some cases, may be unsafe. *Loading up vehicles will not begin until 12:15pm, 15 minutes after market ends.* ALL vendors must break down their booth and tents before getting their vehicle to load up. This ensures the safety of customers and timeliness of vendors.
- 3.) Vendor presence at market.** Vendors must stay for the *entire* duration of the market. If a vendor sells out of their product, the vendor should remain until closing to talk to prospective buyers and promote good relations with

customers. Market booths may not be taken down until close of the market. A \$25 penalty will be incurred on the first offense and each thereafter.

- 4.) Vendor presence for sales.** CFM encourages primary owners to be present to sell at each market to represent the farm/ business/ product. Family members and employees who are directly involved with the production of the goods sold may sell at the market alongside or in place of the primary owner, as long as they are able to well-represent the quality of the business to the customers (answer detailed questions about the production practices) and follow the market guidelines. To add new employees to your list, please refer to Section E. 14.
- 5.) Market Absences.** Full season vendors are allowed three absences per season. Vendors are expected to let market manager know about any *known* absences on the application. One week's written notice to market management is required for absences that come up once the season has begun. Exceptions are made for severe illness, death of a family member or other emergency situations. *At the end of the season, if attendance is inconsistent, we will reassess your return as a full season vendor for 2021.*
- 6.) Required booth materials.** Vendors are responsible for providing booth materials. These include: tents, tables, tent weights, accurate scales (these are checked from time to time by the scale man), cash boxes and change, bags or other packaging, and any other materials needed to provide an attractive booth and sell to customers.
- 7.) Required signage.** Signage is required at each booth. Signage should be easy to read, indicate the name of the business and the location of the business. In addition, vendors must have clearly displayed contact information that includes names, telephone numbers and/or email addresses, website addresses, if applicable, and physical addresses. This might be another sign, a brochure, a business card, etc.

All items for sale should be labeled and clearly priced.

SNAP/EBT and FMNP WIC Acceptance signs provided by CFM must also be displayed.

i.) Signage must not include any claims known to be false or illegally described:

- “Organic”: The USDA Agricultural Marketing Service (<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELDEV3004446>) states that a product cannot be labeled “organic” without being certified:
“Overall, if you make a product and want to claim that it or its ingredients are organic, your final product

probably needs to be certified. If you are not certified, you must not make any organic claim on the principal display panel or use the USDA organic seal anywhere on the package*. You may only, on the information panel, identify the certified organic ingredients as organic and the percentage of organic ingredients.

*Some operations are exempt from certification, including organic farmers who sell \$5,000 or less.”

No Exceptions.

8.) Market sales. Sales to the public are strictly during market hours. Vendors may not sell any item before the market opens unless the sale is part of the accepted exceptions. Exceptions include:

i.) Sales between current vendors and market staff may occur before market.

ii.) Vendors who use the market as a CSA pickup venue may distribute to their CSA customers outside of regular market hours, as long as the pickup is a pre-payment and the items are not part of the market display. Customers who are simply holding an item and will need to purchase from vendor, must wait until 9:00am to make their purchase(s).

iii.) Demonstration chefs invited to participate in the market may request items from vendors in advance at the market or purchase before market opens, and the market management will reimburse those vendors for the value of the items used.

9.) Report gross monthly sales. In order to track CFM’s economic impact for funding purposes and contract negotiation, vendors must supply gross sales information on a monthly basis. This information is confidential to the market manager and Beta Verde..

10.) CFM Information Booth. CFM maintains an information table for general questions, Food Access Program token program and promotional items.

11.) Music at the market. Musicians may play at the market by invitation only, without paying a fee to the market. They may have a tip jar or other container, and may sell recordings of their own music. The use of amplification will be determined on a case-by-case basis by market management.

12.) Community booth. CFM has established a community booth to broaden the reach of those small businesses and organizations who want to reach our customers, but can not commit to a full season. The cost of the booth is \$125 per day and the calendar for this is maintained by the market manager. If the

business attends more than 3 markets and is approved as a seasonal vendor, the fee drops to \$45 for each subsequent visit of that season.

13.) Vendors must maintain clean and welcoming booth areas. At the end of each market day, all vendors must leave their booths as clean or cleaner than they found them at the beginning of the day. Vendors may borrow a broom from market management. Vendor waste or garbage will not be disposed of on-site, especially if it is recyclable or of awkward sizing.

