



## **Down Island Farmers' Market - Guidelines**

Tisbury Wharf Company at 144 Beach Road, Tisbury, MA is the site for the Down Island Farmers' Market. Tisbury Wharf views the Market as an opportunity to both support and sustain the efforts of local farmers as they meet the needs of the Martha's Vineyard community for fresh, local products.

The Market will be held rain or shine on Tuesdays, June 29<sup>th</sup> - September 27, 2010 from 9:00 am to 1pm. The location and dates have been chosen to complement other local farmers' markets.

### **Participation**

1. Farmers, vendors of farm products and artisans from the counties of Barnstable, Dukes, Plymouth and Bristol are welcome to participate. All non-farm/food items must be designed, created and sold by the artisan or their representative.
2. All farmers and growers will grow their own vegetables, fruits, herbs, flowers and/or plants. Processed and specialty farm products (jams, breads, cider, etc.) can be sold with approval of the Market management and require a health permit from the local Board of Health where the products are processed.
3. With prior approval of the Market Manager, farmers can make cooperative selling arrangements with neighbors or other farmers and growers. If a vendor is selling produce on behalf of another grower, the vendor must have a sign clearly indicating the name and origin of the grower's produce.
4. The Market can accommodate set up between 7:00 am-8:45 am. Vendors are required to be fully set up and occupy their spaces by 8:45 am and to remain until 1pm and to clean their areas prior to leaving.
5. All items offered for sale will be clearly labeled and priced. Scales used at the Market must carry a current seal from the local weights and measures department or, if selling pre-packed produce, indicate approximate weight.
6. The Market will carry premise liability insurance; though vendors are required to have their own liability policies as well. Depending on the product sold, it may be mandatory for a vendor to have their own product-liability policy. This requirement will be addressed on a case-by-case basis.
7. Organic practices are encouraged, and certified organic producers should label their products as such. All farmers are encouraged to discuss their farming practices with customers.
8. The Market Manager can ask that products be removed from stalls by the vendors if products detract from the overall quality of the Market and thereby affect other vendors' sales.
9. The Market Manager is responsible for assuring safety at the Market and enforcing the Market guidelines. The Manager's decisions are final on the day of the Market. Questions or disputes relating to the Market Manager may be brought before the Market Advisory Committee (see below).
10. Farm visits can be requested by the Market Manager, with the farm given 1 week's notice.

## **Fees**

1. The discounted fee for seasonal vendors (those who commit to display their goods each week from June 28, 2010 through September 27, 2010) is \$300.00 for the 2010 season. This fee helps cover expenses for permits, advertising, Liability insurance, manager's salary, and marketing. Both the seasonal application and \$150.00 is due April 20, 2010 to reserve space. The second half of the seasonal fee (\$150.00) is due May 20, 2010. Payments in full by April 20, 2010 will give vendors top choice in selecting space at the market.
2. Each Market has room for approximately 30 vendors. On a space-available basis, weekly vendors can sell products for \$ 30/week contacting the Market Manager at Tisbury Wharf Company.
3. Seasonal vendor applications are due by April 20, 2010. The application is a formal request to participate, and vendors will be notified by May 1, 2010 to confirm their status as seasonal vendors. All seasonal vendors will be acknowledged on advertisements, websites and press releases whenever possible. A seasonal vendor may miss as many as three Markets, with advance notice of one week to the Market Manager. If a seasonal vendor does not show up at a Market and has not given notice, that vendor will lose his/her space for the remaining season, although s/he can still apply as a weekly vendor. (If extenuating circumstances cause a vendor to miss a Market without giving notice, the Market Manager may give a one-time waiver on this rule.)
4. Weekly vendors can apply for particular weekly Markets they wish to sell at beginning May 20, 2010. They will be confirmed beginning May 30<sup>th</sup>. Weekly vendors are encouraged to apply early. The deadline for each Tuesday Market is the preceding Sunday. Applicants will be notified by Monday if there is room for them. If a weekly vendor does not show up after making an application and being accepted, that vendor will not be allowed to participate in the Market for the rest of the season. Payment for weekly space will preferably be received prior to the Market. Last minute vendors, if space is available, can make arrangements to pay the Market Manager on the day of the Market. We cannot accept vendors who show up on the day of Market without having made prior arrangements.

## **Space**

1. Vendors will be assigned space by the Market Manager. The Manager will work with seasonal vendors to position them in the most suitable location in which they can occupy weekly so that repeat customers know where to find them. Final placement decisions will be made by the Manager. The Manager will place weekly vendors where there are vacancies.
2. Vendors must supply their own canopies, tents, or umbrellas, 10x10 or less. These must be sturdy, weighted and contribute to a clean and attractive Market appearance. The Market Manager will approve vendors' tent/canopies/umbrellas prior to the first Market.
3. Toilet and hand washing facilities available to Market vendors are located on the porch at the Tisbury Wharf office building. Ask for code from Market Manager.

## **Oversight**

1. The operations of the Market will be overseen by the Market Advisory Committee (hereafter "the Committee"). The Committee will be composed of 4-6 members and will include Market Manager, Market vendors and organizers, including 2 farmers and other members.
2. The Committee will have final authority to make decisions and resolve disputes relating to Market operations.