

# LANCASTER FARMERS MARKET

## GUIDELINES

### 2020

## ABOUT

The Lancaster Farmers Market is managed by Lancaster Fresh Market, Inc, an independent 501(c)(3) non profit organization whose mission is to champion the production and accessibility of local foods and products for the enrichment of our community.

Lancaster Fresh Market, Inc also manages the Keller Market House, an indoor, year-round retail marketplace at 134 S. Columbus Street in downtown Lancaster. For more information see [KellerMarketHouse.org](http://KellerMarketHouse.org).

## IMPORTANT INFO AT A GLANCE

**Time of Market:** Saturday, 8:30 am - 12:00 pm

**Market Dates:** May 2 - October 3, 2020

**Location:** City-Owned Parking Lot on the 100 block of West Chestnut St. between the Church of the Risen Lord and Fairfield County's real estate tax payment drive-thru on Center Alley. (Just around the corner from the Keller Market House and across the street from the parking lot between Double Edge Brewery and the Fairfield County Records Building.)

For online mapping purposes ONLY, you may use 143 W. Chestnut St., Lancaster, OH 43130 for the farmers market location. Send all mail to Keller Market House address: 134 S. Columbus St., Lancaster, OH 43130.

### Fee Structure:

Full Season = 23 market days

Seasonal Space - \$200 (\$8.70 / day)

Weekly Space - \$25/day

Seasonal vendors are not required to attend every single week, but if you plan to attend 8 or more weeks, it is to your advantage to pay the seasonal rather than weekly rate.

Seasonal fees are due by April 17th. Weekly fees may be paid in advance, or at market the days of attendance.

**Market Manager:** Erin Harvey

**Email:** [farmersmarket@kellermarkethouse.com](mailto:farmersmarket@kellermarkethouse.com)

**Phone:** 740-277-6305

**Website:** [www.LancasterOhFarmersMarket.org](http://www.LancasterOhFarmersMarket.org)

**Facebook:** [facebook.com/lancasterohfarmersmarket](https://facebook.com/lancasterohfarmersmarket)

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## WHO SHOULD APPLY

Farmers, Producers, Processors and Artisans who are located in the state of Ohio are invited to apply. Producers located in Fairfield County and surrounding counties will be given priority.

Priority may be given on the basis of product diversity, proximity to the market, previous participation in the Lancaster Farmers Market or Keller Market House, environmentally responsible methods of production, and in the case of value added foods and artisan crafts, the local sourcing of ingredients.

Primary product categories will include: Vegetables, Fruit, Meat, Dairy, Eggs, Nursery, Flowers, Baked Goods, Candy, Canned Goods, Value Added, Body Care and Artisan.

Value Added are food products in which the vendor has processed or “added value” to raw ingredients - for example, apple cider, baking mixes, pesto, maple syrup, etc.

## HOW TO APPLY

**March 29th** - Applications are due. Applications received past this deadline will be accepted and reviewed on a rolling basis as space allows.

Please mail or deliver completed application to: Keller Market House, 134 S. Columbus St., Lancaster, OH, 43130 or email to [farmersmarket@kellermarkethouse.com](mailto:farmersmarket@kellermarkethouse.com).

**April 3rd** - Notifications of acceptance will be made no later than April 3rd.

**April 17th** - Upon acceptance, seasonal market fees and copies of all applicable required documents are due by April 17th.

**Upon approval, vendors must provide the following by April 17th:**

- Market fees, paid in full (seasonal vendors).  
**Please make checks payable to: Lancaster Fresh Market, Inc.**
- Proof of Liability Insurance with Lancaster Fresh Market, Inc. listed as an additional insured.
- Copy of all required licenses & permits
- Copy of Organic or Certified Naturally Grown Certification (If applicable)

**April 30th** - After this date, market fees are non-refundable and non-transferable.

A waiting list may be maintained in order to fill the market in the case of cancellations or changes in attendance.

