



Vendor Handbook and Guide

Updated March 2024

General:

Contact information:

SustainFloyd Foundation
203 South Locust Street, Suite H
Floyd Virginia, 24091

Phone: 540-745-7333

Email: Info@sustainfloyd.org

FFM manager: Jasmina Janjic, (pronounced Yasmina)

FFM manager's phone: 727-698-6361

FFM manager's email: info@floydfarmersmarket.org

FFM Website: www.floydfarmersmarket.org

Market Location: 203 South Locust Street, Floyd—across from the Floyd Country Store.

Mission:

The SustainFloyd Foundation began the Floyd Farmers Market (FFM) to help develop a local food economy in Floyd County. It was created as a venue for farmers and food-producers to showcase their products to residents and visitors, thereby raising awareness of local food and fostering support for sustainable farming practices here in Floyd County. It is also intended as a community gathering place to meet friends and strangers and share stories.

History:

Beginning in 2009, the SustainFloyd Foundation negotiated with owners of the Station Building to construct a community market pavilion on South Locust Street in Floyd. A grand opening was held in May 2011. SNAP benefits were added in 2013 and a 2 for 1 double token option was created the following year. The FFM has grown to include tent spaces, a Market Store & Refill Station and a monthly recycling program and will soon begin serving as a hub for the new Floyd Farm Trail.

Management:

Hosting Organization:

The Floyd Farmers Market is a project of the SustainFloyd Foundation, a 501c3 non-profit based in Floyd Virginia. SFF hires the market manager, rents the community pavilion, arranges for volunteers, facilitates the EBT-SNAP programs and provides outside financial support to meet the market shortfalls.

Steering Committee:

A group of interested volunteers serves the FFM as an advisory board. The FFM Steering committee sets policy for the market, juries vendor applications, provides direction to the market manager and addresses issues as they arise. The group consists of 5 to 9 members, a majority of which are to be active vendors at the summer markets.

This committee shall include at least 2 representatives from the SustainFloyd Foundation. Membership on the FFM Steering Committee has no fixed term. Each January a notice of interest in becoming a member will be sent by email to all vendors who participated in the market last season and new people will be considered for an opportunity to join the committee.

Market Manager:

The market manager is the primary authority for the day-to-day operations of the market and is the primary point of contact for vendors, customers and sponsors, and has been given authority to enforce the rules, regulations and policies of the market. The FFM manager is the go-to person for vendor questions, table assignments, collection of fees and payments. The market manager works to support the mission and goals of the operation. Please share with the market manager any ideas or suggestions you may have to improve the market.

Hours of Operation and Attendance:

The FFM now operates year-round except for special weather events or Holidays at the discretion of the market manager.

Summer Season: 1st Saturday in May - Saturday before Thanksgiving in November: Saturdays 9:00am to 1:00pm, Thursdays 2:00pm to 6:00pm.

Holiday Season: Thanksgiving - New Years: Saturdays 10:00am to 1:00pm

Winter Season: January - April: 10:00am to 1:00pm

Note on Holiday Market: During the 6-week period between Thanksgiving and New Years, there may be some exceptions to the

rules governing the market, for example selling holiday products. TBD at the discretion of the market manager.

Vendors shall be set up and ready to sell at the market's designated opening time. All vendors are required to be present in their assigned space no later than 15 minutes prior to opening time. Valid emergencies resulting in lateness will be excused at the market manager's discretion.

If a vendor expects not to attend the market, he or she must inform the Director 48 hours prior to that market day. Repeated failure to notify the market manager of attendance will result in a suspension from the FFM.

Market Participants and Region:

Vending at the FFM is reserved for people whose farms, kitchens, studios, or products come from within a 50-mile radius of the FFM pavilion. The radius may be expanded at the discretion of the market manager to ensure product variety and availability on a case-by-case basis.

Eligible vendors:

Farmer/Grower/Producer: Grows, raises and/or makes the products being sold. Agricultural products such as flowers, plants, bedding plants, trees, fruits, vegetables, honey, eggs, and milk must be from a farmer's or grower's own fields, greenhouses, hives, flock, and/or herd. Includes family members and employees of the producer.

