



## **2026 VENDORS HANDBOOK**

# **The Dorothy R. Cundiff Rocky Mount Farmers' Market at Citizen Square**



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## 1. What is the Farmers' Market at Citizen Square?

The Rocky Mount Citizen Square is located at 435 Franklin Street in the Central Business District of Historic Downtown Rocky Mount. The Square provides the citizens of Rocky Mount and Franklin County a point of civic pride and a place for celebration, commerce, and gathering of friends and family. Citizen Square is a center for special events and public festivities coordinated through the Town of Rocky Mount.

Our area farmers have long been an asset to Franklin County and Rocky Mount. With a spirit of appreciation for their contributions throughout the years, a Farmers' Market was designated within Citizen Square. The farms surrounding our Town have been blessed with fertile soils, providing abundant yields of fine produce. The Market is an inviting location for local farmers to sell their produce through the efforts of the Town of Rocky Mount. Fresh produce, home-baked goods, fresh-cut flowers, honey, greenery, jams, jellies and seasonal items offer shoppers the opportunity to support the local economy by buying fresh goods from their neighbors and friends. Special events held throughout the season promote the Square, its vendors, local merchants, and the Town in general.

**Organization** - The Town of Rocky Mount Community Development Office oversees the market facility and operation. Special events are handled through the Community Development office, which can be contacted for reservations and scheduling of special events.

**What We Do for You** - The Square serves your business in many ways! Vendor fees pay for much more than just a space to sell. The Town takes care of daily market maintenance, cleaning, and staff so farmers can concentrate on their products and customers. While the Town is unable to focus on any particular vendor, except in unique circumstances, we handle the promotion of the Square, and are always looking for new and exciting ways to serve our citizens and attract visitors.

## 2. Types of Vendors & Spaces

**Vendor** - Anyone who is permitted to sell at the Farmers' Market and has reserved a space through the Market Manager.

**Guest Vendor** - Rents space one day at a time.

**Monthly Vendor** - Rents space one month at a time.

**Bi-Weekly Vendor** - Rents space every other week.

**Full-time Vendor** - Rents space for the entire year

**Farm Vendor** - Sells meat, produce, nuts, seeds, plants, or farm derived product.

**Craft Vendor** - Non-food vendor. Craft vendors may occupy no more than four total market spaces, and no vendor may occupy more than one space.

**Table/Space** - Each space is 10'x7' and includes one green Town sponsored table. Tables may not be moved from designated areas. One additional table no wider than 24" and no longer than 72" may be used within the 10'x7' space.

### 3. Types of Merchandise:

The following merchandise may be sold at the Farmers' Market:

- ***Fresh Produce*** - Any perishable fruit or vegetable grown by the vendor or acquired locally by the vendor for resale. Farm fresh eggs are also allowed but must be labeled to reflect the date the eggs were laid and name and address of the vendor. Items may be labeled **locally grown** only if the vendor has grown the produce herself or has acquired the produce grown by someone else within the counties of Franklin, Roanoke, Henry, Floyd, Bedford, Montgomery, Pittsylvania, Botetourt, Patrick or Halifax. Items grown outside these counties, but within the Commonwealth of Virginia, may be labeled as **Virginia grown**. **ANY AND ALL items not grown at the physical address on the primary point of production listed on the application must label crates/boxes with the name and city/state of the farm where it was produced.** Preference will be given to home grown, then locally grown, then Virginia grown produce.
- Meat, seafood, and dairy products may be sold only by vendors after they have presented current proof of inspection by the Virginia Department of Agriculture & Consumer Services (VDACS). Full-time vendors who sell meat and dairy products must maintain a current inspection certificate and provide proof upon request. Meat packaging must follow all VDACS labeling requirements. Meat with labels that do not comply with VDACS requirements may not be sold at the Market.
- Vendors who are processing poultry under VDACS Poultry Exemptions **MUST** display exemption paperwork at their vendor table when uninspected poultry is sold. Approved permit must accompany application.
- ***Food Items*** - Baked goods, such as cakes, brownies, fruit pies, breads, etc., are acceptable if homemade by the person selling the items. Canned foods that are highly acidic, such as pickled cucumbers, pickled beets, chow-chow, etc., may be sold, as well as jellies and jams. All prepared foods must be labeled with the following info:

