



2024 Charles Town Farmers Market Vendor Handbook

All the information in this application is subject to change without notice.

I understand that being a vendor in a previous season of the Charles Town Farmers Market does not guarantee admission to CTFM market this season, or at any point in the future. This agreement is a revocable license, and any violation of the CTFM Codes of Conduct or refusal to obey all rules and regulations set forth in this handbook is reason for suspension or termination at the discretion of the market steering committee.

I understand that preference will be given to vendors who sign up for the entire season and that irregular, intermittent attendance at market is strongly discouraged.

I understand that all products sold at market must come from within 150 miles of Jefferson County. Products that come from farther away than 150 miles are not permitted at the market.

I understand that vendors will have assigned spots. Space assignments are at the discretion of the market steering committee and will change from season to season. Access to electricity, the need for shade, spacing “like products” throughout the market, and other factors all help to determine the vendor lineup. These spots are non-negotiable and I will remain in that space for the entire season. On Fridays, the Market Manager will email the lineup for the week. If I am not scheduled to attend every Saturday, other vendors may move up or down a spot to fill in the gaps.

I understand that vendors who commit to the most number of markets will be placed closest to Washington Street (called the “top of the market”). Vendors who attend based on seasonality and might be at market for only 6-8 weeks (berries, peaches, corn, etc.) will be placed closer to Congress Street to allow them to exit the market at the end of their season. This set-up will still allow the 'full time' vendors to stay clustered together where customers can easily find them in the same order on the same side of the street throughout the entire season, even when vendors start leaving market in the later months.

I understand that set-up/arrival time for the Charles Town Farmers Market is between 7a and 30 minutes before the opening of the Market. If I arrive fewer than 30 minutes prior to the market opening, I will not be allowed to drive into the market to unload and will have to carry my

products to my stall space, and I must check with the Market Manager to ensure safety of vendors and customers before setting up.

I understand that I have to be set-up and ready to sell within 15 minutes of market opening. If I do not have all my products unloaded and in my stall space 15 minutes before market opens, those products will have to remain in my vehicle and I will not be allowed to sell them that market day. Having vendors bringing products and equipment through the market during open hours is a liability for the market and for vendors and will not be allowed.

I understand that my vehicle must be off the street 30 minutes before the start of market.

I understand that leaving early is prohibited. If I must leave early due to an emergency, I must notify the Market Manager immediately and use extra caution in my break-down to ensure the safety of the vendors and customers.

I understand that vendors who are intermittent or irregular might have to share a space with other intermittent, irregular vendors on a week-by-week basis. For instance, to keep the space full through the season, there might have to be four vendors sharing the same stall space, with each vendor committing to be there on a certain weekend. For example, one vendor would sell on the first Saturday of the month, another vendor would sell on the second Saturday, another on the third Saturday and so forth. Or, two vendors could alternate weeks, with one vendor selling on the first and third Saturday, and the other vendor selling on the second and fourth Saturday.

I understand that I must leave my dog at home.

I understand that my tent must be set up flush against the curb to allow sufficient space down the center aisle of the market to permit access for wheelchairs, strollers, customers, dogs, loose children, etc.

Wind blown tents, canopies, and umbrellas are the number one cause of injuries and insurance claims at Farmers Markets, but nearly all this damage can be prevented. I understand that market tents, canopies, signs, and umbrellas must be attached to a weight that is at least 25 pounds per leg for tents, and at least 50 pounds for umbrellas. They must be sufficiently and safely secured to the ground from the moment the tent goes up to the moment it is taken down. They should be securely tethered with lines that are clearly visible and should not cause a tripping hazard. Weights should be on the ground and not be allowed to swing freely. There will be no exceptions.

Examples of safe and acceptable weights include:

- Filling an empty paint can with cement and securing this to each corner of the tent with a sturdy rope (bungee cords and stretchy ropes are not allowed). It is NOT sufficient to place the can on the feet of the tent; they must be adequately secured.

- Filling containers with sand/cement that can be anchored or secured with a sturdy rope (no bungee cords allowed); these include canvas bags or plastic buckets/containers that have a handle through which a rope can be secured.
- PVC pipe capped and filled with cement must be hung on the inside of the tent poles and secured to the top braces of the tent in a way that it does not collide with customers or create a hazard.

I understand that if I forget my tent weights, I can rent four tent weights from the Charles Town Farmers Market for \$10/day, payable in cash at the market. Or, I can take down my tent and sell with no canopy. Or, I can pack up and go home (my stall fees will not be refunded).

