

OFFICE USE ONLY  
Initials: \_\_\_\_\_

Date Paid: \_\_\_\_\_

Amount Paid: \_\_\_\_\_ Paid in full: \_\_\_\_\_ Date \_\_\_\_\_

Covington Farmers Market  
2017 Vendor Application

Vendor Name: \_\_\_\_\_ Farm Name: \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Numbers: Primary \_\_\_\_\_ Alternative \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Products you intend to sell at the Covington Farmers Market. Please be specific.

PRODUCT SOURCE

\_\_\_\_\_

If you are selling items that fall under VDAC regulations, are you knowledgeable of, and abide by, all regulations pertinent to your individual products? \_\_\_Yes \_\_\_No \_\_\_Not Applicable

May we use your business name and/or photos in promotional campaigns and on the CFM website? \_\_\_Yes \_\_\_No

If you would like us to include your link on the Covington Farmers Market website please list your website address.

\_\_\_\_\_

Other direct marketing outlets (Farmers markets, CSA's, restaurant sales, etc.) If a farmers market please include the day of the week and time.

\_\_\_\_\_

Please list all permits, licenses and certifications:

\_\_\_\_\_

Would you be willing to donate any products or coupons for use in promotional giveaways at the market? Yes or No

Please provide directions to your farm from Covington, VA

\_\_\_\_\_

By signing below, I, the undersigned producer, acknowledge that I have read and I understand the rules of the Covington Farmers Market and agree to them. I realize that I must be legally able to sell the products listed above, and I meet all eligibility requirements set forth by the Market. Upon application approval I further understand that there may be additional paperwork that requires my signature prior to selling at the Market. I further understand that I may be subject to site inspection, to verify all information, prior to being allowed to sell at the Market.

Furthermore, the undersigned does hereby release and agrees to indemnify, defend and hold harmless the Covington City Farmers Market and its representatives from liability for any injury or damage suffered or incurred by the undersigned or by employees or agents of the undersigned in their activities upon the premises of the location of the Covington City Farmers Market. The undersigned also agrees to indemnify, defend and hold harmless, Covington City Farmers Market and its representatives, Olde Town Covington and City of Covington, and its representatives, from any and all liability for injury or damage to third persons caused by the activities of the undersigned or its employees or agents upon the said premises including but not limited to any costs, including professional fees incurred by the representatives of the Covington Farmers Market, Olde Town Covington or City of Covington, Virginia.

Vendor Signature \_\_\_\_\_ Covington Farmers Market Representative \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_



2017

Covington Farmers Market Rules

**MISSION STATEMENT:** To promote the sale of local products, to provide an educational forum for consumers and vendors, and to enhance the quality of life in the area by providing a community activity that fosters social gathering and networking. The Covington Farmers market provides a place for local vendors to directly sell their good and where community members can interact in a safe and friendly environment. We do this because we support local farmers and crafters, promote

economic growth in the area, and desire to preserve the quality of life in our community.

**CORE VALUES:** The values of the Covington Farmers Market are:

1. We support **local farmers and crafters** by providing them opportunities to sell their product directly to community members.
2. We support **education** of small businesses by providing workshops and seminars for all phases of operating a business.
3. We support the **health** of our community members by providing educational

2. We support **education** of small businesses by providing workshops and seminars for all phases of operating a business.
3. We support the **health** of our community members by providing educational workshops and demonstrations on the benefits and uses of locally grown foods.
4. We support the **community** by providing a central location for community members to gather on a regular basis for networking and relationship building.
5. We support the **economic development** in the area by promoting other businesses in partnership with the Covington Farmers Market.

**MANAGEMENT:** The governing body of the Covington Farmers Market is the Covington Farmers Market Steering committee. The CFM Steering Committee is a sub-committee of Olde Town Covington and is ultimately responsible for the operation of the market and oversees the market manager. The CFM Steering Committee is a voluntary group of citizens who support the Covington Farmers Market and the local community by providing educational programming to vendors and our community, applying for grant funding, and planning special events that further enhance the Covington Farmers Market and our area.

**Steering Committee Members:** Martha Nicholson (Customer Representative), Jacob Wright (Olde Town Covington, Merry Go Round Farm), Christine Hodges (Virginia Cooperative Extension, Olde Town Covington)

**Season Dates and Times:** The first day of the 2017 market season will be Saturday, May 27<sup>th</sup> and will continue until October (depending on product and produce availability). Saturday hours are 8:00 am-Noon (subject to change, but notification will be given). Vendors that pay the \$25 season fee will also be able to sell on Tuesday, Thursday, and Friday from the hours of Noon-4 pm.

**Market Eligibility:** Vending is limited to producers living in the counties of Alleghany, Greenbrier, Monroe, Craig, Bath, Botetourt, and Rockbridge. Vendors outside of these counties must seek consideration by the Steering Committee.

**Fees:** The \$25.00 seasonal fee for a 10 x 10 space is due after the application process is completed and before the producer begins selling at the market. Guest vendors will pay \$5.00 per visit up to five visits (depending on desired space). At the completion of five guest vendor visits, the vendor will be considered a seasonal vendor. Send application and payment to:  
***Virginia Cooperative Extension 450 West Main Street Covington VA 24426 Make checks payable to: Covington Farmers Market***

**Market Attendance:** Consistent attendance at the market is expected. Vendors are encouraged to plan for and commit to the entire selling season. The market manager reserves the right to fill empty spaces 20 minutes before the start of the market.