- Animal Products shall include meat, cheese, honey, and eggs. Vendors of these products must obtain all certifications and inspections required by federal, state, or local laws and regulations. Proof of current certification must be submitted each year with the vendor application.

- Meat vendors are required to raise their products on a farm within the 50-mile market radius. All animals must spend at least half of their lives on the vendor's farm before being processed and sold at the market.

Artisan/Craftsman: An artist or craftsperson who sells works of art or crafts they make themselves. These are non-agricultural products such as handmade soap, hand crafted furniture, other garden related products, pottery and similar items. The member selling them must have created the products or be an immediate family member of the craftsman.

*Selling food and farm products are the priority at the FFM with crafts and other non-farm items being secondary. Our policy is to provide 80% of vendor spaces to agricultural related product vendors except during the holiday market. The FFM manager has the discretion to adjust as needed.

Wholesale/resale: Although vendors at the market are asked to sell and promote their own products made within 50 miles of the FFM, exceptions can be made to increase product diversity. The FFM is primarily a producer-only market. However, to provide the greatest product diversity, FFM does allow aggregation; that is, when an existing pre-approved vendor also sells products grown or made by another producer. Aggregation is allowed under special circumstances as follows: All products must be grown or produced in accordance with the FFM vendor handbook. All aggregated products must be listed on the vendor's application and should be identified so that customers know the source. It is up to the discretion of the FM Steering Committee to accept aggregated products.

Vendor applications:

Vendors must apply and be pre-approved for inclusion at the FFM. FFM will accept applications for vending at the summer markets between February 1st and by end of day on March 1st deadline. Applications will be juried by the FM Steering Committee and notification of acceptance will be made by mid-March.

Application for Holiday and Winter markets can be made throughout the year. Applications can be made on-line or by hard copy placed in the SustainFloyd drop box in the Station building or mailed to the SF postal address.

Email Address for Vendor Applications: info@floydfarmersmarket.org

Vending during the Holiday or the Winter Markets is based on a week-to-week notification for all pre-approved vendors. To secure a spot at the Holiday or Winter markets, vendors should contact the market manager at least two weeks prior to market opening or have otherwise arranged in advance.

Vendor Fees:

Summer season Saturday table fees:

\$12.00 for a large wooden table, \$10 for a medium plastic table, and \$7.00 for a small wooden table or a small plastic table.

Summer Season Thursdays: No table fees collected.

Holiday market Saturday table fees:

\$12.00 for a large wooden table, \$10 for a medium plastic table, and \$7.00 for a small wooden table or a small plastic table.

Winter market Saturdays, January - March: No table fee collected.

Sales percentage: 4% of all sales, at all markets, including pre-orders.

Licenses and Certifications and Sales Tax:

- Business license: The Town of Floyd requires a business license for any vendor selling at the FFM but there is no cost involved for Floyd County vendors who get their licenses prior to vending.
- Organic Certification: Any vendors selling products advertised or labeled as “Organic”, must have previously submitted their NOP Organic Certification documents to the market manager. Farms with sales under \$5,000 total sales may list their products as Organic so long as the NOP standards are being adhered to on the farm; but those products may not be labeled as “Certified Organic”.
- Kitchen certification. The FFM must have on file each vendor’s USDA and/or VDH kitchen certification documents prior to selling prepared foods or shelf-stable products. All such food must be properly labeled according to USDA requirements. Under certain circumstances, some shelf stable products can be labeled “NOT FOR RESALE—PROCESSED AND PREPARED WITHOUT STATE INSPECTION”.
- Sales Tax: It is the responsibility of each vendor to pay Virginia State sales tax for the products they sell.
- This market does not allow the sale of genetically modified products. No vendor will knowingly offer for sale any product derived from genetically modified organisms or genetically engineered organisms (GMO’s).
- Wine and age restricted products: Anyone selling wine must present the appropriate paperwork from VA ABC. They are responsible for verifying that no underage customers purchase their products.