I understand that I will not be allowed to work out of my vehicle. Vehicles can be parked on Congress Street, on Washington Street, in the Bank of Charles Town parking lot, and other places near the market.

I understand that business must be conducted from inside my own tent space. I may not solicit customers outside of my assigned space (no hawking or busking).

NEW IN 2024 – I understand that all my market items, products, signs, coolers, tables, etc. MUST be contained within my tent space. Nothing is allowed on the sidewalks. Sidewalks must be kept clear behind vendor tents to allow for strollers, pedestrians, and wheelchairs.

I understand that no more than 20% of the market will be allocated to craft vendors (by vendor count or by space allocation).

I understand that all vendors are required to have items clearly priced – by the pound, per piece, per bag, etc.

I understand that all vendors are required to have a banner or some signage that clearly states the name of the business. In addition to any banner I have, I understand that I am allowed one stand-alone sign, not to exceed 4' high and 2' wide. This sign can be a sandwich board, dry erase board, chalkboard, or other freestanding sign (within reason). My sign/banner will be displayed within only one of my 10'X10' market spaces, meaning that if I rent two market stalls, my sign cannot be twice as big or my banner twice as long. My sign will not be in the market aisles, on sidewalks, in the street or alley, on a neighboring property, in common areas, or in front of any other business or vendor, and my sign will not block or interfere with any CTFM market banners or signage.

I understand that I am permitted to sell only those items listed in my application on file. I may request to amend my application but am not permitted to sell additional items prior to amendments being approved by the market steering committee.

I understand that produce vendors are permitted to sell items they did not grow only until that item becomes available from a local grower at market and only if that item has been listed in my

application as a product that I plan to purchase (please fill out the “Purchased Products Form” found under your “Documents” tab on your MMM account).

I understand that scales must be registered as legal for trade and must meet local and state regulations for commercial sales. Scales must be placed so that they are clearly visible and readable to the customer at all times. Scales must be checked annually for accuracy by the WV Division of Labor Weights and Measures.

I understand that the Charles Town Farmers Market accepts SNAP/EBT (formerly known as food stamps) and that if my products are eligible, I must participate in the SNAP program by accepting all SNAP bucks, SNAP Stretch bucks, SNAP Stretch Kids bucks, and the matching Fruit and Veggie bucks. Charles Town Farmers Market will keep a running weekly tally of how many ‘bucks’ I accepted that week and will issue me a receipt for my records. Any bucks I accept after I have been given a receipt should be held until collection the following week. I understand I must have \$10 or more to turn them in – if I have \$9 or fewer, I will hold them until the following week. CTFM will reimburse vendors on a monthly basis for any “bucks” accepted during that month.

I understand that at the end of each market day, I must return my market space to how I found it. I will pick up any trash or debris that might be in my stall and sweep the street clean to leave it better than I found it.

I understand that Charles Town Farmers Market is a smoke-free marketplace. We ask patrons and vendors to refrain from smoking during market hours. Tobacco use by vendors will not be permitted at any time within the market boundaries during market set up, tear down, or anytime in between. Vendors who use tobacco can smoke in designated areas outside the market boundaries and have to be at least 25 feet from the nearest market entrance or vendor booth.

I understand that CTFM does not allow the use of generators.

I understand that if I am unable to attend the market for any reason, I am required to notify the Market Manager of my absence before 6am on the day of market. If I do not, and I am a no-show at market, I will be charged for an unexcused absence at the rate of \$10 per market. After two unexcused absences, the market committee will decide if I will be allowed to participate in future markets. Send emails to charlestownfarmersmarket@gmail.com and/or call/text the market cell phone at 304-268-4692. To be safe, please do both as early as possible.

I understand that non-profit groups and local businesses will be limited to one space at no charge. No more than one group will be accepted per week, and no group will be accepted more than once a month. Non-profits are not allowed to sell products at market that compete unfairly with vendors selling for a livelihood. They are allowed to sell raffle tickets for an upcoming event or prize, bracelets for a special cause (breast cancer, Alzheimer’s etc.), gardening tools if they are a gardening club, etc.

I understand that CTFM does not allow consultant-based businesses, franchise-based businesses, distributor-based businesses, or multi-level marketing businesses.

