

**Purcellville Farmers' Market
Rules & Vendor Application Form**



Dear Purcellville Farmers' Market Prospective Vendor:

Thank you for your interest in becoming a vendor with Purcellville's Town Market. We are so very excited that you have considered joining us.

Our primary goal is to provide a profitable retail sales outlet for area Farmers/ Growers, and to promote the production of high quality locally grown produce and other farm or agricultural products. Additionally, to enhance both the Market and the community, we include baked goods and value-added food products, crafts and other locally prepared merchandise to educate the consumer in the value of local production, offering a direct experience of Food and Community.

The strength of the Market, and the wellbeing of all its members, lies in our ability to work together and draw from our diversity of experience and backgrounds. These guidelines exist to support and promote the continuance of the stated objectives.

Please carefully review the procedures and rules of the Purcellville Farmers' Market and complete the Vendor Application Form.

Applications may be mailed or submitted in person. Please mail your completed application, fee payment made payable to the Purcellville Farmers' Market, and all supporting paperwork to: Purcellville Farmers' Market, 143 N 21st Street, Purcellville, VA. 20132.

Vendors selected to participate in the market will be notified of acceptance by email or phone. Only application fees from accepted applicants will be deposited. Those not selected for the market will have their check/payment returned by mail.

Thank you for your interest in the Purcellville Farmers' Market.

For more information on the market, visit us online at www.purcellvillefarmersmarket.com, e-mail or call 703.856.4963.

Sincerely,

Kelley Partlow
Purcellville Farmers' Market
Market Manager

Purcellville Farmers' Market

Location: The Shoppes of Maple and Main Parking Lot, 717 E. Main St., Purcellville, VA. 20132

Time: Saturdays between 9am-1pm.

2017 Spring- Fall Season: The season currently begins April 1st and runs each Saturday through mid-November, weather permitting.

Eligibility:

The Purcellville Farmers Market is open to local Farmers, Growers, Crafters, and Food Vendors, who understand and endorse the above objectives, to display and sell their goods. No Solicitors, collection drives, or manufactured goods other than locally made arts and crafts will be allowed in the market area except at the discretion of the Market Manager. Note that, Locally-grown or produced items that meet all applicable federal, state and local rules and regulations may be offered for sale.

Annual Membership Fees

The annual vendor membership fee is \$120. This fee is collected once per year per vendor and is due before setting up at the Market.

Annual membership fees are not prorated (no seasonal rates) or refundable.

Annual memberships fees Include:

10x10 Weekly Vendor Space (guaranteed)

Town of Purcellville (\$20) Annual Vendor Fee

Logo and Business Link listed on the Purcellville Farmers' Market website

Print, Social Media, and Internet Publicity

*If additional space is needed please contact the Market Manager for additional rates.

Visiting Vendor (Artisan or Non-Profit):

Visiting or guest vendors must have prior approval before setting up at Market.

All visiting vendors or organizations (except exempt nonprofit organizations) must pay a \$10 fee per 10' x 10' space. Fee is to be paid by close of business on that Market day.

*Application and Insurance Certification is required.
(See Permits, Licenses and Insurance)

The State of Virginia requires all visiting vendors, who join us on 4 or more occasions obtain a Virginia Sales Tax ID number and collect all applicable State and Local sales tax for items sold at the market.

The Purcellville Farmers' Market and affiliates shall not be held be liable for vendor tax violations.

Vendor Space Fee

In addition to the fees explained above, there also is a weekly Vendor Space Fee of \$5 for annual market members and \$10 for guest and non-annual market members.

The Vendor Space Fee will be collected weekly and is due prior to the close of business of that Market day. Vendor Space Fees may be paid in advance.

The Vendor Space Fee only applies to Market Days attended by the Vendor.

Market Commission(s)

No commissions are currently charged; however, this is re-evaluated on an annual basis and may change based on costs of running the market.

Market Calendar

Accountability is key to the success of a market. Although attendance may be dependent on weather and crop specialty, we request that all vendors attend at least 60 percent of the market days this season (21 of 35 markets).