**Space Assignments:** Vendor spaces will be determined by the market manager/steering committee. Vendor space assignments will be made based on the best interest of the market. Consistency of attendances will also be taken into consideration. Regular vendors from the previous year will be able to reserve their space if the vendor space is paid for by May 27, 2017.

**Product Guidelines:**

- The Covington Farmers Market is primarily a producer only market. A producer grows, raises, and/or makes what they sell. A producer includes the immediate family of the vendor and the vendor's employees.
- Up to 25% of the vendor's daily product may be purchased from another local farmer. The product must be grown or produced in Alleghany, Greenbrier, Monroe, Craig, Bath, Botetourt and Rockbridge Counties. Each vendor must present the market manager with a receipt of this purchase before completing any sales transactions. Receipts must have the name of the farm/facility, a contact name and a telephone number. Resale products must be labeled for the public with a card designating the farm/facility of origin and location. Purchases may not be made from a commercial produce wholesaler and must be made directly from the local grower/producer/pick your own establishment. *Complaints of suspected violations of the producer only policy, with the exception of the 25% rule, must be made in writing to the market manager. Complaints will be kept confidential and a site visit may be scheduled. All producers agree to random unannounced farm visits.*
- Products may not be represented as certified organic unless the producer/farmer can provide certification papers. Terms such as "minimal spray", "no spray" or "free-range" may be used as long as they are an accurate reflection of the producers

provide certification papers. Terms such as “minimal spray”, “no spray” or “free-range” may be used as long as they are an accurate reflection of the producers farming practices.

- All food items are subject to Virginia Department of Agriculture and Consumer Services (VDACS) and/or Health Department regulations. It is the responsibility of the vendor to be knowledgeable of, and abide by, all regulations pertinent to their individual product and operation.
- VDACS requires product labels to list: product name; ingredients list (in descending order); net weight; and address of manufacturer, packer or distributor on any baked goods or prepared food items.
- Vendors without kitchen inspections must include this exact statement on EACH item: **“Not for resale. Processed and prepared without state inspection.”** This statement must be readable to all customers.

To set up an inspection contact VDACS Regional Office at 540-562-3641

Vendors must have all applicable inspection certificates available at the market.

All vendors must display prices for all products as well as their farm name and location.

Vendors will provide their own tables and chairs.

**Cooking At The Market:** Cooking is permitted at the market with prior approval from the market manager/steering committee. Any safety concerns will be assessed and addressed by the market manager. Please check with the Alleghany /Covington Health Department regarding food safety regulations. Applicable inspection certificates must be available at the market.

**Permit:** Vendors must have visibly displayed, in the front of their stall, any licenses, certification, and permits required by law for all products.

**Scales:** Scales used at the market are subject to inspection by the Bureau of Weights and Measures. <http://www.vdacs.virginia.gov/standards/index.shtml> and must be legal for commercial use. Contact Virginia Weights and Measures Association at 804-786-2476 for more information.

**Crafts and Non-Food Items:** The following non-food items may be sold at the Covington Farmers Market:

- Locally grown cut flowers and potted perennials, annuals and herbs
- Handmade items made by the vendor from homegrown or locally collected materials such as herb or grapevine wreaths and dried flower arrangements
- Nonprofit organizations interested in selling at the market, will be judged on a case-by-case basis
- Produce vendors who also manufacture crafts may sell their crafts at the market
- Items handmade BY THE VENDOR or vendor’s immediate family such as jewelry, clothing, cards, art and complementary craft items to the Market.

**Insurance:** Sellers are personally responsible for any liability arising from the display or sale of their products at the Covington Farmers Market. To protect yourself and your customers please have suitable insurance coverage.

**Disputes/Complaints:** Any disputes between vendors and/or complaints are to be presented to the market manager. The market manager will strive to resolve all conflicts. If a satisfactory resolution of the problem cannot be achieved then the dispute will go before the Covington Farmers Market Steering Committee. The steering committee will review the issue and resolve it. The decision of the steering committee is final and will be based upon the rules.

**Sanitation and Safety:** Vendors are responsible for cleaning up their own space before leaving the market for the day. Any unsafe or unsanitary conditions should be brought to the immediate attention of the market manager. Any vendor who leaves litter in his/her space will be charged a \$20 fine per offense. This includes vegetable scraps from produce.

THERE WILL BE NO SMOKING, chewing tobacco, snuff products, alcohol or illegal substances at the Covington Farmers Market either on the market floor or in the parking lot.

Behavior by vendors or customers judged to be disruptive or detrimental to the peaceful operation of the Market will not be allowed.

Children brought to the Market by vendors must be kept under the supervision of a designated

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Children brought to the Market by vendors must be kept under the supervision of a designated adult.

**Vendor Conduct:** The success of the Covington Farmers Market is dependent on the positive experiences we provide our customers. We expect our vendors to behave in a positive, professional manner while at the Covington Farmers Market.

1. Direct, respectful and honest communication with each other, the market manager, and the CFM steering committee
2. Integrity of products, advertising, and pricing
3. Respect of personal and cultural differences
4. A spirit of teamwork and cooperation

**General:** Vendors who violate any Covington Farmers Market regulations will first be given a verbal warning by the Market Manager on behalf of the Covington Farmers Market Steering Committee. Second violation will constitute a written warning from the Steering Committee. The third time a violation occurs, the vendor will be asked to leave the market.