



Newark Natural Foods Co-op Farmers' Market 2020 Guidelines

The mission of the Co-op Farmers' Market is to provide the opportunity for the surrounding community to come together and enjoy shopping at a producers only market for a variety of local fruits and vegetables (organic and traditionally grown), meat, eggs, grains, breads, herbs, plants, arts and crafts and other locally produced items. The market's goals are to:

- *Provide an opportunity to buy local food and goods*
- *Support farm families and local agriculture*
- *To support the mission of Newark Natural Foods in fostering food security through greater access and education*

The Co-op Farmers' Market (referred to as the "Market") is an extension of the marketing department at Newark Natural Foods Co-op (referred to as "NNF").

Market Guidelines: The Market is governed by NNF through a team of NNF employees (referred to as the "Market Team"). The Market will follow the Principles of Cooperation as outlined in NNF's Vision Statement (see website for more information).

The Farmers' Market is unable to guarantee a permanent spot for any vendor. Location is subject to change at any time deemed necessary by the Market Team.

The Farmers' Market is unable to guarantee exclusivity to any vendor for any product.

Market Team Contact Information:

Market Manager: Catherine Hallman

Store Phone: (302) 368-5894

Cell Phone: (717) 479-1668

Email: catherine@newarknaturalfoods.com

Address: Co-op Farmers' Market, c/o Newark Natural Foods, 209 Newark Shopping Center, Newark, DE 19711

The Market and NNF will not be responsible for accidents or lost articles. All vendors are required to carry their own Liability Insurance and must provide proof as noted in the Required Documents List.

Market Seasons and Times: The Market will begin on the first Sunday of May (May 3rd, 2020) and end on the last Sunday before Thanksgiving in November (November 22nd, 2020). The Market will be held each Sunday between 9:30 am and 2:00 pm in a designated area of the parking lot in the Newark Shopping Center.

Vendor Fees: **Applications are due February 17th, 2020 so that we can review your space request. Submitting application does not guarantee a space in the 2020 Co-op Farmer's Market. If your application is accepted, all other required documentation is due by March 16th, 2020 including payment.** The Market Team will collect vendor fees. If paying by check, make payable to: "Newark Natural Foods" and put "Co-op Farmers Market" in the memo line. **Payment is due March 16th, 2020. If payment is not received by Friday, March 16, 2020 - the space will be offered to the next vendor on the waiting list. You will not receive a reminder.** Booth rates are as Followed:

\$300.00 Full Season 1 space (10x10)

\$495.00 Full Season 2 spaces (10x20)

\$200.00 Half Season, every other week

\$25.00 Per Market - Once-per-Month/Fill-In

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Attendance: Vendors are expected to attend all assigned Market dates over the course of the season regardless of weather conditions (excluding extreme/unsafe conditions). Any pre-arranged absences from the Market must be coordinated with the Market Team. Vendors are required to provide at least **48-hour notice** to cover absences from the market. Three failures to show or cancellations with less than 48-hour notice will result in termination of the vendor agreement and expulsion from the market for the remainder of the season.

The Market Team will determine if the Market should close because of inclement weather. **All vendors will abide by the decision of the Market Team.** Vendors who disregard NNF Decisions regarding market closing will be subject to suspension and/or termination from the Co-op Farmers Market. Your safety is of utmost importance to us. If during any inclement weather you wish to leave, you may do so.

Required Documentation: **Vendors are personally responsible to be in compliance with local, state and federal regulations that apply to their business. The Vendor shall provide the Market Team with copies of all relevant documentation from the Required Documents List by March 16, 2020 - the same date payment is due.** No Vendor will be accepted into the Market without providing adequate supporting documents, nor shall any Vendor operate beyond the requirements of the Co-op Farmers Market or the purview of their licensures or certifications in accordance with applicable local, state and federal regulations. Failure to provide required documentation prior to arriving to sell at the Market will result in the Vendor being turned away and their space given to the next Vendor on the waiting list.

Required Documents List: This list has been designed to help our Farmers Market maintain compliance with applicable local, state, and federal regulations. Copies of the following documents need to be submitted with the Co-op Farmers' Market Application. Additionally, NNF requires certain documents to be displayed clearly in the vending area.

