

# SAMPLE GOALS AND POLICIES DOCUMENT

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## The Rutland County Farmers' Market



~ Saturdays from 9am to 2pm, and Tuesdays from  
3pm to 6pm. May 8th - October 30th~

Our agricultural vendors offer high quality vegetables and fruits in season, eggs, cheese, honey, maple syrup, cut flowers, herbs, annuals, perennials, seeds and more.

Our bakers provide delicious, oven fresh breads, rolls, cookies, pies and other sweet treats.

Food vendors bring a variety of specialty foods, sauces, jams, jellies, and pickled veggies.

Talented local artists and crafts people present their wood crafts and pottery at the market.

For additional information call Judy at 802-773-4813

### Market Goals

#### THE GOALS OF THE MARKET ARE:

- To promote local agriculture and cottage crafts.
- To create a direct producer consumer marketplace.
- To provide the consumer with the assurance of quality in Vermont produce, baked goods and crafts.
- To provide a vehicle for the rural and urban qualities of the County to blend in harmony.
- To provide a festive market place, adding color and diversity to our city, benefiting local merchants and townspeople alike.

#### WHAT CAN BE SOLD?

Any product that is homemade, handmade, homegrown, or gathered from the wilds of Vermont. Locally grown produce, vegetables, fruits, honey, flowers, herbs, maple syrup,

home baked goods of any kind, homegrown livestock, eggs, cheese or dairy products. Paintings, pottery, stained glass, jewelry, woodcrafts and a multitude of other crafts, only limited by one's imagination.

### **WHO MAY SELL?**

- We are an open market. Anyone may participate, from fulltime farmers to backyard gardeners, accomplished artisans to novice crafts-persons.
- No jobbers or wholesalers are allowed.
- Vendors may sell for others on a cooperative basis in accordance with market policy.
- All vendors must be properly insured and licensed, when required, under state or city regulations. If in doubt, please check with the coordinator.



## **Market Policy for 2010**

### **• RESPONSIBILITIES OF MARKET MEMBERSHIP**

- Each vendor shall fill out a market registration form and hold in his/her possession a copy of the marketing policy, which acts as an acknowledgement of compliance to marketing policies for 2010.
- An annual registration fee of \$15.00 will be required of all vendors 18 years of age or older.
- Spaces are sold in 5" Increments to a Maximum of 20' X 10'. Your purchased space is your maximum allowable selling area.
- Electricity at the Market will only be available to entertainment.
- If a vendor is not present by 8:30AM and has not notified the Market Coordinator by 7:00 PM Friday, that space may be reassigned.
- If a vendor is using a tent at the Market, they must anchor it.

### **• POLICY DEFINITIONS**

- The vendor/owner is the individual signing the registration form. He/She is responsible for conformance to the policy and the goods brought to the market each day, and accountable for the origin of such goods.
- Owner grown goods are those goods directly produced by the vendor on land owned, leased or rented by him/her. In the production of these goods a vendor may hire labor and custom piecework such as plowing, harrowing, planting, spraying, or

fertilizing. The vendor must be financially responsible for each production phase of developing his/her crop.

- **ORIGIN OF GOODS**

- A vendor's goods and/or sales must be of his/her own making or production on each day of participation in the market. Production of goods must be conducted by the vendor/owner with his/her immediate family or hired help on land owned or leased by him/her within the geographic area specified.
- The geographic area is Rutland County and all adjacent Vermont counties, as well as Washington County New York, north of RTE 149. Produce or crafts must be marked with appropriate labels of origin.
- Berry Clause – Any vendor may pick berries in season at local U-pick operations. These berries must be from within the defined geographic area and clearly marked as to their source.

- **CRAFT POLICY**

- All of the items for sale on a vendors display must be hand-crafted in the geographic area designated in the general policy, and must use materials found or grown in the geographic area.

- **PLUG POLICY**

- Purchased plugs and plants with which a vendor has labored for at least four weeks of their growth time shall be permitted.

**Special Notification**

\* Any grower should contact the Coordinator for:  
early or inordinate crop arrivals that deserve attention

**Remember:** If you don't grow it, bake it or make it! ~ **Don't bring it to Market** ~

