



West End Farmers Market Rules & Regulations

April 1, 2023 – March 30, 2024

The West End Farmers Market, LLC is a market which sells fresh produce, herbs, flowers, baked goods, meats and many other delicacies. Our market has a wide array of other vendors including original works of art, handmade merchandise, jewelry and other interesting, one-of-a-kind items.

Location:

Discovery United Methodist Church

Address: 13000 Gayton Rd, Henrico, VA 23233

Hours and Selling Season:

April 1, 2023 – March 30, 2024. Every Saturday from 9am-12pm, rain or shine.

Vendors:

Only producers may sell at this Market. The term “Producer” as used in these rules and regulations means the grower or maker, to include immediate family members, legal partner(s) and/or their direct employees.

Production of all goods sold at the market must take place within the Commonwealth of Virginia, with the exception of seafood, which must be a product of Virginia, Maryland or North Carolina.

All products sold must be produced, prepared or raised by the Producer. Selling of items purchased from or provided by another producer, wholesaler, or market is not permitted without special approval from the market manager. Concerns by a Producer of known or suspected violations of this rule must be submitted in writing, signed by the concerned vendor and given to the market manager.

The market manager and owners reserve the right to inspect Producers' farms, etc., including any leased property, to verify compliance with the "Producer only" rule. Producers refusing to allow a site visit and inspection will be removed from the market and will forfeit any fees paid.

Producers who are found to be in non-compliance with the "Producer only" rule may be removed from the market and will forfeit any fees paid.

Products may include (but are not limited to) fruits, vegetables, cider, honey, cut flowers, potted and bare root plants, baked goods, jams, jellies, canned fruits and vegetables, eggs, cheese, poultry & fresh meats, seafood, cured and prepared meats and frozen meats.

All food items must comply with all applicable rules and regulations required by the Food Inspection Service of the Virginia Department of Agriculture and Consumer Services, the Virginia Department of Health or any department or division thereof and the United States Department of Agriculture.

It is the sole responsibility of each Producer (and their employees) to be familiar with and abide by all state and federal regulations pertaining to the production, harvest, preparation, preservation, labeling, and safety of products brought to the market.

Producers are liable for their own products. Product liability insurance is encouraged for all vendors and required for food vendors (with a minimum of \$2M coverage). Food producers must submit their Certificate Of Insurance with their application and West End Farmers Market must be listed as a Certificate Holder on the policy, so it is notified of any changes.

Further, all food vendors are encouraged to attend VAFMA's Food Safety Summit (virtual) on March 17. This free event will last 4 hours, and if you cannot make it on March 17, a recording will be available.

Artisans may be considered a producer. An artisan is defined as a skilled person in an applied art. All artisan products must be handmade by the producer using high quality materials, must be in good taste and meet with the approval of the market manager. Space for artisan producers of non-edible products is limited to 25% of the total market vendors. Examples of acceptable artisan works include wreaths, iron works, paintings, handmade jewelry, pottery and quilts. No craft or flea market items or those of a political nature are permitted. The sale of tobacco products, as well as livestock is prohibited at the market.

Applications:

Each Producer will be required to complete one vendor application for each selling season (once a year). Based on your application, the market manager and owners will make a determination about the suitability of your product for the market. Upon approval into the market, a \$100 application fee will be charged.

This will give approved Producers access to the market for the remainder of the selling season. The application fee cannot be prorated.

Permanent Vendors:

Permanent Vendors are those who have opted to be at the West End Farmers Market each week. This is recommended if you wish to be guaranteed a space on a weekly basis. Permanent vendors shall be permitted to miss five markets per year and 10 days advance notice is required. ***See WEFM Vendor Contract for more information.***

Non-permanent Vendors:

These vendors prefer not to commit to a regular schedule and recognize that space may be unavailable on the day of their choice. They shall notify the market manager of their requested dates with as much notice as possible, understanding that non-permanent spots are subject to availability. ***See WEFM Vendor Contract for more information.***

Rental Fees:

Outdoor spaces rent for \$30 per tent, per market day. Vendors requiring additional space will be charged accordingly.

Indoor spaces will rent for \$33 per table, per market day. The additional \$3 will go to the church to cover staffing and its increased costs. There are approximately 30 indoor spaces which will be offered to permanent vendors first. Additional spots will be offered to non-permanent vendors based on tenure with the market.

The **West End Farmers Market does NOT take a percentage of your sales.**

Payment for all Vendors is required by cash, check or Venmo the day of the market. The market manager will come around to collect the fee during the last half of the market.

Vendor Cancellations:

Vendor cancellations occurring after 11:59pm on Tuesday will be subject to a cancellation fee equivalent to the rental fee of the reserved space (indoors or outdoors). This applies to Permanent and Non-Permanent Vendors.

Outdoor Site/Space Information:

When outdoors, our intention is to provide each vendor with space equivalent to two parking places, which will accommodate up to one 10' wide by 20' deep tent and one vehicle. The market reserves the right to adjust spacing if need-be. Vendors requiring additional space will be charged accordingly.

