Berea Farmers Market Vendor Handbook

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Welcome

The purpose of the Berea Farmers Market is to operate a farmers’ market in the city of Berea, Kentucky. Our mission is to build a profitable outlet for local agriculture and a valuable source of fresh foods for consumers. In addition, up to forty percent of vendor positions are available for local artisans producing unique, hand-crafted work.

The goals of the Berea Farmers Market are:

* Ensuring farmers, artisans and food producers at our markets are successful.
* Giving residents access to local healthy food through farmers’ market vendors.
* Creating a vibrant gathering place that reflects the city and surrounding neighborhoods.
* Maintaining a sustainable operation with the organization structure and resources to accomplish our mission.
* Continuing to work with community partners to strengthen the farmers’ markets and the local food system.

# Please Join Us

Please join us on our newsletter on the website, follow us on Instagram, like and then share invitations to like our Facebook page!

Website: [www.bereafarmersmarket.org](http://www.bereafarmersmarket.org)

Facebook: <https://www.facebook.com/bereafarmersmarket/>

Instagram: Berea\_Farmers\_Market

Twitter: <https://twitter.com/bereafarmmarket>

# About the Berea Farmers Market

Berea Farmers Market is a producer only market. Every product sold at the Berea Farmers Market must be grown or created by the vendor selling the product. Any processed food item (jelly, salsa, breads, etc.) must contain at least one ingredient that the vendor has raised. Each food vendor is asked to complete a farm plan listing products or product ingredients grown for sale at the market.

Many questions come up about the re-sell of products that have been bought from auctions, from another farmer or from other outlets. There is absolutely no re-selling of any products at the Berea Farmers Market. This follows our mission to build a profitable outlet for vendor members. We have built a trusting customer base of people who value buying directly from the farmer or artisan vendor and we want to continue to honor that commitment.

The Berea Farmers Market membership is decided by the board members who carefully research and select the vendors who are best suited for the market.

 As a year-round market our market has 2 main seasons:

* **Summer Season** runs every Saturday from the first Saturday in April until the last Saturday in October. Summer season also includes Tuesdays during the months of May, June and July.
* **Winter Season** runs every Saturday from the first Saturday in November to the last Saturday in March.

(See Membership Dues & Fees for additional member opportunities)

The governance of the Berea Farmers Market is a non-profit cooperative. For more information about our governance please see the Berea Farmers Market By-Laws.

When inquiring about required permits and certifications please refer to the Kentucky Farmers’ Market Manual and Resource Guide distributed by the Kentucky Department of Agriculture.

Kentucky Proud is the official state marketing program for agricultural products. We recommend that all farmers become Kentucky Proud members. There is no charge to join. As a Kentucky Proud member, you can consult with Kentucky Department of Agriculture marketing specialists; apply for grants and cost share funds; buy promotional items at cost; display the Kentucky Proud logo; and take advantage of many more member benefits.

A permit is not needed to sell whole fruits, vegetables, herbs or honey at the farmers’ market, although, we require that you complete the Produce Best Practice Training. This can be done through the County Extension Office. The training usually takes about two and a half hours.

All farmers must submit a Berea Farmers Market Farm Plan. This is to verify that everything you bring to sell at the market has been grown by you. The Farm Plan is completed during the application process.

# Tips for Selling at Farmers Markets

New and potential members are encouraged to visit and become familiar with the market. Look at the items that are already being sold and what seems to be selling well. What you grow and have to offer should be interesting and attractive. To learn how to create a great business at the farmers market, reference USDA New Farmers Guide. Community Farm Alliance is another wonderful resource for small farmers.

Many vendors ask how much should I charge for my products? Before you vend at the market, visit the market and look at what vendors are charging for their products. Many beginning farmers undervalue what they sell. It’s important that farmers charge fair prices, because customers want to support framers who sell local food, as this is a service they provide. Foods that are certified organic, humanely raised, etc. tend to bring a higher price than foods without the certifications. A helpful tool for pricing and what farmers are charging at farmers markets around Central Kentucky refer to the University of Kentucky’s Weekly Farmers Market Price Report.

Vendor Requirements

**Farm Products** include Kentucky grown fruits, vegetables, honey, mushrooms, meats, cheese, eggs, plants, and flowers etc. All products sold at the Berea Farmers Market must be grown and/or raised on the producer’s farm.