## SHARING

Two vendors may share one space on the condition that both vendors apply and are approved independently. Vendors intending to share a space should indicate this on their application in the Notes section. It is the vendors' responsibility to determine their individual shares of the market fee and to jointly submit the entire market fee by the normal deadline. “Sharing” may include the concurrent use of the same space or attendance on alternate weeks. Sharing vendors may keep only one vehicle in the shared space at a time.

# PRODUCT GUIDELINES

The Lancaster Farmers Market is a producer only market. Vendors must grow, produce, prepare or process the products they sell. Reselling of farm auction, produce terminal, produce wholesaler, or flea market items is strictly prohibited, as well as participation by network or multi-level marketing companies.

Exceptions to the producer only rule may be granted in rare instances with prior written request and approval in the case of local products that are not already represented at the market in sufficient volume. Exceptions will be granted for the current market season only and may be considered in the case of crop failure to maintain product diversity. To request exemption, vendors must provide: name and description of the item, location where it is produced, and whom it will be purchased from. If approved, these items must be clearly labeled at market with their producer's name and place of origin. To apply, please request exemption form from market manager.

Market management will strive to include a healthy diversity of products in the market and may deny approval of vendors or certain products to prevent market saturation. Vendors shall list all products they wish to sell in their application. Vendors may be approved for some products, but not others. Vendors wishing to add a different type of product mid-season other than those indicated on their application must submit a written or email request for approval at least one week prior.

All products must meet legal requirements in regards to processing, licensing and labeling, and must be pre-approved before being sold at the market. No live animals are to be sold or given away.

Artisan craft products shall be integrated into the market and will be juried by a panel selected by Lancaster Fresh Market, Inc. Artisan products shall not make up more than 25% of accepted applications. Artisan items must be handcrafted, and preference will be given to those incorporating homegrown, natural and local materials. Artisan applications shall include pictures of relevant work.

# RULES & REGULATIONS

## **Farmers Market Vendor Advisory Committee**

Market management will work under the direction of the Lancaster Fresh Market, Inc. board of directors and in conjunction with a Farmers Market Vendor Advisory Committee. The Vendor Advisory Committee is comprised of three returning vendors and elected by the body of market vendors.

## **Enforcement of Guidelines and Grievance Procedure**

Any complaints or grievances should be directed in writing via email or mail to market management in a timely manner. Any vendors accused of wrongdoing must also respond in writing, upon request by market management. Market management decisions shall be final.

Grounds for removal from the market include, but are not limited to:

- Failure to obey city, state or federal laws and regulations
- Failure to obey market rules and regulations
- Creating an unsafe or disruptive atmosphere for fellow vendors and/or customers
- Excessive absence or tardiness

## **INSURANCE REQUIREMENTS**

Lancaster Fresh Market, Inc. is not responsible for any loss or damage incurred by vendors. Vendors must carry \$1,000,000 general liability insurance naming Lancaster Fresh Market, Inc. as an additional insured. If you need help securing insurance, please contact market management for resources.

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## **LICENSING & PERMITS**

It is the vendor's responsibility to obtain all necessary licenses, permits and certifications prior to attending market. Vendors are responsible for providing a copy of current licenses based on the rules and regulations of the county health department of jurisdiction, ODA and USDA. This may include, but is not limited to: Mobile Retail Food Establishment License, Mobile Food Service Operation License, Home Bakery License, etc. All vendors must comply with laws, ordinances and regulations set forth by the applicable municipal law, the State of Ohio and the United States. Vendors selling products by the pound must use a certified scale, sealed by Fairfield County Weights & Measures.

## **INSPECTION**

The Lancaster Farmers Market expects and promotes an honest and transparent relationship with vendors and customers. Market management reserves the right to inspect any vendor's farm, production site or business establishment to ensure honesty in regards to production and sourcing.

## **ON MARKET DAY**

### **Keller Market House**

Public restrooms and running water are available inside the Keller Market House. The market house will open to vendors one hour before the start of the farmers market.