Outdoor Producers must park behind their tent.

Spaces will be assigned by the market manager. There are no “bad” spaces. People generally walk the entire marketplace and visibility of all spaces is very good.

Limited electricity is available upon request with priority given to Permanent Vendors. Generators are permitted with prior approval.

There are restrooms in the church that are available for all vendors and shoppers.

Indoor Site/Space Information:

A single vendor space is equivalent to one 6x30” table. Space for one additional table can be requested and will be provided on a space-available basis with priority given to Permanent Vendors. Vendors requiring additional space will be charged accordingly.

Indoor Producers must bring their own table. If indoor vendors bring other display racks or signs, they must fit within the same 6’x30” footprint.

Indoor Producers must park in the paved circle around the church steeple.

Spaces will be assigned by the market manager. There are no “bad” spaces. People generally walk the entire marketplace and visibility of all spaces is very good.

Limited electricity is available upon request with priority given to Permanent Vendors. No tents or generators are permitted indoors.

Tents

Outdoor Producers must bring their own tables, tents and tent weights. All tents MUST be secured with sand bag weights (stakes and plate weights are NOT acceptable). All tents must be solid in color and can have the vendor’s name and logo on them. No other writing or logos are permitted.

All tents MUST use ONLY weighted sand bags that attach to EACH leg of the tent. We recommend *Eurmax Canopy Weight Bags* for Pop up Canopy Tent, Sand Bags Without Sand, Set of 4, which can be purchased at www.amazon.com. You will need to fill the bags with sand.

Every tent will be inspected each market day. If tent is not properly weighted, vendor will be required to rent weights for the day at an additional \$5. This policy is to ensure the safety of our customers and fellow vendors.

The market manager may require all vendors to take down their tents mid-market in the event of high winds. Vendors are responsible for any damage caused by tents.

Setting Up:

Setup begins no earlier than two hours prior to the market opening to the public and must be completed no later than 15 minutes before opening. Vendors who consistently arrive after 8:45am will be charged a \$15 late fee.

Vendors providing food must also provide a plastic trash can for public use.

Aisles must be kept open so booths are accessible to customers. All merchandise must be confined to only your booth and may not encroach on your neighbor's space. No boxes or debris should be left in the parking lot or outside your assigned area. Absolutely no sales outside the market sales area.

Closing and Clean Up:

Vendors are required to stay for the entire market and may not leave early. In the event that you sell out, you may not break down your space early. Please wait until the bell rings at Noon.

Vendors are required to be packed and spaces vacated within one hour of the closing of the market.

Vendors must take all trash with them or deposit it in the church dumpster. Please leave your space clean upon departure.

Scheduling Changes:

All scheduling changes must be made via email to westendmkt@aol.com. The market manager will NOT be able to take scheduling requests during market hours. Please text or phone in your requests ONLY if you do not have access to email.

E-Newsletter:

All vendors have the opportunity to submit information to be included in our weekly e-newsletter. Thousands of our regular customers subscribe to the newsletter, which is also posted on Facebook and Instagram. This is an excellent marketing tool and it is a **FREE** service; all vendors are encouraged to participate. All specials should be submitted via email to westendmkt@aol.com no later than 12pm on the Tuesday before the upcoming market.

Vendor Referrals:

Vendors who refer new vendors to the market will receive a \$60 credit toward their market fees. It will be necessary for the referred vendor to sign a permanent vendor contract and for them to indicate on their application who referred them. Space for new vendors may be limited so all referrals may not result in immediate acceptance to the market.

Sales tax & business license:

Vendors are required to collect Virginia sales tax on all items unless sold to dealers with a tax ID number.

Vendors are required to provide a copy of a valid Virginia business license if required by your county of operation.

Appearance:

Proper and clean attire is required for the market. Shirts and shoes must be worn at all times and all vendor space must be kept tidy.

Prohibited Behavior:

Prohibited behavior includes abusive conduct, smoking within the market boundaries, drinking alcohol, use of profanity, inappropriate attire, untidy area, failure to dispose of trash and the sale of prohibited merchandise. The market manager reserves the right to refuse to rent to any vendor exhibiting this behavior.

Cash Control Measures:

All vendors are encouraged to follow cash control safety procedures, for their own protection. Do NOT leave your cash drawers unattended.

Emergencies:

In the event of an emergency, (i.e. lost child or injury) the market manager can be located at the market entrance and can offer assistance and first aid. In the event of a medical emergency, please call 911 before locating the manager. The market manager will be on duty one hour before the market and until the markets closes.

Inclement Weather Policy:

The market is open rain or shine. In the event of extreme inclement weather, such as hail or high winds, the market manager may decide to close the market for the day and will communicate this by email and phone call, as early as possible. Should the market be closed, you will not be charged for the day. However, if the market is open and you have reserved a space, you will be charged for the day if you choose not to show up.

Questions:

If you have questions regarding these policies, please contact us at westendmkt@aol.com.

We sincerely value our vendors! Thank you for your involvement.