



@ The Avon Free Public Library, 281 Country Club Rd., Avon, CT 06001

## **Avon Free Public Library Farmer's Market, 2017 REGULATIONS**

The Avon Free Public Library Farmer's Market ("Market") will open the 2017 season on Monday, July 3, 2017, and operate every Monday in the Avon Library's parking lot at 281 Country Club Road, Avon, CT from 4:00pm to 7:00 p.m. through August 28, 2017. An indoor holiday market will take place on Monday, November 20, 2017, from 4:00 p.m. to 7:00 p.m.

The Market is operated by a committee of the library's staff ("Farmer's Market Committee" or "FMC"). The FMC sets the policies to be followed at the Market, and all questions or disputes will be resolved by the FMC. Each week, the Market will be staffed by a designated Market Manager who is in charge of Market operations for the day.

The Committee has designated a Vendor Liaison to mitigate all administrative aspects of vendor participation, including full-season and temporary participation, collection of application forms and fees, and maintenance of a vendor waiting list. For 2017, contact information for the Vendor Liaison is:

Name: Tina Panik, [tpanik@avonctlibrary.info](mailto:tpanik@avonctlibrary.info), Telephone: (860) 673-9712, ext. 235

As a non-profit venture, all vendor fees collected will be used to run, publicize, and promote the Market and library programs. Prior to each season's participation, each vendor must acknowledge receipt of an agreement with the Market's Regulations by signing and returning a copy of the attached "Vendor Application and Agreement" to the Vendor Liaison. Documentation and acknowledgment of the Market's Regulations assists the Committee and the vendors in addressing questions or issues that may arise before or during the Market season. ***By his/her signature, each vendor attests to having, read, understood, and agreed to comply with the Regulations in advance of the Market season.***

## **Approved Items to Sell**

**A. Raw Agricultural Products:** This category includes fruits, vegetables, grains, herbs, flowers, bedding plants and potted plants. Such products must be grown or produced on property owned or leased by the vendor, which property must be located -in Connecticut. Vendors may sell raw agricultural products that are not produced on their property only: (1) if application is made and permission is granted by the Committee in advance of the Market season; (2) the product is grown on a Connecticut farm, the identity of which is supplied to the Committee in the application; (3) the product is labeled at the Market with the name and location of the farm on which it is grown; and (4) the vendor provides proof that the product is insured by the vendor's liability insurance policy, e.g., copy of endorsement so providing or letter from insurance agent attesting to coverage. Bedding plants and potted plants must be grown from seed, plug, cutting, bulbs or bareroot by the seller. No resale or pre-finished plants are allowed.

**B. Value-added Agricultural Products:** This category includes, products made of raw agricultural products grown by the vendor that have been processed. Examples are jams, jellies, salsas, sauces, oils, vinegars, cider, maple syrup and honey. The value-added product must contain a significant amount of ingredients grown or produced by the vendor.

**C. Non-agricultural Products:** This category includes products and crafts made without raw agricultural products grown by the vendor. Examples of these products are baked goods, handmade soap, handmade candles and pottery. The vendor selling such products must have created the item(s). These products are admitted at the sole discretion of the FMC.

**D. Animal Products:** This category includes frozen raw meat, milk, cheese, eggs, honey, wool, leather and other products derived from animals. The animals that provide these products must be owned by the vendor at the time the product is made. Live animals may not be sold at the Market.

## **Market Policies**

**A. Vendor Compliance with Legal Requirements:** At all times, vendors must abide by all applicable federal, state and municipal regulations, including production, inspection and labeling. All required licenses and certificates must be valid and current for the entire Market season. Failure to conform to such legal requirements may constitute grounds for removal from the Market.

**B. Vendor Selection:** It is within the sole discretion of the FMC to:

- \*Prohibit any vendor from selling a particular product in the market;
- \*Prohibit any product from being sold in the market; and
- \*Prohibit a particular vendor from selling in the market.

