



## Roslindale Village Main Street Farmers Market- Summer 2018

### Market Policy

*The RVMS FM may at any time modify or add to the Market Policy and is solely responsible for the interpretation, definition, and clarification of the Policy. Any such decision will be binding upon all parties. The RVMS Executive Director and the FM Manager are responsible for enforcing the Market Policy.*

#### **Market Contact Information:**

Ellie Greenler, Farmers Market Manager

Roslindale Village Main Street

Email: [farmersmarket@roslindale.net](mailto:farmersmarket@roslindale.net)

Telephone: 617-327-4065 (office), vendors will be given a google voice number for day-of emergencies

Mail: 4236A Washington St, Roslindale, MA 02131

Web: <http://roslindale.net/rvms-farmers-market>

#### **Vendor Mix**

RVMS relies on the following Farmer's Market (FM) vendor mix to provide diverse, authentic offerings that promote community interests at the weekly market: at least 1/3rd farmers selling locally grown produce and/or plants, 1/3rd vendors selling locally processed or prepared food, and up to 1/3rd "other" vendors (e.g., art and handmade crafts, local non-profits).

#### **Vendor Selection Criteria**

Permits for summer stall spaces at the market require that applicants apply by the market deadline of **March 31<sup>st</sup>**. Because more vendors qualify than there are spaces available, the RVMS Farmers Market Manager awards stall spaces based upon product wholesomeness and diversity, vendor longevity at the market, the RVMS vendor-mix priorities and community appeal.

Vendors must meet the following criteria specified for their category:

- Growers of Fruits, Vegetables, Bedding, Plants, Honey, Syrup, and Cider:
  - All fruits, vegetables, meats, poultry, eggs must be grown/produced within a 150-mile radius of the RVMS Farmers Market
  - The products may come from a supply farm, if it is listed on the vendor application
- Unprocessed animal products (including, but not limited too, eggs, meat, poultry)
  - These products **must be raised by the vendor.**
- Processed Foods (cheese and other dairy products, canned foods, baked goods, etc.):

- Processed goods must be **produced by the vendor**. Processed foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits
- Prepared Foods (Sandwiches, etc.):
  - Priority will be given to vendors who prepare unique goods that feature locally grown ingredients made from scratch that do not duplicate foods for sale in nearby stores. Prepared foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits
- Non-Food Vendors (Hand Crafts, Photography, Art, Clothing, etc.):
  - Priority will be given to local artists and artisans who create handcrafted items themselves

If you desire to add a product in the middle of the season that you didn't declare on your initial application you must write a letter or email to the FM Manager and provide at least week for them to respond with the acceptance or refusal of that product.

**Note:** The Farmers Market is nonpartisan. Political candidates and their volunteers will not be given table space within the city-owned Adams Park. Elected officials and candidates are encouraged to visit the Market, enjoy the community exchange and entertainment and patronize the market's vendors.

### Fees

Large Farms (5-6 spaces)- \$110/week  
 Medium Farms (3-4 spaces)- \$80/week  
 Small Farms (1-2 spaces)- \$50/week  
 Specialty Food Vendors (1 space)- \$50/week  
 Rozzi Business (1 space)- \$30/week  
 Art/Craft Vendor (1 space)- \$50/week  
 Non-profits outside of Roslindale (1 space)- \$50/week

For payment logistics and information see point 10 under "Market Logistics."

### Market Logistics

#### **1. Assignment of Space**

The FM Manager will assign spaces to vendors a few days prior to the Farmers Market. Maps are emailed to vendors and should **be reviewed by vendors each week**. Every attempt is made to assign weekly vendors the same spots each week, but space assignment may need to change at the discretion of the manager. Every effort will be made to provide notice of such changes one week prior to the space reassignment.

Due to the Parks Department requirement that the FM take all possible steps to protect the turf in Adams Park, vendor requests to be in certain locations will be taken into consideration but may not be able to be accommodated.

#### **2. Set Up**

Vendors for the summer/fall market may begin setup as early as 7:30 am but must be completely set up by 8:45 am for the 9:00 am opening. Sales are not permitted before 9 am. Unloading and loading of

vehicles should take place at the park's perimeter. **Only farms with two or more tent spaces are allowed to drive into the park to unload.** All vendor vehicles must be moved by 8:30 am. To prevent competition with local businesses, vendors are encouraged to park their vehicles in the **MBTA lower parking lot behind Adams Park on South Street.** If you are not parked here you are at risk of being towed (it has happened!).

