



CAPITAL CITY FARMERS MARKET

A Year-Round Market ◊ Downtown Montpelier ◊

Capital City Farmers Market

PO Box 515, Montpelier, VT 05601

Purpose: The purpose of the Capital City Farmers Market is to provide area residents and visitors with a marketplace where they may purchase farm products, locally made handcrafted items, and foods made with local farm products. This directly supports the Vermont local economy and provides consumers with the opportunity to have direct contact with these small local entrepreneurs.

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Outdoor Market:

A: The outdoor market is held at 60 State Street every Saturday, May to October.

B: The market opens at 9 a.m. and ends at 1 p.m.

C: Substitute/day vendors will be assigned vacant spots as deemed by the market manager.

Thanksgiving Market:

A: The Thanksgiving market is held the Saturday before Thanksgiving at the Montpelier High School.

B: The market opens at 10 a.m. and ends at 2 p.m.

C: Agricultural vendors may unload and set up the evening before, the time to be announced by the market manager.

Indoor Market:

A: For the 2017/18 season, the indoor market locations are undecided. Recent year's locations include Montpelier City Hall, Montpelier High School, and Montpelier City Center.

B: The market is held twice a month, normally on the 1st and 3rd Saturday of the month from December through April.

C: The market opens at 10 a.m. and ends at 2 p.m.

D: Substitute/day vendors will be assigned vacant spaces by the market manager.

A: Members are defined as follows:

1. **Voting members** — Members gain voting rights by attending at least 6 of the markets in a given year, starting in May and ending at the end of April, and paying a \$40 member fee (see Bylaws). Returning vendors gain voting rights by attending at least 6 markets in the previous year and vending a minimum of 6 markets in the current year.
2. **Nonvoting members** — pay the member fee and attend less than 6 markets
3. **Nonmembers** — do not pay the member fee and cannot vote.

B: Vendors are defined as follows:

1. **Full-season vendor** — Outdoor season vendor with an assigned space for 20 or more market dates.
2. **Part-time/day vendor** — Partial outdoor season vendor with an assigned space for under 20 market dates.
3. **Substitute vendor** — Approved vendor without an assigned space.

Vendor Categories:

Vendor Mix: In order to maintain balance in a full-capacity situation, these guidelines will be followed:

- for the outdoor market season — farm products at least 60%, prepared foods and crafts 40% (percentage based on linear feet of frontage at the market)
- for the indoor market season — farm products 70%, prepared foods and crafts 30%

Vendors who sell in more than one category will be placed in a category based on the predominant activity of their business as a whole.

The following items, which are produced on your farm, residence, or a Vermont-certified facility may be sold at the market:

A: Agricultural Products:

An agricultural vendor is defined as follows: a vendor who sells food, fiber, plants, flowers and value-added agricultural food products (such as salsa, soups, sandwiches, pickles, and jams).

75% of the ingredients in value-added foods must come from their own farm. Agricultural products include:

- fresh produce, flowers, seedlings, honey, wool, eggs, meat, cheese and other farm products.
- Any purchased plugs or cuttings must be grown by the vendor for at least 12 weeks to be eligible to sell at the market.
- Vendors selling meat are required to own, manage, and feed the animal for at least the last 75% of the animal's life (except for poultry and laying hens, which must be raised for their entire life by the vendor) .

B: Prepared Food Products:

A prepared-food vendor is defined as follows: A vendor who makes food at their home, licensed kitchen, or place of business or at the farmers market itself and adheres to all of Vermont's health regulations.

- Vendors offering prepared food for sale must use at least three locally grown ingredients or at least 50% in at least one product they offer at market.

C: Craft Products:

A craft vendor is defined as follows: A vendor who sells items that are handcrafted by the vendor (products such as flea market items, antiques, and secondhand clothes, do not meet these specifications).

- The market prioritizes crafts made from natural or local materials.

Vendor Expectations:

General Expectations:

A: The vendor/producer/owner of the business must attend a minimum of 50% of the markets each season that a vendor attends, during the operating hours of the market. Family members who are directly involved with the production of the product are included in this 50%. Substitutes for selling vendor products are allowed up to 50% of the dates you attend.

B: Everyone must be in place during market hours, even if you sell out or the weather is inclement. There should never be any question in the minds of market customers whether or not the market is open. Vendors who sell out are required to place a sign on their table stating "Sold Out."

C: All vendors are required to properly secure their canopies and umbrellas.