- Penalties for illegal resale: After an initial warning, a second offense will result in suspension for the season. This includes mislabeling products, misrepresenting products as organic, selling value-added products without appropriate certifications, or aggregating without prior approval.

Assignment of Spaces:

Table assignments will be made at the discretion of the market manager. Priority will be given to vendors with the highest volume of sales, but also vendors who have the greatest longevity and regularity of attendance at the Summer Market. Vendors will be given access to water and electricity; however, since the market has a limited number of electrical circuits, all cooking appliances should be operated by propane.

Parking:

To help facilitate customer parking, it is required that vendors park well off site. Once unloaded, please park behind the courthouse, in Skyline Bank overflow lot or on the street away from the market. It is expressly requested not to park in the Village Green lot or in the Town's lot next to the Station or on South Locust Street near the market. If a vendor has a health concern or limited mobility issue, please contact a Vendor Representative or the market manager for assistance.

Vendor Set-up/Breakdown:

Due to driveway congestion, unloading vehicles prior to market can be a challenge. For vendors with a significant number of products, it is important to arrive early, get unloaded quickly and move vehicles as soon as possible to make room for others to do the same. For those with limited products, it is advised to unload and carry-in from the street or elsewhere off-site. All unloading and set-up should be completed at least 20 minutes prior to market opening. All vendors

should be packed up and their selling area cleaned within an hour of market closing time. Vendors are responsible for packing out all boxes and trash. All public litter containers in the market area are for reasonable use by vendors and customers. Excessive or improper use by the vendors is not permitted.

During adverse weather conditions, such as excessive heat or cold, high winds, or lightning, the market may close early or be cancelled for safety purposes.

Vendor Payment Procedures:

Vendors will need to record their total sales data for each market day using the Vendor Weekly Sales form provided, including the table rent fee and the 4% sales fee. All SNAP and Credit Card tokens/Kids Kash/Gift Certificates should be recorded and turned in.

Reimbursement for tokens, vouchers, and gift certificates will be calculated and payment made to vendors at the next market day. If vendors are not returning next week, their reimbursement checks will be found in the SustainFloyd office.

On-Site Prepared Food:

Vendors cooking and selling hot food at the Market must comply with all USDA and Virginia Department of Health requirements and have the appropriate certifications on file with the FFM or must provide written information as to why those certifications are not relevant to their business. All Prepared Food Vendors are to follow the guidelines set forth by the VDH and will be required to satisfactorily complete the ServSafe Food Handler online training course and present a certificate of completion before vending at the market. All food must be safely prepared and packaged to ensure safe transfer from vendor to customer. Bags, napkins, and utensils should be provided. Gloves and handwashing is essential for food prep.

EBT-SNAP/Virginia Fresh Match and other programs:

EBT-SNAP - FFM will continue offering SNAP tokens. It is important for vendors to understand the SNAP eligible products. For questions about EBT-SNAP please ask the Market Manager or at the Information Table. Also, the FFM offers “Kids Kash” vouchers for any child under 10 years of age. This program requires reimbursement to the vendors for tokens and vouchers.



Orange and Red tokens can be used to purchase fruits, veggies, vegetable plants, packaged baked goods, jams, jellies, beef, poultry, eggs, honey, mushrooms, and more. Hot, ready to eat or drink items are NOT available to purchase with tokens.



Green tokens can be used to purchase fruits, veggies, raw/dried fruits, mushrooms, herbs, seeds that grow food, edible flowers.

*we have recently added **Blue tokens** into the circulation and they will be used the same as **Green tokens**.



Purple tokens are SAME AS CASH. Change is given and may be used to purchase anything at the market.

Note: Kids Kash vouchers are only for the purchase vegetables or vegetable plant starts.

Credit Cards: More and more vendors are now using their own card readers; however, the FFM does offer a chance for customers to buy from vendors who don't have card readers. For this, the customer will purchase a certain number of tokens from the market and then spend them with various vendors. Change shall be given to the customer by the vendor for unused tokens. Vendors receiving credit card tokens will be reimbursed for those tokens by SFF.

