

Hornell Farmers' Market 2012

Rules of Operation

Sponsored By: Hornell Partners for Growth

1. Market Mission:

- Provide an opportunity for local agriculture to sell their agricultural products directly to the consumer
- Provide homegrown, fresh, nutritious foods to the community

2. Governing Body:

- The Farmers' Market is sponsored by Hornell Partners for Growth and the City of Hornell. The City of Hornell holds the insurance for the location of the market (Broadway Mall Green Space).
- Hornell Partners for Growth is the acting Farmers' Market Manager. The manager is responsible for the orderly and efficient conduct of the market and for implementing the rules and regulations. The market manager reserves the right to accept or refuse to allow vendors to sell at the market based on market conditions.

3. Seasons and Times of Operation:

- **Location:** Broadway Mall Green Space
- **Season:** First Day – May 4, 2012
Last Day – Nov. 2, 2012
- **Day of Week:** Friday
- **Hours:** 9:00 am – 4:00 pm
- Vendors may arrive up to 1 hour prior to opening to begin setting up. Vendors should be set up by the time the market opens.

4. Who may sell at the farmers' market:

- The use of the market is restricted to those who are bona-fide growers, producers of homemade products, or other vendors approved by the Market Manager.

- 50% of the products offered for sale must be produced by the seller on lands or in production facilities they own or operate.
- Handmade items subject to committee review.

5. Farmers' Market Nutrition Program:

- Vendors are encouraged to participate in the Farmers' Market Nutrition Program.
- Vendors must sign up annually with the market manager. (There is no fee)

6. What may be sold at the farmers' market: Products offered for sale must be grown, harvested, produced, and handled so as to insure the freshest, safest product possible. All products sold at the Hornell Farmers' Market are subject to approval by the market manager. Flea markets are prohibited in the City of Hornell.

- Fruits and Vegetables
- Cider and Fruit Juices
- Eggs
- Honey & Honey Products
- Maple Syrup & Maple Products
- Cheese & Other Dairy Products
- Meat & Poultry
- Bedding Plants, Nursery Products & Cut Flowers
- Baked Goods
- Other organic products (must be pre-approved by market manager)

7. All applicable regulations must be adhered to when selling at the farmers' market.

- Vendors selling taxable items must display a valid NYS Certificate of Authority.
- Vendors selling nursery and greenhouse crops must display a valid NYS Nursery license.
- Vendors selling processed foods, prepared foods, and other perishable items shall do so in compliance with the requirements of the Health Department and the Department of Agriculture and Markets.
- Vendors selling by weight must have scales approved by the County Department of Weights and Measures.
- Vendors selling by volume must use standard size containers, such as pint,

quart, etc.

- All prepackaged items, such as baked goods, must be labeled in accordance with NYS labeling requirements.

8. Pricing:

- All produce and products for sale will be priced clearly and displayed in a manner that does not confuse or mislead the customer.
- Prices should be fair.

9. Site Inspection:

- The Market Manager or advising agency has the right and responsibility to inspect a farm or business.
- Inspections will be made only with the owner present, unless permission is otherwise given.

10. Guidelines for selling at the market.

- All vendor fees must be paid prior to market day.
- Each vendor will be responsible for all equipment and supplies for the setup of a booth. Displays should be constructed in such a way that they do not block customer walkways nor pose any other hazard to customers.
- Selling is restricted to market hours only (Friday 9 am-4 pm).
- Vendors who provide samples and/or products that will result in waste material, such as cups, rinds, corn cobs, must provide containers for waste disposal.
- No form of discrimination is permitted at the market.
- Vendors are required to keep their market space neat and clear of obstacles, litter and debris.
- Vendors are expected to treat customers in a courteous manner.
- Vendors are exclusively responsible for all general and product liability related to their products sold.

11. Stall Assignment:

- The market manager will assign all stalls on a first come, first serve basis.
- Sellers should notify the market manager if they know they are going to be absent.

- For safety reasons, any vendor arriving after opening may be asked to set up on the periphery of the market.
- Vendors will be provided one space as assigned by the market manager.
- Displays must remain within your vendor space.
- Vehicles are not allowed on the grass at anytime.

12. Grievance Procedure:

- All complaints must be addressed to the market manager. The advising agency may be asked to consult the market manager in a given situation.
- Vendors found to be in violation of these rules or any misconduct may be prohibited from selling, by order of the market manager or advising agency.

These market rules may be revised at any time. If you have any questions, please call the HPG office.

Final decisions on any issues will be determined by the market managers.

2011 Market Managers:

June P. Pieklo, Exec. Dir. HPG

Tammy Whitney, Farmers' Market Manager HPG

Hornell Partners for Growth

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