- **Business License & Liability Insurance:** It is required that each member of the market carry individual liability insurance. A certificate of insurance must be given to the market manager naming Newark Community Cooperative, Inc. directly on the certificate. (NNF can be added as a location on your current policy).
- **Delaware Temporary Food Establishment Permit:** If the Vendor intends to sell or sample prepared foods, a copy of the Vendor's current Temporary Food Establishment Permit must be provided to the Market Team along with the signed application. For more information about obtaining a Delaware Temporary Food Establishment Permit, please refer to the Delaware Health and Social Services (DHSS) [website](#). Another copy must be clearly displayed in the Vendor's booth.
- **Public Health License/On-Farm Value-Added Certificate:** If the Vendor intends to sell or sample any value-added products, then a copy of the Vendor's current Public Health License or On-Farm Value-Added Certificate (i.e., proof of an FDA certified kitchen) must be provided to the Market Team along with the signed application. For more information about obtaining a Public Health License, please refer to the Delaware Health and Social Services (DHSS) [website](#). For more information about obtaining an On-Farm Value-Added Certificate, please refer to the Delaware Department of Agriculture (DDA) [website](#). The State of Delaware offers reciprocity for businesses based out of Maryland, Pennsylvania, and New Jersey.
- **National Organic Program Certification:** If the Vendor intends to represent any produce as "organic", then a copy of the Vendor's current certification must be provided to the Market Team.

Sales Reporting: All Vendors are required to submit weekly total sales to the Market Team within 48 hours. These sales totals are to be reported as they divide into two categories, Produce and Non-Produce. Individual sales totals will be kept confidential and reported in aggregate to the State of Delaware Department of Agriculture. We will also report aggregated sales totals to all vendors as soon as the information is available. ***If you have not reported sales totals within 48 hours, you will receive a reminder to submit totals. If you do not submit your totals within 24 hours of receiving the reminder, you will be suspended from the market for the upcoming Sunday, and will not be allowed to return until sales totals are received.***

Set-Up/Breakdown: Vendors are expected to be ready to sell at 9:30 am and continue to sell/stay set-up until 2:00 pm. The exception are food trucks which are required to arrive by 8:30am, at the latest, so that they can get their trailer/truck/rig into position. If a food truck does not arrive in time and is not able to set-up in the appropriate space, they will not be allowed in the market that Sunday. Sales are not permitted before 9:30 am or after 2:00 pm. *Breaking-down early is not permitted even if all goods have been sold.*

Vendor Spaces: Vendor spaces will be assigned by the Market Team prior to the first Market date. Vendors are only permitted to set-up and display products within the boundaries of their assigned space. Vendors may not have containers, product, or people outside of their vendor space. Vendors may not ask another vendor to change their booth space in order to better accommodate them. Vendors are required to bring all of their own equipment, tables, chairs, cover/umbrella, etc. All vendors are required to have a canopy tent that fits within their assigned space. All tents must be adequately weighted to withstand all weather conditions. NNF does not provide vendors with any equipment or supplies.

Electricity is not provided. Any vendor who requires electricity must provide their own properly rated extension cords and may use only a “quiet” or “silent” generator, operating at 75dB or less at peak load. Any generator found to be producing sounds at greater than 75dB will be turned off, at the Manager’s discretion, and the Vendor may not return to the market until they have demonstrated compliance with this rule.

A member of the Market Team will be at the Market 90 minutes prior to the starting time to ensure proper set-up. To ensure good traffic flow in the Market area, vendors are asked to unload all equipment/supplies and park their vehicles/trailers prior to setting up. Breakdown/clean-up will commence at 2:00 pm and must be completed by 3:00 pm. The Vendor shall remove all personal equipment/product and debris/trash upon departure.

Sales Regulations: We are a producers only market. No brokers or resellers are permitted.

The following items may not be sold at the Market:

- Re-sale items
- Unpasteurized (raw) milk or unpasteurized milk products
- Ice Cream, Italian Ice, Gelato, Frozen Custard, Water Ice, or any other frozen dessert
- Live animals
- Any other items specifically prohibited by the terms of our lease
- No brokers

The Market Team reserves the discretionary right to prohibit the sale of items deemed inappropriate.