The City of Boston Parks Department holds RVMS responsible for protecting the grass against trampling and erosion. Towards this goal, vendors are required to locate stands adjacent to the sidewalk to minimize damage to the turf. Where vendors and their customers must walk on the turf, vendors will cooperate with the manager to place protective mats on well-traveled grass surfaces. These requirements are a condition of the permit. The market manager reserves the right to move vendors if the turf they are usually on is in bad condition.

### **3. Attendance**

Vendors are expected to attend every week to which they have committed. The market takes place **rain or shine.** In rare cases where weather conditions create a serious hazard, the FM Manager will contact vendors by phone to inform them of a market cancellation.

See three strike policy below for information on absences with lack of notice.

Vendors must contact the FM Manager directly via email: [farmersmarket@roslindale.net](mailto:farmersmarket@roslindale.net) or by phone (617.327.4065) **at least a day in advance** if they will not be attending due to predicted rain or other emergencies. We will do our best to accommodate rescheduling as space permits, but **refunds not will be issued.**

Non-weekly vendors will be permitted to submit no more than one request to swap dates, which will only be granted on a space available basis.

### **4. Market Sales/Advertising**

Stall displays must include clear signage with: Vendor or farm name; farm location; product prices; **name and location of any supply product producers** (e.g. apples from xx Orchard in xxx, MA).

"Certified Organic" is reserved for farms that have gone through state or national certification. Vendors must substantiate any claim if asked to do so by the FM Manager. All vendors are required to advertise truthfully and to respond to customers' questions in a like manner. We encourage all vendors to provide a sign or label to describe growing techniques (i.e., Sustainable, Transitional, Conventional, etc.)

We encourage the use of calculators by vendors and encourage vendors to have receipts available if the shopper requests one. A vendor or vendors may be required to use a calculator if multiple issues arise that would be fixed by the use of calculators.

### **5. SNAP/EBT & WIC**

Farmers and food vendors must accept SNAP/EBT/HIP. We strongly encourage farms to accept WIC coupons. To participate in the WIC program, farmers must receive a brief orientation from the State Dept. of Agricultural Resources. For more information on WIC visit: <https://www.mass.gov/service-details/wic-information-for-retailers> or contact Lisa Damon at the Massachusetts Department of Agricultural Resources at 617-626-1731 or [Lisa.Damon@state.ma.us](mailto:Lisa.Damon@state.ma.us)

### **6. Tents/Canopies/Umbrellas**

Vendors are responsible for providing their own equipment and for ensuring that all structures are secure. For safety, weights or stakes for canopies/tents at market are mandatory. Vendors will be asked to take down and stow any canopy that is not properly anchored.

## **7. Electricity**

Vendors needing electricity must get advance approval from the market manager for using the electrical outlets available onsite. All cords must be secured to the ground, especially when wires cross walkways. Access to electricity will not be available on wet or rainy days.

## **8. Clean Up/ Garbage/ Recycling**

Vendors are responsible for keeping their stall area clean, tidy, and free of debris or trash during and after the market. Please carry out everything you carry in. We encourage vendors to use recycled goods and recycle waste whenever possible.

## **9. Permits/Licenses**

Vendors are responsible for complying with all City and State policies: all taxes, licenses, permits and all liability/product insurance is the sole responsibility of the vendor. Information on the City of Boston's requirements are located in the links below.

City of Boston Farmers Market Procedures -

<http://www.cityofboston.gov/isd/pdfs/farmersmarket.pdf>

City of Boston Farmer' Market Application (aka vendor profile) -

<http://www.cityofboston.gov/isd/pdfs/FarmersMarketApp.pdf>

## **10. Payment Schedule**

You will be asked to indicate a payment preference on your application. Payment can be made online or check. Checks should be made out Roslindale Village Main Street. You will be emailed an invoice a month prior to each deadline.

**Summer Season Market: May 1<sup>st</sup> for First Half, August 1<sup>st</sup> for Second Half.** If you apply and are accepted after the season begins, you will be expected to make payment no more than 2 days after receipt of invoice for the weeks you are accepted.

If your payment is sent more than 60 days after the receipt of your invoice you may, upon acceptance to the next market season, be required to pay that entire season up front before the market starts.

## **Code of Conduct**

### **Complaints**

RVMS seeks to support and build the reputations of our Farmers Market and our participating farms. If formal complaints are received about farm produce not being locally grown, not meeting quality criteria, not being labeled correctly, supply farm violations, or otherwise not meeting FM rules, RVMS must investigate and will respond directly to a complainant. Farms are expected to cooperate with the investigation and may be asked to respond directly to a complainant. False or erroneous complaints will also be addressed to assure the integrity of the Market and a farm's reputation.