Circle all dates you will **not** be attending

April	1	8	15	22	29
May	6	13	20	27	
June	3	10	17	24	
July	1	8	15	22	29
August	5	12	19	26	
September	2	9	16	23	30
October	7	14	21	28	
November	4	11	18	25	

Punctuality

Hours of Purcellville Farmers' Market are from 9am to 1p.m. Vendor set up time begins at 8am (and not prior). Vendors must vacate the site by 2pm. Please leave ample time for set up, especially considering weather variances and the occasional need to rearrange vendor layout. This helps everyone to be more successful for market time.

Vendors are required to stay until closing. Vendors who sell out early must keep their area set up and post a sign letting customers know they have sold out. Vendors without good reason who attempt to leave before the close of the market will be issued a verbal warning. If repeated on more than one occasion the vendor will be removed from the schedule for the remainder of the season. Application fee will be surrendered and not be refunded to Vendor.

Vehicles

All vendors must be set up and ready to sell by start time. Vendors must arrive at least 30 minutes to market opening, and as early as 1 hour before market start time. Vendors with vehicles who arrive less than 30 minutes before the market opens run the risk of having to load off from the parking area and transport items to the assigned area. Additionally, vendors are required to park their vehicles out of the customer parking area to maximize customer spots.

Cleanup

Vendors are required to clean up after themselves and to provide receptacles for garbage from customers. Vendor space must be maintained in a clean, safe and sanitary manner. Vendors are responsible for taking with them any trash or garbage that is generated in or around their booth and sweeping up any product debris left on the ground. Farmers are not permitted to dispose of produce waste, overripe or leftover produce or boxes in any onsite garbage cans or dumpsters. *Waste water from hand washing stations must also be properly disposed of and not dumped on the ground/grass.

Vendors who do not clean up at the end of the market may receive a \$25 fine and/or termination.

Signage

All vendors should post a sign identifying the name of the farm/business represented and where it is located. All goods for sale should be clearly marked with their prices. This can be done individually or on a larger sign that is clearly readable. This is a critical component of providing a reputable farmers market, allowing customers to refer to growers and businesses by name. Please have ample signage to allow the community to know you.

Space

Space allotments based on availability and the Market Manager's discretion.

The vendor sales area must not extend beyond the allotted boundaries of the area space. Avoid blocking neighboring areas with large signs etc.

Produce and Products

Products are a reflection of the market and should be of the highest quality the vendor can produce.

Describe the nature of your business and/or the kinds of products you would like to sell at the Purcellville Farmers' Market.

* In lieu of submitting the information below, you may submit an electronic list (Word, Excel, PDF) to the Market Manager.

Grown/Harvested Products (Please attach a separate sheet if necessary)

Grown/Harvested Product	Variety of Item	Location where Grown	Certifications

List the items you do not produce but plan to carry from another producer/supplier. (Please attach a separate sheet if necessary)

Product Description	Producer	Location where Grown

Processed/Pre-packaged Foods (Please attach a separate sheet if necessary)

Processor Name	Product Name(s) of all products processed by this processor	Processor City & State	I have submitted the processor's food license
<i>Example: Heartland Apples</i>	<i>Apple Cider, Caramel Apples, Apple Pie</i>	<i>Purcellville, VA</i>	YES NO

Handmade/Resale Items (Please attach a separate sheet if necessary)

Item(s) Description	Handmade		Resale	
	YES	NO	YES	NO
	YES	NO	YES	NO
	YES	NO	YES	NO
	YES	NO	YES	NO
	YES	NO	YES	NO

Pricing and Quality of Produce/Products

Pricing of goods and taxes sold at Purcellville Farmers' Market is solely the responsibility of the individual vendor, but Vendors are requested to maintain fair retail market prices. Neither the Market Manager, the Purcellville Farmers' Market, nor any other party will make any warranty on sold or purchased goods, and any warranty implied is expressly denied. All prices must be clearly marked by posting a sign or individually marking items. Vendors are responsible for the safety and quality of their food and cannot sell adulterated food.

Sales Tax

Please note that Virginia requires that sales tax be collected on the sale of all items. Vendors must have a Virginia Sales Tax ID number before applying to this market and must include the license number below.