1. Adequate weight for each canopy leg (weights free of sharp edges),
2. Weights securely attached to the canopy
3. Vendors without weights deemed adequate by the market manager or board member must rent and use CCFM market weights or take their canopy down.

D: Gross Sales Reporting: Vendors will be given a vendor gross sales reporting form at each market to fill out and give to the market manager at the next market. Vendors are responsible for returning the information to the manager after their last market or if they anticipate absences of a month or more. Providing gross sales figures to the state shows the economic impacts of farmers markets in Vermont and allows the market to measure changes in sales over time.

E: Site Visits: Vendors must be willing to accept visits from the CCFM Board or the market manager as deemed necessary by the CCFM Board.

F: All vendors using a burner or heating device must bring a fire extinguisher to the market.

G: All vendors are expected to comply with all rules and regulations of the State of Vermont relating to the product they are selling (including but not limited to state ID tax, sales tax, labeling, safe food handling practices, and processing laws). Sellers of non-food items must follow state sales-tax procedures.

H: Membership cannot be transferred if a vendor's business is sold.

I: All vendors are encouraged to use environmentally friendly packaging and to reduce and minimize waste. Styrofoam packaging is not allowed.

J: Vendors are not allowed to smoke within the perimeter of the market.

K: All vendors are expected to participate in the market in the spirit of cooperation. Vendors should conduct themselves in a manner that enhances the experience of the market consumers, the manager, other vendors and supports the link between the producer and the consumer. A vendor is a representative of the market at all times, even while not at market. When actions of a vendor are not in the best interest of the market, the market has the right to exclude the vendor. (see Enforcement)

Agricultural Regulations:

A: Produce vendors must use certified legal-for-trade scales for selling by the pound.

B: Produce vendors should follow state food handling guidelines.

Food Producer Health and other Market Regulations:

A: Sellers of prepared foods must follow state health laws and should not handle food with bare hands.

B: State health regulations require that prepared food be covered and that any perishable food be kept adequately chilled or heated.

C: Prepared food vendors are required to post a sign listing the local ingredients used in their products and the farm source used for these ingredients.

D: Styrofoam packaging for serving prepared food is not allowed.

Cancellations:

Vendors must notify the market manager by 6 p.m. the Wednesday before market if they cannot attend that week's market. One late cancellation or absence without notice will result in loss of 5 vendor points, barring emergencies.

- Vendors will not be reimbursed for cancellations or no-shows, except at the discretion of the board.
- Unannounced absences may result in a loss of vending space for the season.
- If a vendor is dismissed from the market, money paid for a season space will not be refunded.

Any exceptions to the above rules may be made at the discretion of the market board or market manager and will be reconsidered each year. Sellers having difficulty meeting these requirements can appeal to the board.

Enforcement:

Breaking market rules: Vendors should be familiar with the rules and are responsible for following them. Violations of the market rules may result in a written warning and loss of vending points. In general, points are deducted for breaking a market rule. Penalties, including suspension and permanent expulsion for serious infractions, will be decided by the Board.

Prior to termination, a vendor will be given a written notice and an opportunity to speak at a scheduled Board meeting. The membership shall be warned of any proposed permanent expulsion.

Grievance Procedure: The following steps must be taken by the vendor to address the CCFM Board's concerns with regard to the rule(s) broken.

1. Explanations must be in writing and addressed to the CCFM Board, clearly stating the vendor's reasoning.
2. Vendor grievances will be addressed at a CCFM Board meeting.
3. The CCFM Board will respond within 15 days following a board meeting where the grievance was discussed.

Market Programs:

The market operates the following programs at market, which, if applicable to their product, all vendors must agree to participate in.

Capital City Farmers' Market reserves the right to sell items for fundraising purposes.

A: Farm-to-Family: The outdoor market participates in the Farm-to-Family program. The State of Vermont distributes coupons to low income families which are used to purchase produce during the summer. Vendors are reimbursed 100% for all coupons redeemed. To apply, please contact the Department of Children and Families before the outdoor market begins: 802-769-6264, mary.carlson@state.vt.us.

B: Market Cash: The market has a wireless EBT (food stamp) and debit card machine. Customers who use this service are given "market cash" in the form of wooden \$1 and \$5 tokens. Vendors are reimbursed 100% for all tokens accepted.

C: Wholesome Wave/Crop Cash Coupons: A \$1 coupon administered over the indoor and outdoor seasons. Vendors are reimbursed 100% for all coupons redeemed.