**Raw Meat** must meet all health code requirements for legal sale. Vendors must maintain the product in a continuously frozen/preserved condition from the time it leaves the processing facility until it is sold at the market.

**Eggs** the vendors who sell eggs (over 60 dozen per week) must provide a copy of a retail license from the Kentucky State Egg Board. Vendors may not use cartons or cases which are labelled by other businesses and the carton may not be reused.

**Home-based Processor or Value-Added Products** Value-added products are made from raw agricultural products, non-potentially hazardous foods and minimally processed. Value-added products include but are not limited to dried herbs, spices, nuts, candy, dried grains, whole fruits and vegetables, mixed-greens, jams and jellies, sweet sorghum syrup, preserves, fruit butter, bread, fruit pies, cakes, or cookies. Home-based processors are also allowed to produce dried or freeze dried whole fruits or vegetables, candy (that does not contain alcohol and no bare hand contact), maple syrup, pecan pies, granola that may be made with dried fruit, nuts, or seeds and popcorn (plain or with added seasoning); and non-food products, such as soap, body lotions and candles. Because of special processing concerns, low-sugar, non-sugar (sugarless) or vegetable jams and jellies (for example, hot pepper jelly) are NOT allowed at this level.

* Farmers selling value-added food products must provide documentation of all necessary permits, licenses, etc. or must demonstrate the products meet the requirements of the Home-based Processor law. Each farmer must submit information about each value-added product showing which ingredients are from their farm.
* Home-based Processors must meet all requirements of the Kentucky Department of Agriculture in accordance for production and labeling (for additional information please reference Amendment 1-HB263).

**Home-based Microprocessor** are farmers who grow, and harvest produce to use in their value-added products. Home-based microprocessors are required to grow a predominant ingredient in the product they make. Home-based microprocessors are allowed to make higher risk products such as canned tomatoes, pickled fruits and vegetables, salsa, barbeque sauce, pepper or herb jellies, vinegars, low or no sugar jams and jellies, and pressure canned vegetables. (Meat, poultry, dairy and/or egg products do not qualify as a primary or predominant ingredient).

**Note:** For detailed information on Home-base Processing and Home-based Micro Processing please reference the Kentucky Farmers’ Market Manual and Resource Guide or questions can be directed to Annhall Norris at the University of Kentucky 859-257-1812 or email annhall.norris@uky.edu

**Ready-To-Eat Food Products (Concessions)** Ready-to-eat food vendors (Concessionaires) offer freshly made foods available for sale and immediate consumption on site.

* A farmers’ market temporary food service permit is needed to cook and sell Kentucky-grown food at the market. This special permit is good for six consecutive months and allows service twice a week.
* Concession vendors shall submit and maintain all required state, county, and local Health Department permits. All appropriate permits and licenses shall be on file with the Berea Farmers Market.
* Concession vendors must demonstrate a direct farm impact for farmer vendors by offering menu items that contain ingredients produced and purchased from the Berea Farmers Market vendors or Kentucky Proud items.

# Vendor Code of Conduct

All vendors should take ownership in their market and will be accountable for their actions.

All vendors are expected to act in a respectful and positive manner toward the Berea Farmers Market customers, vendors, volunteers and community members.

We should always be welcoming to our guests and customers at the Berea Farmers Market.

We need to strive for excellence in the operations of the market and to carry out the best customer experience possible.

We need to support other vendors and provide assistance during set-ups and breakdowns of your market.

# Membership

The Berea Farmers Market, Inc. will collect fees and dues from vendors to provide for the costs of market operation for members’ benefit.

* The annual dues will be paid to the Berea Farmers Market, Inc. no later than the 15th of March to start off the summer season the first Saturday of April.
* Installment payments and hardship cases can be approved by the Board and documented in the Producer Member Agreement.
* Any day fees will be collected as approved by the Membership and specified in the Membership Agreement.
* Dues and fees must be paid to be considered in good standing.
* Current Producer Members in good standing who have documented good history of timely installment payments, may be considered in good standing with no interruption, for the subsequent year.
* All vendors must be approved by the Board and documentation submitted before they are permitted to sell at the Berea Farmers Market.
* No dues shall be refunded to any member whose membership terminates for any reason.