With diversity of product being a core objective of the Market, the FMC reserves the right to determine whether a product category is adequately represented and make the decision to deny application from vendors with similar products. The product mix in the Market as a whole, as well as customer demand, will serve as important factors in determining how many vendors will be allowed to sell similar items. Preference is given to Farmington Valley Farmers when selecting vendors.

**C. Prices:** Prices of items sold in the Farmers' Market must be clearly marked or posted. Collusion and deceptive pricing practices are prohibited. Vendors are not permitted to increase or decrease the price of any product during a market day. Vendors are not permitted to pressure or harass other vendors regarding the pricing of products.

**D. Booth Location:** Space allocation and location will be determined by the FMC. It is expected that full-time vendors will be assigned the same space(s) for the entire season. Seasonal and part-time vendors may be subject to location changes and must check with the Market Manager before setting up to confirm booth location for that particular day. Because the FMC strives to fill any empty spaces caused by the seasonal nature of some products or upon notification of an unexpected absence of a full-time vendor, booth location may be subject to change. The FMC reserves the right to re-assign booths and space in order to maintain a positive market atmosphere.

E. **Booth Occupancy:** Vendors are not permitted to "sub-let" booth space, i.e., to share or allocate booth space to non-approved vendors or to products grown by or originating with other vendors. Only vendors who have submitted signed application forms and been approved by the Committee may participate in the Market, although special circumstances may justify an approved vendor sharing booth space to sell another vendor's product,' subject to the Committee's consideration and approval in advance. Library staff is not available to man vendor booths due to absence, illness, or poor planning.

F. **Booth Set-up and Break-down:** Vendors may begin to setup at 3:00 p.m. on Market days and are required to have their booths in place and ready for sales by 3:50 p.m. **Late arrivals will not be tolerated.** Late arrivals disrupt and endanger other vendors and Market customers, and they also place undue burden on the Market Manager in the event of an unexpected complication, such as a parked car or other obstruction in the parking lot that must be accommodated. If a vendor encounters an unexpected circumstance that would cause his/her delayed arrival, the vendor must **telephone** the Avon Library at 860-673-9712 and ask for the Market Manager for that day (not the Vendor Liaison) to explain the circumstances and provide an estimated time of arrival. Notwithstanding such required notification, if a vendor is late more than twice during the Market season, the circumstances of his/her untimeliness will be reviewed by the FMC for possible assessment of penalties, including suspension or termination from the Market. Sales may not begin before the opening of the Market at 4:00 p.m.

Vendors are expected to vacate the premises by 7:30 p.m. after the Market closes. Prior to leaving, vendors must clean up the pavement around their booth spaces, picking up and discarding vegetable matter as well as litter, thus leaving the library's parking lot clean and acceptable for its chief use as the parking lot for the Avon Free Public Library. Early closing/leaving will not be tolerated, except in the case of extreme weather or emergencies.

G. **Booth Protocol:** To ensure the safety of vendors and customers, as well as access by emergency vehicles, vendors must stay within their allotted space(s) while selling. This includes placement of signs, tables, products, boxes or any part of the booth. Vendors' trucks and other vehicles may not be parked so as to block sight of the Market from the road. Vendors may not distribute samples or literature more than four feet beyond the end of the white parking lines. Tents, tables, shelves and all parts of the booth must be supplied by the vendor and must be erected securely. Tents or canopies must be secured at all times with sufficient weight to keep them anchored to the ground, no matter the weather. Vendors are responsible for removing their own refuse/trash and unsold product from the Market premises.