D: Capital City Farmers Market Incentive Coupons: Vendors are reimbursed 100% for all coupons redeemed.

Capital City Farmers Market Vendor Fees:

Outdoor Market Fees: Except with special permission from the market board, all vendors accepted for full- or partial-season vending spaces at the outdoor market are required to pay 50% of their season's fee upon acceptance into the market and 50% by June 30. The discount rate is only available to members who attended the previous year's annual meeting or who provided four hours of volunteer time to the market in the previous year.

Outdoor Market Season Rates	Single Space	Space and ½	Double Space
Full season member with discount	\$400.00	\$600.00	\$800.00
Full season member without discount	\$450.00	\$675.00	\$900.00

Outdoor Market Daily Rates

Weekly member vendor	\$20.00
Weekly nonmember vendor	\$27.00

Thanksgiving Market Fees: Vendors must pay for their space by September 30th. **In addition to this space fee, vendors are charged a fee of 2% of their gross sales payable at the end of the market.**

Fees will be based on square footage. \$0.60 per square foot
(i.e. for a single space 10 ft. x 7 ft. = 70 square feet x \$0.60 = \$42.00 fee).
Nonmember vendors pay an additional \$10 nonmember fee.

Indoor Market Fees: Except with special permission from the market board, all vendors accepted for a full or partial season vending space at the indoor market are required to pay 50% of their season's fee by October 31 and 50% by February 1. These fees only apply if paid before February 1, and they are nonrefundable.

Indoor Market Season Rates	Daily Rate	Single Space (8 ft.)	Space and ½ (12 ft.)
Full-season member with discount	\$30	\$300	\$450
Full-season member without discount	\$45		

Point System and Seniority:

A vendor's acceptance into the market, space assignment, and market attendance are all decided by the CCFM Board with reference to the vendor's seniority. Seniority is based on the number of points a vendor has accrued by participating in the market. All new vendors start with zero points. Points accrued by new vendors during their first year do not contribute toward seniority until the market board determines that new vendors have met the board's expectations. Determination will be made by the board at the end of the season based on the existing criteria. A vendor does not have to be a member of the Capital City Farmers Market to accrue points. Seniority is not transferable between the outdoor and indoor market seasons.

Points are awarded in the following ways:

- Attendance to weekly market: 1 point is awarded for every market a vendor attends.
- Volunteering for the market: Opportunities exist to volunteer for the market.
 - Contributions, such as craft demonstrations, earn 1 extra point per season. Other volunteer opportunities are awarded points on a case-by-case basis. Inquire with the market manager if you are interested in volunteering and earning extra points.
 - Points will be awarded based on the amount of time a member volunteers for a task.
- Serving on committees
- Participation on the CCFB Board:
 - Board members receive 4 points per season.
 - The president and treasurer receive 6 points and a free 10' vending space at the outdoor market for their added responsibilities.
- Being a farmer: Farmers receive a one-time only award of 10 points for being a first-year, full-time vendor.

Vendors can take a season's leave of absence without forfeiting their points, provided they continue to pay their annual member fee. After one season's absence, a vendor's points will be reduced to zero, with board discretion given for extenuating circumstances.

General Market Day Instructions:

Setup Guidelines: To discourage congestion, goods for sale oriented toward the pedestrian walkway or aisle must be located a minimum of 1 foot inside the end of the vending space line. Goods for sale can be placed up to the line if oriented away from the aisle (or such as to discourage congestion). Vendors are encouraged to set up their display in a way that draws customers into their space, utilizing the entire space front to back.

What to Bring: The market provides space, promotion, and coordination. Vendors will want to bring tables (some tables available at the indoor market), cloths, shelves, chairs, signs and labels, scales, broom, tape, pencils and paper, vendor fee, and sufficient change. The market encourages each vendor to carry liability insurance for market sales.

Vendor Conduct: Vendors are expected to conduct business in a professional manner. The use of the gym and the parking lot is a privilege we want to retain. Vendors may not use the dumpster in the church or gym parking lot. Before you leave be sure your space is properly cleaned up.

Outdoor Market:

Vending Space: To determine fees, vending space is defined by linear feet. A single space is 10 linear feet and the depth of the parking space, large enough to fit a standard-size canopy. Additional area vendors may find adjacent to their defined space is considered "dead space" and may not be used for vending. Using existing applicant priorities and criteria, non-agricultural vendors can apply for one space and agricultural vendors can apply for up to two spaces. Non-

agricultural vendors can only be assigned extra space, up to two spaces, at the discretion of the board. Only vendors with grandfathered privilege may have 3 spaces.