- Name of the product
- Name and address of producer,
- Net weight (or count)
- Ingredients

Any vendor claiming home exception must also have the following info:

- Processing date
- Producer's phone number
- Following statement: "NOT FOR RESALE - PROCESSED AND PREPARED WITHOUT STATE INSPECTION

\*Frozen baked goods must be clearly labeled with a yellow tag and may not be frozen more than once. It must list the date made and the freeze date.

- ***Non-food Agricultural Items*** - Products not sold for consumption. Examples include new, handmade items made by the vendor from homegrown products such as fresh or dried flower arrangements, fresh greenery for wreaths, live plants, soaps, lotions, etc.
- ***Crafts*** - Art, textile, woodcraft, or other such craft items not produced from locally-grown materials.
- ***Other unique, locally produced items not listed above will be considered by market staff.***
- ***Holiday Items.*** Christmas trees and assorted holiday greenery may be sold only under the following conditions: Vendors must sell in the space designated by the Market Manager. The Market Manager and Town may negotiate separate fees with holiday greenery vendors. Vendors who leave trees, wreaths or other items on display overnight release the Town of all liability. Vendors are responsible for cleaning their display area

of debris and needles. Vendors must notify the Town or Market Manager by October 31 that they intend to sell Christmas trees and greenery at the market. If no vendor notifies the Town by that date, the Town may take steps to secure a vendor and may designate that vendor as the exclusive holiday greenery vendor.

**Important Notes:**

- **Compliance with all Virginia Department of Health and Department of Agriculture & Consumer Services guidelines, regulations and restrictions are the sole responsibility of the vendor.** Vendors found not to comply may be removed from the Market.
- The Town prefers that crafts are handmade from home-grown or natural materials consistent with the spirit of a Farmers' Market. The main function of the Farmers' Market is to make available to our community locally homegrown food products, and this takes priority over crafts.
- **If any vendor would like to add any additional item(s) throughout the season outside of what was listed on the initial 2026 application, it must be approved by the Market Manager.** The Market Manager has the authority to approve or disapprove any items to be sold at the Farmers' Market. Appeals of Manager decisions must be made to the Community Development Office, whose decision shall be final.
- **Farmers' Markets are shared spaces.** Preference will be given to producers and vendors with unique items.

**4. Hours of Operation**

The Town of Rocky Mount will promote a Saturday morning and Midweek market during peak growing season. In addition, full-time Farmers' Market vendors may sell anytime the market is not reserved for a community or private event (see Section 7 on Page 6 for possible Itinerant Merchant requirements). The Market is open year-round, but the market season runs from April 1<sup>st</sup> - December 31<sup>st</sup>.

**5. Vendor Fees**

- **Guest Fee:** \$15 per day. Vendor must pay once application is approved. Mid-season applications should be submitted a minimum of one week prior to the preferred setup day to allow for review. The guest fee allows the vendor to sell anytime during designated market hours on the day for which the fee is paid.
- **Monthly Fee:** \$50 per month. Vendor must pay once application is approved. Mid-season applications should be submitted a minimum of one week prior to the preferred setup day to allow for review. The monthly fee allows the vendor to sell anytime during designated market hours for the month for which the fee is paid.
- **Bi-Weekly Fee:** \$150 per year. Payable for the Market year of April 1-March 31, by April 1 of each year. Fee not prorated.
- **Full-time Fee:** \$250 per year. Payable for the Market year of April 1-March 31, by April 1 of each year. Fee not prorated.
- **Bi-Weekly and Full-time Fees are due March 31, 2026.** Non-payment may result in withdrawal of approved application.
- Neither the Market Manager nor the Town will be responsible for lost or late payments. Hand delivery of payments to the Market Manager or at the Rocky Mount Municipal Building for a paid receipt is strongly encouraged.