### **Violations**

RVMS expects vendors to respond to the FM Manager when violations of RVMS policies are brought to their attention. These violations may include, but are not limited to:

- Two absences without prior notice
- Driving into Adams Park to unload/load without prior market manager approval
- Failing to label supply farm items at vendor stand
- Unwillingness to use designated vendor spot/changing spots without prior market manager approval
- Leaving behind trash in Adams Park
- Aggressive action toward other vendors, market attendees or market manager and volunteers

Vendors are expected to promptly respond to and mitigate any such violations.

### **Three Strike Policy**

Violations of RVMS policies will lead to the following penalties:

1. A written warning by email or hard copy issued by the FM Manager for a first violation.
2. Removal from their next scheduled attendance at the FM without refund for a second violation.
3. If an issue occurs a third time, the vendor's permit to operate at the FM will be suspended or may be withdrawn for the remainder of the season. A partial refund may be issued at the discretion of the FM committee depending on how many days the vendor will no longer be allowed to attend.

## **Information for Farms**

### **Section 1. Required Farm Information**

Each farm will be required to provide a complete product list and a field diagram showing each individual item (must include items specific location and the area allocated for the specific item by number of rows, length, and width of row, or by square footage of the produce item area).

### **Section 2. Cooperating Sales System**

No more than 1/3 (33%) of all produce from a participating farm on any market day can be from a supply farm. In conjunction with this limit a maximum of 3 (three) supply farms may be utilized by the participating farm during a single season. A single item/product, identified in the pre-season application, may be from a 4th(fourth) supply farm.

If you sell produce from a neighbor's farm (e.g., apples from XY Orchard) the product must be grown or produced on that farm and **clearly labeled** at your stand by opening of Market. For each supply farm that will be used farmers must supply two forms in their pre-season application (the same forms referenced above in "Required Farm Information"): a complete list of grown and supplied products and a field diagram showing each individual item (must include items specific location, and the area allocated for the specific item by number of rows, length and width of row, or by square footage of the produce item area). Each application must be signed by the participating farmer at the supply farm.

### **Section 3: Product and Farm Inspections**

The Market Manager or members of the RVMS FM Committee reserve the right to conduct a product inspection in verification of the farmers product list (supplied in application). Farm inspections verify the grown and produced source of any products offered for sale at RVMS FM when a rule violation is suspected. Product inspections are made for cause.

Any farm that requires a farm inspection for source of product will receive written notice by email and text of the inspection. This will include, but not be limited to, the cause of the inspection, the timing of the inspection, and the RVMS FM expectations of the farmer prior to, and during, that inspection, including, if required, the turning over of seed, fertilizer, and supply product purchase receipts and planting plans. The product inspection will require a minimum of two (2) hours of uninterrupted day time, including the presence of the farmer (or designee with full knowledge of the farm) for the entire time of the inspection and RVMS FM will conduct the inspection within seventy-two (72) hours after written notice is provided.

#### **Section 4: Appeals**

A farmer may appeal a penalty by submitting a formal letter to the RVMS FM Manager. The FM Manager will review evidence and arguments from the Farmer and Policy Sub-committee, and come to a decision to uphold or overturn the penalty.

### **Appendix**

#### **Mission Statement**

The mission of Roslindale Village Main Street (RVMS) is to promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organization, we bring together local volunteers, businesses and public agencies to strengthen the Village's economic vitality, physical appearance and unique local character.

The Roslindale Village Main Street Farmers Market (RVMS FM) formed to celebrate our locale and region by providing a unique gathering place for our residents to access healthy and affordable foods grown by local farmers, alongside local prepared foods, crafts, music and programs provided by Roslindale entrepreneurs, entertainers and educators. We work side by side with vendors and farmers to promote and encourage environmentally sustainable practices and a spirit of "having a small footprint" through use of and maintenance of the market and its green space.

#### **Market Oversight**

Overall management of RVMS and RVMS FM is provided by the Roslindale Village Main Street Board of Directors, which is comprised of 21 volunteer members. The full-time RVMS Executive Director provides day-to-day management of RVMS and oversees the Market Manager. Together they qualify vendors and direct the operations of the RVMS FM

The permit issued by the RVMS FM based upon the material representation in a vendor's application constitutes agreement to abide by the rules established by this vendor policy.

RVMS is not a regulatory organization. RVMS is interested in facilitating this system as it relates specifically to operating a fair, appropriate, and successful farmers market. While it is not the primary goal of RVMS to take enforcement action, RVMS is prepared to enforce the policy established and adopted by RVMS. This policy is enforced by the Farmers Market Manager with assistance by the Policy Sub-committee of the Farmers Market Committee.