The Market at Ag Heritage Park Rules & Guidelines for Vendors 2015

Introduction

The Market at Ag Heritage Park, referred to as “The Market” in this document, was founded on the concepts of regional food production for fresh consumption, promotion of family farming, direct marketing of farm products, and the common good of all who participate in the market. With these goals, the following rules and guidelines are intended to make it as easy as possible for local producers to sell their products directly to the general public without much of the “red tape” associated with conventional marketing outlets. The success of our market depends on a good growing season and the active participation and cooperation of many and varied producers.

Location

The Market at Ag Heritage Park shall be at the AU Agricultural Heritage Park. Ag Heritage Park is located in the corner of Lem Morrison Drive and Donahue Drive on the Auburn University campus in Auburn, Alabama.

The Selling Season

The Market will be open for sales from 3:00 to 6:00 PM every Thursday of the market season. The season for 2015 is May 14 through Aug. 27 with the option to extend the dates into the fall if produce remains available. The Market will be held every Thursday, rain or shine. In the event of inclement weather, The Market may be cancelled if weather conditions are dangerous to customers, vendors or workers.

Permits and Fees

A growers’ permit must be completed before selling at the market. Permits are available at no charge from the County Extension Office. The purpose of the certificate is to ensure that the products sold originate with the producer, his or her family, employees or partners. This allows the producer and the customer to be exempt from state and local taxes for produce sold. If you are selling products that do not allow you to be classified as a grower, i.e.; baked goods, you are required to have a business license from the City of Auburn, Lee County, and the State of Alabama and are responsible for collecting and remitting related sales taxes. On-site proof of liability coverage also is recommended. To learn about liability coverage options, contact the Alabama Farmers Market Authority at www.fma.state.al.us/, don.wambles@fma.alabama.gov, 334-240-7247 (phone) or 334-240-3723 (fax).
Any fees collected by the market are for the express purpose of promoting and operating The Market Ag Heritage Park. This includes, but is not limited to, administrative expenses and advertising.

Space Assignments and Reservation Policies

Vendors should reserve a space a week in advance of each market day. To reserve a space, contact 334-321-1603 or 334-844-3204. Spaces will be automatically reserved each week for season pass holders unless The Market Manager is notified otherwise that they will not be attending.

Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by The Market Manager unless an additional space has been assigned and payment received. Maximum vehicle size is a 1-ton pickup truck or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle must be disconnected and moved out of the area. If a trailer or display is obstructing vehicular or pedestrian traffic, or is judged to be a safety hazard by The Market Manager, it must be moved. Vendors must display products on tables in retail size containers, packages and display must be attractive (cannot sell out of back of truck, except for melons). No produce or edible products can be placed on the ground.

Tents will not be provided by The Market management but vendors are welcome to bring their own tents.

Producers and food vendors may license a space for the entire season by paying a license fee of $200; weekly vendors pay a license fee of $20. Checks should be made payable to Auburn University College of Agriculture.

Set-up for The Market will begin at 1:30 PM each Thursday. All vendors must be setup and in place to sell no later than 2:30 PM and ready to do business when The Market opens at 3:00 PM. If running late, contact the Market Manager at 334-321-1603.

The Market Manager designates the vending location for all producers with or without vehicles, and if the Market Manager judges it necessary, may require a producer to relocate.

Regulations

Producers may sell at The Market. A producer is defined as the person who grows or makes the product and may also include the producer’s immediate family, partners, employees, or local cooperatives upon prior review. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Any complaints filed with The Market Manager concerning production regulations will be investigated by the College of Agriculture and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in expulsion from
The Market for the remainder of the selling season, and no refund will be made for market fees paid to date.

All produce vendors must have a signed Grower’s Permit from their local Extension office. The Market Manager may also visit vendor’s farms to learn more about the operations.

Arts and crafts are permitted for sale at the market ONLY if these items have received prior approval by The Market Manager. If there is any question whatsoever about whether an item is appropriate for sale at The Market, a brief written proposal should be submitted to The Market Manager for review prior to the sale day.

Producers may sell their own farm and kitchen products including (but not limited to): fruit, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, honey, and baked goods. Many items are subject to Health Department regulations. It is the responsibility of the producer/vendor to abide by these regulations. Contact the Health Department for inspection and approval. No cooking is permitted within the market area without prior approval by The Market Manager. It is the responsibility of each producer to abide by all state and federal regulations which governs the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The Market, Auburn University, the City of Auburn, and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance are the responsibility of the producer. If there is any question whatsoever about whether an item may be sold at the market, a brief written proposal should be submitted to The Market Manager for review. Each motor vehicle used at The Market must be covered by liability insurance and proof of that insurance must be available on-site at each market day.

At the beginning of each market day, vendors will check in with The Market Manager. Gates will open for vendor set-up at 1:30 PM and vendors must be set up at the market by 2:30 PM. Those who arrive late must have special permission to enter The Market after 2:30 PM and will only be allowed to enter if the conditions are safe. Each seller must remain on-site until 6:00 PM and all produce, baked goods, boxes, containers, etc. must be loaded for removal by 6:30 PM. The Market Manager will have the authority to change the market hours on special occasions.

The sale of live animals is not allowed at the market.

In the event of rain, The Market will be open as long as conditions are safe. In the event of a dangerous weather, all vendors should seek refuge in their vehicles and must discontinue selling until all danger has passed. The Market Manager has the right to cancel or curtail a market day if conditions are deemed unsafe.

Electrical generators are not allowed at the market unless approved by The Market Manager. A limited number of power outlets are available for a small charge. These are on a first-come, first-served basis. Vendors must bring their own all-weather extension cords and should arrange for a space near the power outlet. Electrical cords must not be a safety hazard.
Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed as a market commodity is not permitted.

Vendors must be 16 years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child’s conduct and safety.

Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by The Market Manager.

Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day. All trash must be transported off the property following the close of the weekly market. Dumpsters are not provided for The Market and on-site dumpsters are prohibited from use.

The Market Manager will have the full power to enforce all rules and regulations within the market area. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in The Market for a length of time determined by The Market Manager and the College of Agriculture.

The Market Manager reserve the right to terminate a license for any reason at any time without refund of the membership license fee. The Market Manager reserves the right to allow Auburn University and affiliated organizations to sell produce and other items that may benefit the market on a case by case basis.

**Guidelines**

*It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility.*

*Public restrooms are located on the site.*

*One 6-foot table and two chairs are available at no cost to vendors. Please note, that only ONE table and TWO chairs will be available each market day throughout the season for full-season vendors. Tables and chairs for weekly vendors may be limited.*

*It is recommended that each vendor have a sign identifying the name and location of their farm. Signs for vendors and other decorations are to be approved by The Market Manager.*

*Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by The Market Manager unless an additional space has been assigned and payment received.*
*Tidiness of the market is essential. Please keep your area clean during the market and make sure it is cleaned up at the end of each market day.

*If you are a season pass holder and do not show up and do not call, your space may be moved.

*All vendors must supply their own tents. Tent setup is also the responsibility of the vendor. Please work together with other vendors to manage your own tent set up.

*No vendors are allowed to sell before the market opens at 3:00 PM.