## 6. Insurance

All vendors who sell at the market **more than six (6) times in a calendar year** are required to have at least a \$1,000,000 General Liability policy or a \$1,000,000 Product Liability policy. All policies must list the Town of Rocky Mount, 345 Donald Ave, Rocky Mount, VA as an additional insured. Certificates of Insurance (COI) must be submitted with application.

## 7. Itinerant Merchant

Vendors who purchase items for resale at the market outside of a market day **MUST** register as an Itinerant Merchant with the Town of Rocky Mount. For example, if a vendor is setting up to sell on a day that is not being promoted by the Farmers Market and is displaying and/or selling items that have been purchased for resale, this vendor must register as an Itinerant Merchant. If the vendor is exclusively selling goods that they have grown or produced, they do **NOT** need to register as an Itinerant Merchant.

Market Day is defined as the regular market day on Saturdays, and the midweek market during peak season.

## 8. Assignment of Space

1. All vendors must contact the Market Manager *before* occupying a space at the Farmers' Market. Only those vendors with assigned spaces will be allowed to sell on the Market. No walkups allowed.
2. Vending will take place only in the assigned stall spaces. If space requirements of a vendor are better suited for an open area and not a stall, permission may be obtained from the Manager.
3. Two businesses may not sell from a booth at the same time without consent of the Manager. Only one business can sell from a stall in the same day.
4. Saturday morning market: All vendors should have their table setup by the designated Saturday morning opening time. *If a vendor is running late due to extenuating circumstances they should call in and let the Market Manager know.*
5. The Town of Rocky Mount prohibits direct-marketing or multi-level marketing sales at the Farmers Market. Those businesses may contact the town about business licensure and zoning approval for brick-and-mortar locations.
6. If you are unable to attend the market for one or more Saturdays (waiting on produce to harvest, vacation, etc.) please let the Market Manager know so they may use those tables for Guest Vendors. If an emergency arises and you cannot make it to the market on Saturday, please let the Market Manager as soon as possible.
7. A completed application along with payment is required to reserve a guest/monthly space. No refunds are available to guest/monthly vendors who "no show."
8. We recognize that, due to seasonality, Full-time vendors may not be able to attend every Saturday Market. When full-time vendors are unable to attend, they must notify the market manager.

## 9. Licenses, Taxes, Permits and EBT

1. Any person using the Farmers' Market for the purposes of selling or offering for sale any items on the premises must comply with all federal, state, and local laws and ordinances.

2. The collection and filing of all related taxes will be the responsibility of the individual vendor.
3. All weighing scales must have a current valid certification sticker signed by the Inspector from the Virginia Department of Weights and Measures.
4. All Farm Vendors agree to accept \$1 EBT tokens and \$1 Fruit and Vegetable tokens for approved items.

**2026 EBT Program:**

EBT (Electronic Benefits Transfer) Cards replaced the food stamp program across the nation a function similar to debit cards. A customer who is on food assistance can shop at the Rocky Mount Farmers Market and use their EBT card to receive wooden tokens that are accepted by vendors at the market. This year we will also participate with the Virginia Fresh Match Program. For every dollar spent from the EBT card, another dollar token will be issued for Fruits and Vegetables.

**The process:**

A customer brings their EBT card to the SNAP table. The Farmers Market Attendant will be there with a machine. The customer may want to use \$10 of their EBT money to spend at the market.

The attendant will swipe their card on the machine, and then give them ten \$1 green tokens and ten \$1 fruit and vegetable tokens to use just like cash at the market.

**Token Rules:**

**\$1 GREEN ink Tokens CANNOT buy:**

- Any food served hot or ready to eat
- Pet foods
- Non-food items: soaps, cut flowers

**\$1 GREEN ink Tokens CAN buy:**

- Fruits, vegetables, or herbs
- Meats, eggs, fish, or poultry
- Dairy and honey
- Breads and other baked goods
- Processed foods: pickles, jams, etc.
- Seeds and plants to grow consumable food for the household.