Outdoor Market Day Obligations: Market hours are 9 a.m. to 1 p.m. All vendors may drive into the market area to set up. However, all vehicles must be off the lot by 8:30 a.m. Vendors with trailers must be off the lot by 8 a.m. Vendor vehicles must be parked in the parking area behind People's United Bank or the state employee parking lot off Taylor Street, unless special permission is granted by the market manager. Any spaces still vacant after 8:30 a.m. are available to the market manager to assign as needed. No vehicles, except those given special permission, will be allowed on the lot between 8:30 a.m. and 1:10 p.m.

Thanksgiving Market:

New applications for the Thanksgiving market will only be considered if applicants currently vend at the outdoor or indoor markets. All vendors (as of 2009) who participate only in the Thanksgiving Market will be grandfathered.

Vending Space: Space varies from 6-foot frontage to 16 feet. In general, larger spaces are awarded to agricultural vendors. Spaces are between 6.5 to 7.5 feet deep.

Thanksgiving Market Day Obligations: Agricultural vendors can set up the evening before, at a time set by the market manager.

Given the limited space for unloading, vendors must unload into the building and move their vehicle before they begin setup inside.

- All vehicles must be off the front lot by 9:30 a.m. to make room for customers.
- Vehicles must be parked behind the Montpelier High School gym or at the far end of the side parking lot unless special permission granted by the market manager.

Indoor Market:

Vending Space: A single space is 8 linear feet by 10 feet deep,

Allocating Space: In allocating space, the board will maintain the number of vendors as far as possible in the ratio of agricultural products 70%, prepared foods 15%, and crafts 15%.

- Agricultural vendors have the option to share a vending space with other farmers at the Indoor markets.
- All vendors with product at the market are required to attend at least 50% of the markets where their product is sold, regardless of space sharing or quantity of product.

Parking: All vendors may drive into the adjacent parking area to unload their product. Given the limited space for unloading, vendors must unload into the building and move their vehicle before they begin set-up inside. All vehicles must be off the lot by 9:30 a.m. to make room for customers. Vehicles cannot be parked behind City Hall unless special permission is granted by the market manager.

Application Process:

The following rules and policies apply to all markets. Rules and policies specific to the different market seasons can be found under — outdoor market, Thanksgiving market, and indoor market.

Applicant Priorities and Criteria: All items must originate from central Vermont and be produced by the vendor. “Central Vermont” means “within Washington County or the counties that border on Washington County.” Applications from vendors outside of central Vermont will be considered on an individual basis. Size and geographic scope of a business will be considered when reviewing new applications.

No items may be bought for resale at the market. The market does not accept vendors offering services (i.e. chair massage, tarot reading, etc.).

New substitute vendors are conditional upon review by the board after attending their first market.

Applications will be reviewed and prioritized according to the following priorities the “point system” and the following criteria. Spaces are assigned according to vendor choice and Board discretion. Priority will be given based on proximity to Montpelier and to:

- CCFM member farmer/growers
- non-CCFM member farmer/growers
- CCFM member vendors using locally grown products
- non- CCFM member vendors using locally grown products
- market attendance (previous years’ and anticipated current year’s attendance)
- level of participation in market activities,
- farm products
- eye appeal of display
- product contribution to market purpose
- origin of materials and ingredients
- the amount of labor and value added to the product
- availability of space
- consideration of product balance in the total market plan
- amount and percentage of local ingredients in food products

Other admittance factors: Before admitting new vendors or allowing existing vendors to add products currently sold at the market, the board will consult with existing vendors selling those products. The final assignment will also take into account the total market plan along with considering vendor input. The market board will periodically inspect vendors to insure they are growing their own food, using local foods in their food products, or making their own products.

Application Requirements:

All applications must include a complete list of items sold at the market. No one will be allowed to sell without a completed and approved application on file. If a vendor wishes to add items to their applications, they may do so with approval of the market board. The board will review

these requests and any new applications four times per year.

Due Date: Applications must be mailed and postmarked on or prior to January 31. Confirmation of space assignments will be emailed around February 15.

New Applicant Fee: New applicants to the farmers markets must pay a one-time, nonrefundable \$10 application fee.

Market Contact Information:

Capital City Farmers Market, PO Box 515, Montpelier, Vermont 05601-0515
Manager, Ashton Kirol, manager@montpelierfarmersmarket.com, 802-793-8347

Capital City Farmers Market Board:

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