I understand that common courtesy and respect are essential to the success of our market. The CTFM market management expects market participants to be honest and to conduct themselves in a courteous and friendly manner with other market vendors, customers, and volunteers. Abuse towards customers, vendors or market volunteers will not be tolerated and will be dealt with quickly and swiftly. If the issue is a more endemic problem not lending itself to an immediate solution, the market steering committee will discuss the situation at their next meeting and decide a course of action. Please see the section titled “Codes of Conduct.”

I understand that I must report my weekly sales. If I don’t, I will be penalized. Please see the section titled “Vendor Sales Reporting Fee.”

I understand that I must participate in the “Know Your Vendor Program. Please see the section titled “Know Your Vendor Program.”

2024 CODES OF CONDUCT

Market Conduct

Charles Town Farmers Market expects growers, artisans, producers, and their volunteers to conduct themselves in a manner that contributes to a positive shopping experience for our customers. This includes (but is not limited to): not playing loud music, refraining from smoking, properly securing your tent/canopy/umbrella, rule compliance, and customer service. Your at-market staff should be well versed in the products they are selling, and provide positive customer service to ensure a pleasant shopping experience. We ask that farmers and producers not leave their booths unattended during market hours. If you are working alone and need a break, please ask the Market Manager or a market volunteer to fill in for you.

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Harassment Free Workplace

The following is Charles Town Farmers Markets' harassment-free workplace policy as it pertains to CTFM Market Manager, steering committee, volunteers, vendors and their staff. We consider the same policy applicable at our farmers markets concerning all staff and volunteers that work at the markets. Staff or volunteers that experience harassment are encouraged to report incidents to CTFM. Any farmer / producer / business / volunteer / staff that is found to be violating this policy is subject to immediate expulsion from market. The final decision will be made by the CTFM Steering Committee. Decisions may be appealed by submitting a request in writing to the board of the Jefferson GAP Coalition.

- 1st offense – violator will be given a verbal and written warning from someone on the CTFM steering committee.
- 2nd offense – violator will be given a verbal and written warning and will be taken off the vendor lineup on their next scheduled market day. The violator will not be refunded market dues for that day.
- 3rd offense – violator will immediately be expelled.

Charles Town Farmers Market is committed to a work environment in which all individuals are treated with respect and dignity. Each individual has the right to work in a professional atmosphere that promotes equal employment opportunities and prohibits unlawful discriminatory practices, including harassment.

Therefore, CTFM expects that all relationships will be business-like and free of bias, prejudice, and harassment. It is the policy of CTFM to ensure equal employment opportunity (paid or unpaid) without discrimination or harassment on the basis of race, color, religion, gender, sexual orientation, gender identity, national origin, immigration status, age, disability, genetic information, marital status, amnesty or status as a covered veteran. CTFM prohibits any such discrimination or harassment.

CTFM encourages reporting of all perceived incidents of discrimination or harassment. It is the policy of CTFM to promptly and thoroughly investigate such reports. CTFM prohibits retaliation against any individual who reports discrimination or harassment or who participates in an investigation of such reports.

Definitions of Harassment

Sexual harassment constitutes discrimination and is illegal under federal, state and local laws. For the purposes of this policy, sexual harassment is defined, as in the Equal Employment Opportunity Commission Guidelines, as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature when, for example a) submission to such conduct is made either

explicitly or implicitly a term or condition of an individual's employment; b) submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual; or c) such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.

Sexual harassment may include a range of subtle and not-so-subtle behaviors and may involve individuals of the same or different gender. Depending on the circumstances, these behaviors may include unwanted sexual advances or requests for sexual favors; sexual jokes and innuendo; verbal abuse of a sexual nature; commentary about an individual's body, sexual prowess or sexual deficiencies; leering, whistling or touching; insulting or obscene comments or gestures; display in the workplace of sexually suggestive objects or pictures; and other physical, verbal or visual conduct of a sexual nature.

Harassment on the basis of any other protected characteristic is also strictly prohibited. Under this policy, harassment is verbal, written or physical conduct that denigrates or shows hostility or aversion toward an individual because of his/her race, color, religion, gender, sexual orientation, gender identity, national origin, immigration status or citizenship, age, disability, marital status, genetic information, veteran status, or any other characteristic protected by law or that of his/her relatives, friends or associates, and that a) has the purpose or effect of creating an intimidating, hostile or offensive work environment; b) has the purpose or effect of unreasonably interfering with an individual's work performance; or c) otherwise adversely affects an individual's employment opportunities.

