



February 12, 2021

Dear Rocky Mount Farmers Market Applicant,

Thank you for your interest in being a vendor at the Farmers' Market at Citizen Square in Rocky Mount, Virginia. Exciting things are happening at the Market in 2021 and we are excited to potentially have you join us.

The attached application has been updated and expanded to provide our office with more information about your business/farm so that we can expand marketing on your behalf. The attached Handbook has also been updated with accurate information for our current market. Please read it before completing the application. We will be holding all vendors to the standards set forth in the Handbook and it is important that all vendors read, understand and agree to abide by them.

A new opportunity this year is a mid-week market. A market time in peak growing times offered mid-week is the goal of this new addition. If you are interested in joining, please make a note on the application. Wednesday is the current suggested day and the time is being discussed. If you have preferences for either of these, please let us know. We will not be able to accommodate this new market without enough interest so please consider this new opportunity to expand your business.

Applications are due on February 28, 2021, but will be reviewed as they are received. Approved vendors will be notified by March 5, 2021. A tentative meeting date for vendors is March 9, 2021 with the tentative market starting date of April 3, 2021.

For any questions regarding this year's market season, application, handbook, etc. please email farmersmarket@rockymountva.org

Sincerely,
Emily Van Pelt, Farmers Market Attendant
Paul Cauley, Vendor Coordinator
Beth Simms, Economic Development Director



2021 VENDORS HANDBOOK

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

Town of Rocky Mount, Virginia

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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 Vendor Coordinator.

Daily 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.

Annual Vendor - Rents space one year at a time.

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. Annual vendors who sell meat and dairy products must maintain a current inspection certificate and provide proof upon request.

- **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 Vendor Coordinator. The Vendor Coordinator 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 vendor coordinator 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 2021 application, it must be approved by the Vendor Coordinator. The Vendor Coordinator has the authority to approve or disapprove any items to be sold at the Farmers' Market.** Appeals of coordinator 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 Wednesday midweek market. In addition, annual Farmers' Market vendors may sell anytime the market is not reserved for a community or private event. The Market is open year-round, but the market season runs from April 1st - December 31st.

NEW THIS YEAR: ALL annual vendors will have access to view the Citizen Square Google calendar. All Citizen Square reservations will be on this calendar. Annual vendors are free to use the Rocky Mount Farmers' Market at Citizen Square space from dawn to dusk if there are no other reservations.

5. Vendor Fees

- **Daily 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 daily 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.
- **Annual 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 Annual Fees are due March 19, 2021.** Non-payment may result in withdrawal of approved application.
- Neither the Vendor Coordinator nor the Town will be responsible for lost or late payments. Hand delivery of payments to the Vendor Coordinator for a paid receipt is strongly encouraged.

6. Assignment of Space

1. All vendors must contact the Vendor Coordinator *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 Coordinator.
3. Two businesses may not sell from a booth at the same time without consent of the Coordinator. 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 Vendor Coordinator 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 Vendor Coordinator know so he may use those tables for Daily Vendors. If an emergency arises and you cannot make it to the market on Saturday, please let the Vendor Coordinator as soon as possible.
7. A completed application along with payment is required to reserve a daily/monthly space. No refunds are available to daily/monthly vendors who "no show."

7. 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.

2021 EBT Program:

EBT (Electronic Benefits Transfer) Cards replaced the food stamp program across the nation a few years ago. These cards work just like credit and 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 issued bi-monthly and only written for more than \$10. If you would prefer we mail your check to you, please just put a note in with your tokens.

Emily Van Pelt is our Farmer' Market Attendant and SNAP Coordinator, all SNAP related questions should be directed to evanpelt@rockymountva.org

8. Parking and Traffic

1. After unloading all vendors should park at the nearby County parking lot behind Wood Grains Furniture to accommodate parking for customers. Vendors may not block access to the County lot or Wood Grains rear loading door.
2. Vendors may not back their vehicles into the assigned stall space (exceptions will be made for enclosed trailers containing meat/produce). No vehicles can pull onto the concrete floor.

9. Health, Sanitation, and Safety

1. There are three trash cans located at Citizen Square.
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 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. To ensure compliance with SNAP market staff will coordinate with farmers for an annual farm inspection. This will double as an opportunity to take pictures/video for marketing purposes.