Membership Dues & Seasons

* Full Year Membership April through March $250
* Summer Membership April through October

(Includes Tuesday Markets) $205

* Winter Membership November through March $ 70
* Tuesday Only Membership (May, June and July) $ 55
* Pop-Up Day Vending-3 Times Per Year $ 30 each day

# Permits & Licenses

All Berea Farmers Market vendors must submit copies of the following documents with the Vendor Application ***as applicable*** to the products being sold:

* Berea Farmers Market Vendor Application and Payment ***Required***
* City of Berea Business License ***Required***
* Certification of Completion for the GAP (Good Agricultural Practices) or PBPT (Produce Best Practice Training) ***Required***
* Cooked and/or Processed Sampling Certificates ***Required***

for any vendor offering sampling

* All Samples Sampling Certificate ***Required***

for any vendor offering sampling of fresh produce, or non-cooked and/or processed foods

* Home-based Microprocessor Certificate ***Required***

for vendors selling processed non-fruit (vegetable or herb) or sugarless jams/jellies, acid foods, acidified food products and/or low-acid canned foods including tomatoes, green beans, salsa, barbecue sauce, pickles, chutney and similar products.

* Home-based Processor or Value-Added Products ***Required***

to register with the Kentucky Department for Public Health, Food Safety Branch.

* Egg Retail License ***Required***

if selling more than 60 dozen eggs per week.

* Nursery Stock ***Required***

if plants being sold can be placed outdoors, survive through the winter and then start growing the following spring, a nursery or nursery dealer license will be required.

* Pet Foods and Treats ***Required***

Vendors selling dog biscuits or other specialty pet treats are to register with the Division of Regulatory Services and meet specific labeling requirements of the law.

* Lip Balms, soap and Cosmetics lip balms, lotions, sugar/salt scrubs and any other product applied to the body (cosmetics) may only be manufactured by a permitted facility. Cosmetic manufactures are permitted by the Kentucky Food Safety Branch and are subject to the same rules and regulations as any other food manufacturer. This includes having a commercial grade kitchen and a label review by the Food Safety Branch.

# Booth and Tent Areas

1. Space availability is determined by the needs of the vendor, such as electricity, difficulty unloading, handicap accessibility etc. It’s important that our market is appealing to our customers and we set up accordingly.
2. Vendors should be set up and ready for selling before the market opens. Saturday Summer hours 9:00 am, Summer Tuesday only market 3:00 pm and Saturday Winter hours 10:00 am.
3. Outdoor markets space is estimated at 12 X 12-foot space. Indoor space may be smaller due tables that are available at the facility.
4. Equipment and supplies for the booth are the responsibility of the vendor.
5. Vendors will be responsible for signage and displaying signage at the market. Pricing for your products sold at the market should be adequately displayed.

# Gross Sales Slips

At the end of the market vendors will receive a Gross Sales Slip. The Gross Sales Slip helps the market with the different reporting’s for economic impact in our community. This data is important to help grow the market and to help better understand different market trends. The Gross Sales Slip asks for the date, and the breakdown of agricultural products, added-value foods and artisan products. Total your sales for the day and report it on the slip and turn it into the market employee. Please note that vendors report gross sales anonymously.

# Scales for the Market

If the products you are selling are sold by weight, you must have a legal-for-trade scale that has been inspected by the Kentucky Department of Agriculture. Once a year, an inspector will be available at the County Extension Office to certify your scale.

Scales must be for legal trade and made for commercial use. A legal-for-trade scale will be marked with:

* A serial number
* A model number
* Class III designation on the identification plate or seal

# Tent Safety at the Market

All canopies, umbrellas, tents and items that can fly in the wind must be staked or weighted. Wind-blown canopies and umbrellas are the number one cause of injuries at a farmers’ market. Wind is unpredictable and can come up without warning. Please secure your canopies, umbrellas and tents for your customers and your safety.

Suggestions for Securing Tents:

* Filling an empty bucket (2.5 gallon works great) with sand or cement and tying this to each corner of the tent with a rope or bungee strap.
* Make sure that tethered weights are touching the ground.
* Purchasing weights that are specially made for securing canopies and weight at least 24 pounds.
* A PVC pipe capped and filled with cement can be hung on the inside of the canopy poles.

# Summary

The Berea Farmers Market will include a variety of food growers, producers, artisans and businesses that compliment our mission. All vendors wanting to sell at the Berea Farmers Market must submit the application, dues and required documents.

It will be your responsibility as a business owner to ensure that you stay in compliance with Kentucky rules and regulations that govern state farmers markets. These regulations are important to the safe and successful operations of the Berea Farmers Market.

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