Harassing conduct includes epithets, slurs or negative stereotyping; threatening, intimidating or hostile acts; denigrating jokes; and written or graphic material that denigrates or shows hostility or aversion toward an individual or group via e-mail, phone (including voice messages), text messages, tweets, blogs, social networking sites or other means.

Individuals and Conduct Covered

These policies apply to the Market Manager, all market volunteers, all market vendors, interns, helpers, assistants, etc. Conduct prohibited by these policies is unacceptable not only at market, but also at market meetings and market social events.

CTFM has a zero tolerance policy for sexual or physical harassment, and threats of sexual or physical harassment. Any farmer, producer, business, vendor, volunteer, or CTFM committee member that is found to be violating any of the above policy more than twice will be immediately expelled from market. No refunds will be given.

Any questions for comments should be directed to Joslyn Noland (vendor representative on the market steering committee) at jnoland77@aol.com

2024 VENDOR SALES REPORTING FEE

Reporting your sales numbers is very important to our ability to show growth and progress. It is vital for us to have accurate numbers when we write grants, talk to city officials, and network with other markets in the state and the country.

To that end, in addition to your weekly stall fee, you will pay an additional fee upfront (think of this as an "escrow" account). If you attend 15 or fewer markets, you will pay an additional \$50

upfront. If you attend 16-31 markets, you will pay an additional \$100 upfront. If you report all of your sales, you will receive a full refund of that “escrow” money at the end of the season.

Here is how it works: if you report your vendor sales on the MMM site before the deadline at the end of the season, and you do not miss a week of reporting, you will receive ALL of that money back (either the \$50 or the \$100, whichever you paid) at the end of the season. For each week that you do NOT report your sales on the MMM website, you will pay \$10, which will come out of the money you have already paid in. At the end of the season, however many days you did not report for will be deducted from that initial amount and you will receive the difference as your refund.

For example...say you plan on selling at 21 markets. You will pay \$100 upfront. Let's say you skip reporting your sales for five markets (accidentally, or you just don't want to give us your sales data). Five markets multiplied by \$10/market = \$50 penalty. Your refund would be \$50. The Market Manager sends a weekly reminder email at the start of the following week, and again a few weeks before market ends for the season. Market Manager will not spend time tracking you down to get you to report. If you snooze, you lose.

2023 KNOW YOUR VENDOR PROGRAM

NOTE: The CTFM steering committee acknowledges that during recent Market seasons, the site visits mentioned below have been largely abandoned due to time constraints and lack of sufficient personnel. If we can manage to resurrect the program, here are some things to know.....

I understand that all vendors have to agree to participate in the Know Your Vendor Program (KYVP). In recent years, consumers have been increasingly interested in their food, where it comes from and how it's raised. More and more people are turning to local producers and farmers to buy safer, better quality products than can be found in most grocery stores.

As a market we want to assure each customer that our vendors are doing what they say they are doing. Maintaining the integrity of our farmers market ensures the success of all vendors. We are all committed to bringing high quality, safe products to market. The trust that a customer builds with a vendor is a treasured thing for both parties and if that trust is broken, it's very difficult to gain it back. Because we want to present high-quality items at our market that fit within the other rules and regulations of the market, we will try our best to visit more of our market vendors in 2024.

Continued membership in the Charles Town Farmers Market will require:

~Visits by the steering committee (or approved market volunteers) to confirm that the vendor is producing the items they listed in their application.

~A site visit will be made by two or more people. Committee members may take pictures, and may ask you questions about your business practices and where your ingredients are sourced, or how you make your products. It is the intention of the committee that these pictures will be used for the promotion of your products. They will also fill out a short form to record the visit and to

list any observations or causes for concern so that there is a paper trail to prove the market overall is self-regulating in case problems arise.

~A site visit should take no more than 30 minutes of your time. If you are willing and able to give a longer tour of your farm or art studio, or you want to introduce us to the pleasures of goat milking or the back breaking labor of green bean harvesting, then by all means feel free to do that. We'll make the time to stay longer and that will only increase the potential for marketing your products - our primary goal!

~Site visits will be arranged about a week ahead of time. We will not show up unannounced.

~By submitting your electronic signature on the application to the 2024 Charles Town Farmers Market, you agree to the KYVP requirements above. This is for your own benefit and the benefit of the market overall. Thus, any vendor who does not agree to the KYVP principles will not be allowed to participate in the Charles Town Farmers Market.