VA Sales Tax License # _____ (attach copy of license)

Vendors are responsible for collecting and submitting state and local sales tax for items sold at the market. The Purcellville Farmers' Market and affiliates shall not be held liable for vendor violations.

Scales

Vendors selling produce by weight must provide their own scales. Scales must be “legal for trade” and are subject to inspection by the Virginia Department of Agriculture’s (VDAC) “Weights and Measures” program. All scale displays must be readable and in easy sight to your customers during business transactions.

Vendor Pet/Animals

We do not recommend vendors bring their pet/animals to the market because of food safety reason. In the event a vendor chooses to do so please protect your food/produce from coming in contact with the animal and wash hands after handling.

Each Vendor is solely responsible for the proper control and care of their pet/animal. Vendor(s) agrees to hold and save harmless and indemnify the Purcellville Farmers’ Market from any claim or cause of action arising from injury, damage or dismay caused.

The Purcellville Farmers’ Market is also not liable for any injury, dismay or claim caused by pets brought to market by visiting patrons.

Children

We are a family Market and encourage the entire family to participate. We ask our Vendors to take extra precautions and monitor their little helpers at all times during Market day. Set-up and takedown time can be an especially dangerous time for unattended children. Purcellville Farmers’ Market takes no responsibility for their safety or whereabouts, or for any damages they may cause or incur.

Courtesy/Conduct

Vendors and their representatives are expected to conduct themselves in a respectful, safe, courteous and harmonious manner with customers, market staff and each other. Any language or behavior that jeopardizes the normal operations of Purcellville Farmers’ Market will be grounds for termination of the vendor’s permit to sell. Complaints of any kind should be written up and given to the Market Manager.

Customer complaints about individual vendors will be discussed with the vendor. If Purcellville Farmers’ Market receives numerous complaints about a vendor, Purcellville Farmers’ Market will discuss the situation with the vendor and determine if any corrective action is needed. Customers who have a legitimate complaint about the product they purchase should be given a full monetary refund or replacement of equal value. It is the market’s policy to satisfy the customer. Complaints that seem unfounded or excessive may need to be mediated by market manager.

Vendor Dress

Vendors are required to wear appropriate “market” attire at their booths during market hours. Shoes, shirts, pants may not advertise or proclaim and inappropriate or vulgar messages.

No Smoking/Drinking

Smoking and the consumption of alcohol is not allowed at Purcellville Farmers’ Market sites at any time.

Permits, Licenses and Insurance

All vendors shall provide current copies of any permits, insurance and licenses applicable to the sale of their product(s).

All vendors must purchase and maintain a policy of commercial general liability or special event insurance with minimum limits of \$1,000,000 per occurrence and \$1,000,000 total aggregate. The insurance will name the Purcellville Farmers’ Market as an additional insured and the location address of the market in the description area. The vendor must provide the Market with proof of this insurance in the form of a policy

endorsement, in addition to a certificate of insurance, as a condition of being issued a permit and being assigned a space at the Market.

Insurance Co.	Policy #	Exp. Date
Coverage Limits	Per Occurrence	
Aggregate	Agent Name	
Agency Phone	Agent Business Street Address	
City	State	Zip

A copy of your insurance policy certificates must be on file before your application will be considered complete

Temporary Food Vendors/Events- Food Safety Requirements

Vendors that will be sampling products at the market or will be selling foods that are considered potentially hazardous must acquire a Temporary Food Permit through the Loudoun County Department of Public Health.

Prior to sampling products or selling potentially hazardous foods the vendor is responsible for ensuring that their operation meets all applicable local, state and federal food regulations/requirements.

If you answer "Yes" to ANY of the questions below you must supply a Temporary Food Permit.

Yes No

- I will be sampling products at my stand/booth at the market.
- I will be selling potentially hazardous foods that require time and temperature control for safety (cheese, dairy, fish, meats, eggs).
- I will be packaging breads and/or baked goods on-site.