**\$1 RED ink Tokens CANNOT buy:**

- Juices
- Cut flowers
- Processed fruits or vegetables
- Jams, jellies or sauces

**\$1 RED ink Tokens CAN buy:**

- Whole, raw fruits
- Whole, raw vegetables
- Bagged and cut lettuces
- Food producing plants

No change can be given for \$1 tokens. These tokens are not interchangeable amongst vendors. It is illegal to give cash change for these \$1 tokens.

At the end of the market day, or by 1pm, please give your money bag, along with all the tokens you have received, to the Farmers' Market Attendant. Checks will be mailed bi-monthly and only written for more than \$10.

**10. Parking and Traffic**

1. After unloading vendors are encouraged to park their vehicles at The Franklin Center to allow for more customer parking at the market. Vehicles that are needed for resupply

may be parked in the County-owned lot behind Wood Grains. Vendors with limited mobility may park closer to the market as needed. Vendors may not block access to the County-owned lot or Wood Grains rear loading door.

2. Vendors may not back their vehicles into the assigned stall space. No vehicles can pull onto the concrete floor.
3. Enclosed trailers will not be allowed to be backed into stall spaces.

### **11. Health, Sanitation, and Safety**

1. Live Animals must be kept at least 20 feet from prepared food and at least 10 feet from pre-packaged food (including produce, meat, etc.)
2. Vendors are responsible for the collection and disposal of trash generated from their stall.
3. Vendors are responsible for disinfecting their table and the cleanliness of their stalls and must see that their stall is left clean at the end of each selling day.
4. The public bathrooms at Citizen Square are cleaned four times a week during market season and twice a week during the offseason.
5. Use of alcohol or ANY tobacco product by vendors is not allowed on the Farmers' Market at Citizen Square property during designated market hours. Vendors who need to take a smoke break should do so in the County-owned lot behind Wood Grains.
6. The Town of Rocky Mount will not be responsible for damage or loss of any personal belongings left unattended or any accident or injury which may occur.
7. Children brought to the Market by vendors must be kept within the vendor's designated area or under the supervision of another adult. No pets are allowed by vendors during market hours.
8. All vendors and their representatives agree to protect and hold the Town of Rocky Mount harmless and to indemnify them, their respective officers, agents and employees, from any and all claims, demands, suits, actions, judgments, and recoveries for or on account of damage, theft, or injury (including death) to property or person occurring as a result of vendors' use of the property, including loss or injury resulting in the vendor's use of electrical equipment or equipment failure or any other cause whatsoever.

### **12. General**

1. Proper language and volume for a family atmosphere is expected. Radios or speakers are not allowed.
2. Vendors who violate Farmers' Market at Citizen Square rules will:  
First be given an oral warning by the Market Manager.  
The second time the violation occurs, the vendor will be given a written warning.  
If the violation occurs a third time, the vendor may lose their space with no refunds.
3. Should conflict arise, vendors should contact the Farmers Market Manager or Cultural & Economic Development Director. In an emergency, contact 911.
4. By signing the Farmers' Market Vendor application vendors agree to abide by the rules of Citizen Square outlined in this handbook.

### **13. Kitchen**

The rental rate for the kitchen during Saturday morning and Midweek afternoon markets shall be \$25 per day or \$80 per month for one day per week or \$150 per month for both the Saturday and Midweek markets.

### **14. Community Events**

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There are a number of community events that take place at the Farmers Market, with a few that overlap with normal Market Saturdays. As of winter 2026, the below events are planned for the Farmers Market:

- Warren Street Festival
  - Saturday, August 15
  - The Farmers Market will not take place this day
- Rocky Mount Fest
  - Saturday, September 29
  - The Farmers Market will end an hour early at 12pm
- Come Home to a Franklin County Christmas
  - Saturday, December 5
  - The Farmers Market will end an hour early at 12pm

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