

# **RIVERSIDE PARK FARMER'S MARKET RULES AND REGULATIONS**

(Revised 5/09)

1. **All product pricing is to be clearly marked at the beginning of market!** Customers have expressed a dislike to have to ask prices.
2. **Each vendor shall have a clearly visible sign at least 8 ½" x 11" with letters at least 1" high stating vendor's name and address.**
3. A market application must be completed and submitted (along with a crop plan if a fruit or vegetable vendor) as well as appropriate market fees to the Manager for approval prior to being eligible for marketing at the Riverside Park Farmer's Market.
4. Vendor spaces will be assigned by the Market Manager. The campground is providing space only—any tables, chairs, umbrellas, canopies, containers, etc. are the responsibility of the individual vendor, and may not take up any more than the assigned space.
5. The Riverside Park Farmers' Market is interested in promoting and maintaining a high quality market – one that will encourage repeat customers, for the long range benefit of all vendors. As such, vendors should not expect to market products that do not meet "high quality" standards. Inferior products that are offered for sale that are deemed by the management to be of inferior or marginal quality, the vendor had two options: Remove those products OR offer those products at a discounted price. This should be visibly marked as such to the understanding of the customer that this is an inferior product for sale purposes and due to this reason is being offered at a discounted rate. In the event of a continuing problem, the offending vendor may be denied further access to the Riverside Park Farmers' Market.
6. Product pricing is the sole responsibility of the vendor; yet it is important to seek prices that are high enough to not only promote an image of a high quality market, but to profitably benefit the vendor as well. "Dumping" (offering either inferior quality at low prices or selling at prices drastically lower than market value) does nothing to enhance the image of the market, and this practice is prohibited. Any vendor violating this rule will be subject to the restrictions outlined in Rule # 5.
7. We wish to promote coming to the Riverside Park Farmers' Market as a pleasurable experience for the customer. Therefore any vendor, vendor's employee, or children whose actions, signage, or language at the Riverside Park Farmers' Market runs counter to promotion of a positive, pleasurable customer experience may be asked to leave the market and refrain from marketing until the violation is corrected.
8. Each vendor is responsible for cleanup of his/her site that no paper, plastic, metal, plant or food residue remains on site. If there is not a central depository for refuse on the premises, it is the responsibility of the vendor to take the refuse home with him/her.
9. If fruit and vegetable vendors wish to supplement their own produce display by "buying in" produce items not grown by them, or by "buying in" products prior to their own produce items coming into harvest, they may do so with the following restrictions:
  - a. The purchased produce must be from a Western New York grower, not out of state or out of country grown.
  - b. The purchased produce shall not exceed 50% of the vendor's display.
  - c. "Bought – in" produce also subject to Rule #5.

- d. “Huckstering” – the practice of “buying-in” for resale at the Riverside Park Farmers’ Market without being a bona-fide producer is strictly prohibited.
10. No fruit and vegetable grower may indicate by signage or other message “organically grown” unless that vendor is a certified organic grower. You may tell people your growing practices i.e.: no pesticides, only natural fertilizer, etc.
11. Licenses, permits, certificates, etc.
- a. Food preservers wishing to sell jarred fruits, vegetables, pickled products, sauces, and relishes and other low acid foods must provide proof of manufacture under a NYS Dept. of Agriculture and Markets approved processing method at an inspected facility.
  - b. Vendors wishing to sell baked goods must provide a copy of your Ag and Markets Exempt Home Processor form and conform to labeling requirements. A current water inspection report is also required.
  - c. Vendors wishing to sell plants (annual or perennial) must include a copy of NYS Dept. of Ag. & Markets Nursery Registration Certificate.
  - d. A certificate of insurance is required for vendor liability coverage (minimum limits \$300,000) at the Riverside Park Farmers’ Market. This can usually be most effectively secured premium-wise by having this coverage added to your existing Homeowner’s or Farm owners Property Insurance.
  - e. The campground has a general liability insurance policy.

## SUGGESTIONS

- 1. In order to not only establish a successful Riverside Park Farmers’ Market, but continue it on an ongoing basis, it is important to make your display attractive and inviting to the customer. It is an excellent idea to take a look at your display from the other side of the table, looking at it from where the customer stands and what the customer sees – is it attractive, is it inviting, does it give your product customer appeal?
- 2. Vendors are strongly encouraged to smoke in vehicle during marketing hours. Some customers can not only be offended, but may be highly sensitive to tobacco smoke.