If you have questions regarding completing the Temporary Food Application, contact the Health Department Temporary Food Coordinator, Tamara Shellenberger, (703) 777-0642, tamara.shellenberger@Loudoun.gov

All prepared foods and baked goods vendors must have a current County Health Department Food Worker Cards and applicable operating permits issued by applicable agencies and keep a copy of these permits at their market area at all times.

Non-Profit Organizations

Pre-approved non-profit organizations may use a stall at market during the season (EV excluded) to distribute information, educate the public, and if desired, obtain signatures on petitions. They must contact the market manager of their desire to use a space prior to the day they wish to attend.

Cancellations

Vendors are requested to notify the Market Manager or Assistant Manager by e-mail no later than Wednesday at 5:00 pm if they are scheduled but unable to attend the Saturday Market. If a vendor is scheduled to attend and does not notify the Market Manager (“no call-no show”) three times, the vendor will be removed from the schedule for the remainder of the year. Application fee will be surrendered and not be refunded to Vendor.

* Under extreme weather conditions the Market may be cancelled at the discretion of the Market Manager. If conditions are prohibitive to the operation of a safe and successful market, the Manager may cancel market under the following circumstances:

Heavy Rain at the start of the Market with a forecast of rain of 80% or greater throughout the hours of operation.

Flash flood warnings throughout the hours of operation.

Thunder and visible lightning storms in the immediate vicinity of the Market during which the manager deems conditions unsafe for vendors, patrons and market staff.

Gale force winds with speeds over 40 mph.

Tornado warnings during any hours of operation of the Market.

Extreme heat conditions in which risk of heat related illness are high (heat index of 103°F to 115°F) to very high or extreme (heat index greater than 115°F).

A market cancellation will be made at the earliest possible time in order to avoid costs incurred by vendors related to preparation and travel to the market. If weather conditions worsen during or immediately prior to a market, the Manager will give vendors notice as soon as possible and market operations will cease. The Market Manager will communicate all relevant updates to vendors and give instruction regarding a cancellation and next steps to undertake for a safe and orderly breakdown and exit of the market.

The Market Manager has the final authority to cancel a market and will do so within the guidelines stated above. The Manager will take all and any necessary actions and precautions in order to ensure regular and safe operation of the market.

Discloser

I hereby release, forever discharge and hold harmless the Purcellville Farmers’ Market, and their successors and assigns, from any and all liability, claims and demands of whatever kind or nature, which arise or may hereafter arise from or in connection with my participation in the Purcellville Farmers’ Market. I take full responsibility for my space at the market, my equipment and supplies, and all products that I bring to sell at the market.

Violation of any of the terms above may result in the termination of your application or right to participate in the Purcellville Farmers’ Market. Any fees paid to Purcellville Farmers’ Market will not be refunded.

Terms of application may be subject to change. Vendors will receive written notifications of these changes at least fifteen (15) days prior to the effective date.

Submission of Application

By submitting the below Application, you thereby agree to the above-stated guidelines for the Purcellville Farmers' Market.

Name: _____

Farm / Business Name: _____

Address: _____

City, State, and Zip Code: _____

Phone Number(s): _____

The best way to contact you by (circle one): phone e-mail either

E-mail: _____

Website: _____

* In case of emergency, please contact:

Name: _____ Phone Number(s): _____

How many 10' x 10' tent spaces will you need for your display? _____

Do you need to use your vehicle during the market hours? Yes No

If yes, please describe the size/length of your vehicle/truck and reason:

Advertising

The Purcellville Farmers' Market uses print, social media, its website and the Internet to publicize our weekly market. Please provide us with some information that sets your farming and/or operation apart from others and shows care for the environment and the local community. Include information such as animal nutrition and environment, pest control methods, sustainability practices, locally sourced ingredients, etc.

Customers often ask us for additional information about our vendors. Please check which pieces of information you would like to share with the public. *We will not share any information that is not checked below.*

Your phone number Your email address Your farm or business website

* In lieu of submitting the information below, you may submit an electronically to the Market Manager.

THE REMAINDER OF PAGE WAS INTENTIONALLY LEFT BLANK FOR VENDOR ADVERTISING MATERIAL.