The Market Team reserves the right to visit farms and related facilities to ensure compliance.

In the case of farmers and small growers, and with prior approval from the Market Team, produce may be supplemented with produce from neighboring farms by no more than 25% of product offered. Farmers are prohibited from purchasing produce from an auction or at wholesale for resale at the Market. All supplemental produce must be clearly labeled for customers with either the farm name or the city and state where the produce was grown.

All EBT/WIC Reimbursements must be made within the day of the original transaction between customer and vendor. Reimbursements will only be provided through the Farmers Market Cash Box, in market, during regular market hours or at the end of market. Please, note that Newark Natural Foods has the right to refuse any reimbursements that do not follow these guidelines.

Only those items listed on the Market Application may be sold. The Vendor must notify the Market Team in writing of any proposed changes before bringing previously unlisted items to the Market.

As per Federal regulations, market participants must clearly display signs that show the name of their farm/business and location. Prices must be legible and visible for customers to see. All farmers, growers, and producers are required to post prices at all times.

Items requiring refrigeration must be kept at proper safe temperatures and will be checked by the Market Team.

- Eggs: Shell eggs packed for the consumers are to be stored under refrigeration at a temperature of 45 degrees Fahrenheit or below at all times while selling at the market. Shell eggs must be intact and free of cracks. Eggs must be from the farmer’s own fowl. Egg cartons must be properly labeled in accordance to the state regulations.
- Meat and Poultry Products: Meat and poultry products sold at the market must be kept frozen at a temperature of 0 degrees Fahrenheit or below.

All food vendors must present the proper permits and licenses from the Department of Health and Social Services (DHSS) and the State of Delaware with their application. See the "Required Documents List" for more information.

Vendor Etiquette: All vendors are expected to conduct themselves properly. Rudeness, loud, and /or profane language, arguing or harassment will be considered violations and grounds for removal from the market. Market Management reserves the right to dismiss any vendor that day, or for the rest of the market season, for behavior and/or non-compliance. Vendor fee's are non-refundable.

Disputes: It is the mission of the Co-op Farmer's Market to offer customers items specifically meeting the guidelines of a Producer's Only market. All complaints and/or concerns should be reported to Market Management and submitted in writing. Market Management will address all issues appropriately.

No hawking of products is permitted, please do not approach shoppers in the market.

Food safety: The Farmer/Producer shall be responsible for providing uncontaminated, bacteria free product/produce, using recommended standard sanitary practices. Good Agriculture Practices and Good Handling Practices (GAP/GHP) will be followed. Please refer to USDA and Delaware Department of Agriculture and Delaware Department of Health guidelines for more information (Delaware Code: Title 3 Agriculture).

Food items must be displayed at least 6 inches off the ground. The Vendor shall, at all times keep their space, including the surrounding area, clean and free of debris.

Tobacco Products: The use of all tobacco products (including e-cigarettes) are prohibited within the boundaries of the Market area.

Fund Raising Organizations: From time to time, the Farmers' Market may host local fund raising organizations. These organizations must follow NNF's policies for fundraising organizations. Please contact the Market Manager for a copy of the guidelines and approval.

Guideline Violations: Below you may find the responding actions by The Market Team, if you are found in violation of any guideline rule/process. Each case, vendor, and incident will be handled individually, however, these responses shall act as our guide as we attempt to reprimand unwanted behavior.

→In the first instance of rule violation, or otherwise problematic behavior, vendors will be issued a written warning, citing the issue at hand as well as the rules that are at play.

→In the second instance of rule violation, or otherwise problematic behavior, vendors will be suspended from the market, and will receive an email detailing our action regarding any future violations. Suspension length will be a determination, based on prior issues, and the severity of the violation.

→In the third instance of rule violation, or otherwise problematic behavior, vendors position in our market will be reviewed. This is the point where, taking all factors into consideration, we will make the decision whether to further suspend or terminate the vendor in question.

Termination of Vendor Agreement: This agreement is subject to termination by either party at any time, without refund, for any reason. Please notify the Market Team in writing with intention to terminate the vendor agreement. All vendor agreements are subject to the terms of Newark Natural Foods' Lease Agreement.