### **Space Assignment**

Spaces will be assigned by the market manager. We will strive to maintain consistent locations for seasonal vendors; however, market management reserves the right to reassign spaces on a temporary or permanent basis for the good of the market as a whole. Changes in location or assignment for weekly vendors will be communicated by the day before market if at all possible.

### **Set Up & Parking**

Vehicles should be in their final spots by one half hour before market begins. Regular spots will include space for only one vehicle. Each regular vendor space with parking will measure approximately 10 ft by 30 ft. Vendors may request, pay for and occupy up to two spaces.

### **Tent**

Vendors are responsible for providing their own tent or canopy, if desired. Tents must be in good working order and weighted down at all times.

### **Signage**

Each vendor is responsible for displaying a sign which provides the name of their business and location of their business.

Any vendor using the term 'organic' must submit a copy of their organic certification with their application and have it available at market.

### **Pricing**

Pricing must be clearly displayed. Prices should reflect fair market value and dropping prices at the end of the day is strongly discouraged. Vendors shall follow guidelines set forth in the Ohio Administrative Code, Chapter 901: 6-7 Packaging and Pricing of Food and Nonfood Products (<http://codes.ohio.gov/oac/901:6-7>)

### **Early Sales**

Vendors may not sell before the opening bell at 8:30 am sharp. Exceptions may include sales to other vendors, market volunteers or market staff, pre-paid arrangements where no money is exchanging hands on market day (eg seasonal CSA shares) and to wholesale customers who are picking up pre-placed orders. This ensures a fair experience for all vendors and customers and allows vendors to safely and reasonably finish their market preparations.

**Departure**

Vendors may not tear down until the market ends at 12:00 pm. Vendors are responsible for cleaning up their space and removing all debris after each market. Any vendor failing to leave their space in acceptable condition will be subject to a \$25 fine.

**Conduct**

All vendors are expected to act in a professional manner. Vendors may not bully, disrespect or publicly disparage other vendors, products, volunteers, customers, market staff or any other market participants. This type of behavior may result in permanent expulsion from the market with no redress. The Lancaster Farmers Market is a non-smoking venue. This includes the period of set-up and tear down.

**Special Events**

In 2020, the Lancaster Farmers Market will host three 'Market Bar' events, which involve a temporary liquor license on the market premises during market hours. Participation in market those days shall include participation in related special events. These events are tentatively scheduled for Mother's Day (May 9), August 1st and Closing Day (October 3).

**CANCELLATION POLICY**

Market is rain or shine. In the case of inclement danger that may pose a threat to safety, market management reserves the right to cancel the market. If market must be cancelled before market hours, vendors will be notified via email and/or phone/text as provided on the application.

If a vendor is unable to attend market, he or she must notify the market manager by the Saturday one week before, except in case of emergency. This allows market management the opportunity to fill empty spaces to maintain a vibrant market for the good of the market as a whole. Complete failure to communicate absence will result in a \$25 fee, representing the loss of potential income to the market.

In case of emergency, you must still notify the market manager via email or phone at your earliest reasonable convenience, but will not be subject to a fee.

Vendors who arrive late more than once or who fail to provide notification of a non-emergency absence will no longer be given preference for a consistent location. Vendors missing three markets without advance notification may be removed from the market.

**EBT PROGRAM**

Market management is working to secure equipment to allow all eligible vendors at the Lancaster Farmers Market to accept EBT/SNAP as well as a nutrition incentive program to encourage Ohio Direction Card SNAP users to purchase more fresh fruits and vegetables. Vendors with qualifying items will be required to participate and details will be made available as soon as possible.

**MARKET DATA**

This year, we'll be collecting your overall sales data. This is to help us help you! We will do everything possible to respect your privacy. Information will be kept anonymous, and only used in the aggregate. This is crucial for us to show the economic impact of the market, especially for potential funding opportunities, and to gauge our success overall and of specific efforts. This is also necessary for our participation in and application for grants that will help us to improve the market and increase your business. The end goal is to help you as a vendor and the market as a whole succeed.