9. 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.

10. Due to the ongoing COVID-19 pandemic increased safety and sanitation guidelines may be implemented throughout the season. Physical distancing and masks may be required of vendors.

10. 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 Vendor Coordinator.

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. By signing the Farmers' Market Vendor application vendors agree to abide by the rules of Citizen Square outlined in this handbook.

**There is one Saturday in August when the Community Development Office may relocate market sales to the "Depot" Community & Hospitality Center at 52 Franklin Street due to a legacy event.*

11. Kitchen

1. The rental rate for the kitchen during Saturday morning and Wednesday 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 Wednesday markets.

Farmers' Market at Citizen Square

Vendor Application

COMPLETE DESCRIPTION OF ALL ITEMS YOU PLAN TO SELL FOR THE 2021 SEASON:

*FOR EXAMPLE: FRESH GREEN BEANS, CANNED GREEN BEANS, DRIED GREEN BEANS)

**If a vendor plans to sell items produced by someone else, the vendor must submit the items and source.

Product	Source

(Use additional sheet if needed.)

Identify the **primary** type of product that you will sell at the market this year (based on greatest revenue):

- Produce*
 Meat & Seafood
 Dairy
 Eggs
 Plants & Flowers
 Value-added*
 Prepared food*
 Crafts/arts/services
 Other

*Produce refers to fresh foods that farmers plant, grow and harvest (fruits, vegetables, nuts, beans, etc.). The farmers do not process or minimally process the products.

*Value-added refers to products that have been processed through baking, cooking, canning, drying, fermenting, or preserving (baked goods, jams, dried fruit, pickles, wool yarn, etc.). Value added products can be produced by farm vendors with their own raw ingredients or by non-farm vendors with ingredients grown by an outside source.

*Prepared food refers to products that agriculture or non-agriculture businesses made from ingredients that they primarily purchase. You make the food at the market for immediate consumption (sandwiches, brewed coffee, etc.).

If you are selling anything other than products you grew or raised:

Copy of business license ___ Attached ___ N/A

If selling prepared foods:

Copy of VDACS license (unless under home exemption) ___ Attached ___ N/A

Copy of last VDACS kitchen inspection (if applicable) ___ Attached ___ N/A

If selling meat or poultry products:

Copy of meat and poultry handlers permit ___ Attached ___ N/A

Copy of Poultry Permit of Exemption (if selling over 1000 birds) ___ Attached ___ N/A

Copy of most recent VDACS inspection report ___ Attached ___ N/A

(If selling meat products that do not fall under the poultry exemption)

Farmers' Market at Citizen Square

Vendor Application

Insurance Requirements:

All vendors 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 this application.

The following data is collected to be used to promote the Farmers Market and to create individual signs and social media posts for our vendors:

Does your farm or business hold Organic Certification (or in the 3-year transition process)? ___ Yes ___ No

What other independently verified certifications does your business hold? (Certified Naturally Grown, Animal Welfare Approved, etc.) _____

Including yourself, how many people worked for your business either seasonally or year-round? Please include family workers (paid and unpaid), hired production or office workers, people hired to sell at markets, contract or custom hire farm labor, and paid interns or apprentices.

Seasonal (worked 149 days or less): _____ Year-round (worked 150 days or more): _____

How many years have you been in business? _____

How many miles will you travel to market? _____

In your own words, briefly describe your business:

Please email high-resolution version of your logo and a few high-resolution photos of your business operation to evanpelt@rockymountva.org

By signing below, I affirm that I have read and understand the rules outlined in the "Vendors Handbook for the Rocky Mount Farmers' Market at Citizens' Square," and I agree to abide by all rules and regulations as set forth by the Town of Rocky Mount. I also hold harmless said party from any liability that may arise from my use of the Farmers' Market at Citizens Square facility.

Applicant Signature

Date

There are several ways to submit an application:

- Electronically: Submit applications with attachments via email to farmersmarket@rockymountva.org or
- Printed Hard Copy: Applications can be dropped off at the Rocky Mount Municipal Building at 345 Donald Ave, Rocky Mount, VA 24151 by walk in or drive-thru between the weekday hours of 8:30am – 4:30pm.

TOWN USE ONLY

Date application received _____

APPROVED DENIED Reason if Denied _____

Signature of Approving Authority

Date