Code of Conduct:

It is hoped that the vendors will have an enjoyable and profitable experience each time they vend at the FFM. Because it is a small public space and we work closely together, it is important to create solidarity between us and establish the following code of conduct: *This applies to vendors, their employees and family members:

- Respect for and adherence to all rules as stated in this document.
- Demonstrate the highest standards of personal behavior and integrity toward everyone involved, treat everyone with courtesy and respect and serve as a positive role model.
- Operate vehicles and equipment in a safe and respectful manner.

- Keep your space orderly and clean-up afterwards, please place trash in the bins in the waste storage building to avoid over-filling the public trash cans.
- Vendors must make appropriate adjustments to reasonable customer complaints.
- Vendors are not allowed to bring pets to the markets.
- Smoking within the market area is not permitted.
- Please report any unsafe or undesirable conditions to the market manager asap.
- This code of conduct extends to all employees and family members of vendors who work at the FFM. Further, it is the responsibility of the principal person at each vendor stall to convey and educate their team, as to the code of conduct while at the market.

Note: The market manager has been tasked with maintaining peace and order. Behavior by vendors judged to be disruptive or detrimental to the peaceful operation of the market will not be tolerated. Such behavior will result in a warning. If it happens again, that vendor will not be allowed to vend at the next market. Additional unacceptable behavior will result in suspension for the season. The market manager has the authority to ask any vendor to leave the market premises at any time.

Spring Vendor Orientation/Potluck Meeting:

The FFM will host a vendor potluck each spring, usually in April, to engage in a social get together and talk through plans for the upcoming season. It is not mandatory, but we encourage every vendor to attend. An email will be sent out shortly with the date, time, and place.

Marketing-Promotion:

It will be helpful for the promotion of the market if vendors report their upcoming product offering to the market manager for use in the weekly

FFM newsletter. You are welcome to send a photo and/or the description of what you plan to offer at the upcoming market day.

SustainFloyd, as it endeavors to promote and enlarge the FFM will occasionally take camera images for use on social media, or in the Floyd Food Guide or for the Floyd Farm Trail. It may happen that an image of a vendor, or their products, or their employees or family member may be used in a promotion. If you object to having your image used, please let us know.

Grievance Procedure:

The FFM seeks to resolve complaints or disputes in a fair and equitable way. Vendors have the right to express their concerns, complaints and/or grievances about the market to the market manager. All concerns, complaints or grievances should be made in writing and presented to the market manager, however, if that vendor feels they will not get an impartial hearing from the market manager they have the right to present their issue directly to the Market Steering Committee for consideration by that group. If there are concerns by the submitting vendor about the fairness of the FM Steering Committee to address their complaint, they have the right to present their grievance directly to the president of the SustainFloyd Foundation.

Any complaint, concern or grievance must be submitted in writing, within 14 days of the incident, dated and signed, and presented either to the market manager, or placed in the drop-box outside the SustainFloyd office in a sealed envelope marked “confidential” and addressed to either FM Steering Committee or to the president of SustainFloyd. From there, this letter of complaint will be directed to the appropriate people.

Agreement:

Signature: By my signature below, I agree to having read and understood this Vendor Handbook document and agree to all the terms, conditions, and regulations stated herein.

Note: It is the responsibility of all vendors to inform and educate their employees and or family members who may be working or assisting at their vendor stall, as to the regulations stated herein.

All vendors or representatives of vendors who will vend at the market must sign a separate Code of Conduct.

I have read the Floyd Farmers Market Code of Conduct and agree to comply with it.

Printed Name: _____

Business Name: _____

Address: _____

Signature: _____

Date: _____

NEXT:

Please print, sign, and return this page to SustainFloyd. You may either scan and send it by email to the address below or place it in the drop box outside the SustainFloyd office. If you are unable to print, ask for a copy of this page at the Farmers Market.

Thank you.