14.) Requirements for vendor employees: When a vendor brings on new employees to work at market, the vendor **MUST** :

- 1) Notify the market manager in advance that a new employee will be on the premises
- 2) Accompany the employee on their first market day. The employee must be introduced to the market manager, fill out the Risk and Liability form and be instructed in how to receive SNAP/EBT tokens.
- 3) Vendor is responsible for instructing employees on additional CFM guidelines and making sure that the market manager has the employee contact info in order to receive current market info directly.

15.) Use of plastics at Market: Single use plastics are being eliminated from the Cobblestone Farmers Market over a two year period.

The items no longer to be distributed at the market are new single-use non biodegradable/compostable plastic t-shirt style bags(reused ones are fine to support customer needs in limited capacity), plastic drink cups/tops or straws, plastic **prepared food containers.**

Containers that must be recycled items MUST adhere to the City/County list of acceptable recycled items.

The acceptable product container list will be updated in the fall of 2019 with vendor input and the market will work with vendors and customers to increase reuse and finds affordable options for single use plastics.

Vendors must display the yellow identification cards or create an info piece specific to your product(s) that shares with customers which of your product containers is compostable or recyclable.

Cheese and proteins are exempt due to industry and health standards.

F. Physical Layout:

1.) Assigned booth spaces. The market management has sole discretion to assign spaces to vendors. Market management may move or reorient assigned booth space accordingly. Regular, full-season vendors can expect to have a consistent booth assignment as long as attendance is consistent. Short-term or seasonal vendors booths may be moved throughout the season.

2.) Booth size. Market booth size is determined by each market location. Tents are required for the full season market and must be no larger than 10'x10' in size.

i.) Indoor booth space for the Winter, Pop Ups, and Weekday markets is tighter. Freestanding signage is helpful. Exact booth measurements will be determined based on number of vendors.

ii.) Pop Up and Weekday markets held outdoors require a tent, no larger than 10'x10'.

3.) Electrical power. Electricity will be available to a limited number of market booths.

G. Atmosphere at Market:

1.) Positive environment. CFM strives to provide a safe, congenial place for all to shop and convene. Vendors, staff and volunteers must all contribute to the positive atmosphere of the market. Rude, insulting, or demeaning speech or behavior will be cause for removal from the market.

2.) Non-smoking area. The entire market is considered a non-smoking area during market hours. All smokers must be 10-feet away from all market boundaries.

3.) Ability to answer customer questions. It is expected that vendors will answer all reasonable questions from shoppers regarding the location of their farms or production facilities, the methods of production, product ingredients and sources.

4.) Pet policy. Cobblestone Farmers Market welcomes well behaved dogs within the market space, as long as owners and dogs adhere to the market guidelines for pets. Dogs are allowed due to the fact that the market is on private property.

However, in order to be compliant with current health department regulations, animals are not allowed inside of a vendor booth. We thank you for your help informing customers of proper guidelines when necessary and for notifying management when there may be an issue. Service animals are permitted.

a.) All pets **MUST** be on a leash that is held close to the owner, no more than a few feet of the leash extended.

b.) All pets **MUST** relieve themselves **OUTSIDE** the market area.

c.) The pet must remain by the owners side while purchasing, not under the vendors table. No animals are allowed inside the vendor booths according to the Forsyth County Health code.

d.) Owners must be aware of what their pet is doing at **ALL** times, especially around small children.

H. Weather Policy:

The market management has sole discretion to cancel market if the weather is anticipated to be dangerous for vendors and/or customers. **The decision for the cancellation of market will happen by 8pm on Thursday before Saturday's Market or Tuesday at 1pm before Wednesday's Market.** The market management will make every effort to keep the market open on all scheduled market dates.

Vendors are not penalized for missing a market due to weather impact on product or safety and the absence will not count against the 3 maximum absences for a full season vendor.

I. Promotion:

1.) Special events. At various times during the season, the market management will organize promotional events for the market. Though vendors are not required to participate in these events, it is strongly encouraged.

2.) Merchandise. The Information Booth sells merchandise to support the Food Access Program and the Market. Vendor promotional merchandise (bags, cups, t-shirts, etc...) must be approved by management before selling and is included in the 5% of product total that is a seasonal or special item a vendor wishes to sell and is approved.