H. **Rules of Conduct:** As a library program, the Farmers Market is governed by the Library's Behavior Policy. In addition, vendors shall be honest and conduct themselves at all times in a courteous and business-like manner. Rude, abusive, offensive or disruptive conduct is not permitted. To maintain a positive atmosphere, vendors must bring questions or concerns about the Market to the attention of the Market Manager or the Committee, NOT to customers or other vendors. Unless "such questions or concerns are of an urgent nature that is specific to the operation of that day's Market, they must be submitted in writing, preferably via email, to the FMC and not raised during the operation of the Market. Vendors who wish to smoke must leave the library premises to do so. Alcohol consumption is not permitted on the library premises. No loud hawking, shouting or barking is allowed, meaning overly aggressive selling tactics in selling one's products, such as calling out to a shopper as he/she passes by the vendor's booth or standing outside the booth to entice sales. Vendors are responsible for the actions of their employees. Consequences for poor conduct, as determined by the FMC, may include suspension or termination from the market, including non-renewals of a vendor the following year.

I. **Commitment to Participation:** Dedication to providing a full and diverse Market every week in a limited amount of space requires that vendors provide advance notice if they are unable to participate in the upcoming Monday's Market. There is a waiting list of vendors who wish to participate, even on a one-day basis, and a fully-attended Market that maximizes consumer interest benefits all vendors. If, for any reason (including lack of product, vacation, etc.), a vendor is unable to participate in an upcoming Market Day, he/she must notify the Vendor Liaison via email (to: tpanik@avonctlibrary.info as soon as possible but no later than 5:00 p.m. on the Thursday prior to that upcoming Monday's Market. At the Vendor Liaison's discretion, the space will be filled for that day with a vendor on the waiting list. The FMC will not draw conclusions from any circumstances, including extreme weather, which would cause it to assume that a vendor will be absent; it is the responsibility of the vendor to notify the Vendor Liaison of an upcoming absence for any reason whatsoever. If circumstances causing an absence should arise after the Thursday prior to the Market Day, vendors are nonetheless required to notify the Vendor Liaison or Market Manager for that week as soon as possible so that attempts can be made for a substitute vendor on short notice.

Because of the limited space available and the high demand for participation, it is necessary to strictly enforce these notification requirements so that there are no empty booth spaces on Market Day. Unwarranted absences shall be cause for suspension or termination from the Market for the rest of the season, including non-renewals for the following season.

Craft and retail vendors **Craft and retail vendors will be offered the opportunity to participate in the Farmers Market on a space-available basis.** *If the craft/retail vendor assigned to a particular date is unable to participate in the Market for that date, he/she must contact the Vendor Liaison by 5:00 p.m. on the previous Thursday to report the absence of a craft vendor for the upcoming Monday so that an alternative vendor may be invited to participate.*

J. **Liability Insurance:** Vendors are required to carry general liability insurance that includes premises liability and products liability coverage in a minimum amount of \$500,000 per occurrence/aggregate, and to obtain (from the vendor's insurance agent or company) a Certificate of Insurance designating "Avon Free Public Library Farmers Market" as an additional insured on the vendor's policy. Such Certificate of Insurance must be provided to the Committee prior to a vendor's participation in the Market. Vendors are advised that the Avon Library's insurance policy does not cover the acts, omissions or liabilities of vendors.

K. **WIC/SNAP Certification:** With all eligible vendors having acquired Connecticut WIC and/or SNAP certification, the Market is WIC-approved and listed as such on the Connecticut Department of Agriculture's web site. Certified vendors are encouraged to participate in these state and/or federal programs.

L. **Enforcement:** The Market Manager has the sole and ultimate on-site authority to enforce Market regulations. If a vendor violates any regulation, the Committee has the discretion to issue sanctions against the vendor in the form of a warning or suspension (temporary or permanent) from Market participation.

M. **Health District:** Vendors need to be in compliance with the Farmington Valley Health District, [www.fvhd.org](http://www.fvhd.org). All Farmers Market permits/applications and temporary food service operators permit applications are filed through this office. Health District permit fees are separate from Avon Library Farmers Market fees.

Health District Contact for 2017:

Chris Chaber, Farmington Valley Health District. [\(860\)352-2333](tel:(860)352-2333) or [cchaber@fvhd.org](mailto:cchaber@fvhd.org)