



## RULES AND GUIDELINES

### INTRODUCTION

West Homewood Farmer's Market (which will be referred to as "Market") has the goal to provide fresh foods and products, and direct marketing of farm products to the people of the local community and its surrounding areas. The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the general public.

The Market Steering Committee manages the regular business operations of the market and welcomes your input. The Market Steering Committee will conduct its day to day operations through a Market Manager designated by the committee. The Steering Committee's meeting schedule may be obtained through the Market Manager. The Market Manager is Kenyon Ross and can be reached by calling 833-WESTHWD (833-937-8493) Ext. 2, or by email at [info@westhomewood.com](mailto:info@westhomewood.com).

### LOCATION

The West Homewood Farmer's Market is located at 160 Oxmoor Road, Homewood, AL 35209.

### THE SELLING SEASON

The Market will be open on Tuesdays from 5 PM-8 PM for retail sales from the first Tuesday in June and running through the first Tuesday of August.



## PERMITS AND FEES

Growers must obtain the proper State of Alabama permits before selling at the market. Permits are available at no charge from the County Extension Office. The purpose of the certificate is to ensure that the products sold originate with producer, his or her family, employees or partners. This allows the producer and the customer to be exempt from state and local taxes for goods sold. If you are selling products that do not allow you to be classified as a grower, ie. baked goods, you are required to have the appropriate business license from the City of Homewood, AL in Jefferson County, and the State of Alabama, and are responsible for collecting and remitting related sales taxes. Any fees collected by the market are for the express purpose of promoting and operating the Market. This includes but is not limited to administrative expenses and advertising.

## SPACE ASSIGNMENTS AND RESERVATION POLICIES

1. Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by the Market Manager, unless an additional space has been approved and payment received. Maximum vehicle size is a 1-ton pickup truck or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle may have to be disconnected and moved out of the area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be moved.
2. Vendors may reserve a booth space for a fee of \$30 per market. The vendor must provide notification to the market manager of a cancellation each week which is due the night before each approved market by 5 PM. At 5:01 PM, the day before each market, a cancellation and a late booth will incur a \$50 same-day market fee. All fees must be paid online. Should a vendor fail to pay the booth fee they will not be permitted to sell their products at the market.



3. The market manager designates the vending location for all vendors with or without vehicles and if the market manager judges it necessary, may require a vendor to relocate.
4. Small amounts of electricity are provided at no charge (are only intended for lights). If you need more power than this, you will need to provide a no-noise generator.
5. The Market will be collecting a \$3 table fee and a \$2 per chair for all vendors that need a table or chair(s). We will be using these funds to purchase more tables.

## MARKET REGULATIONS

1. 70% of our vendors should be farms, growers, and producers of animal products/ all other vendors should make or produce the products they're selling. We reserve the right, although it's rare, to approve or not approve any vendor. Vendors should be the producer themselves and may also include the producer's immediate family, partners, employees, or local cooperatives upon prior review. We also accept vendors who make baked goods, arts and crafts, food trucks, and other types of products our steering committee feel are a good fit for the market. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Any complaints filed with the Market Manager concerning production regulations will be investigated by the Market Steering Committee and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in expulsion from the market for the remainder of the selling season, and no refund will be made for market fees paid to date.
2. Arts and crafts and all vendors who are not farms, growers, or producers of animal products will be limited to 30% of the booths represented at the Market and Farmers are not permitted to sell Arts & Crafts from their booth unless they have received prior



approval by the Market Steering Committee. If there is any question whatsoever about whether an item may be sold at the market, a brief written proposal should be submitted to the Market Steering Committee for review and sent to [info@westhomewood.com](mailto:info@westhomewood.com).

3. Vendors may sell their own farm and kitchen products including (but not limited to): fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey, home canned goods and baked goods. Many items are subject to Health Department regulations. It is the responsibility of the producer to abide by these regulations. Contact the Health Department for inspection and approval. With the exception of food trucks and on-site food vendors, no cooking is permitted within the market area without prior approval by the Market Steering Committee. It is the responsibility of each producer to abide by all state and federal regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The Steering Committee, City of Homewood, Jefferson County, and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.

4. At the beginning of each market day, vendors will check in at the entrance of the market to ensure they know which location to setup. (NOTE: the primary market manager is Kenyon Ross but others might be the person helping you find your spot). Please note, you can check [www.managemymarket.com](http://www.managemymarket.com) to see which booth space you're assigned to - although that can change even at the last minute. Vendors must be set up at the market no later than 4:45 PM and be ready to do business when the market opens at 5 PM. When running late, contact the Market Manager. Each seller is expected to stop selling at 8 PM and have all produce, baked goods, boxes, containers, etc, loaded for removal by 8:45 PM. The Market Manager will have the authority to change the market hours on special occasions; however, notice must be given to the Market Steering Committee beforehand.



5. The sale of live animals, for food, is not allowed at the market.
6. The use of electrical generators must be cleared with the Market Manager and must be a no-noise generator.
7. Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed is not permitted.
8. Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.
9. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the Market Steering Committee.
10. All profane, abusive, discourteous, and boisterous language and/or conduct at or about the market area is prohibited.
11. Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
12. The Market Manager and/or the Steering Committee will have the full power to enforce all rules and regulations within the market area as authorized by the Steering Committee. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the market for a length of time determined by the Steering Committee and if need be, escorted by legal authority off premises.



## ADDITIONAL GUIDELINES:

It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility.

- Tents (10'x10') are NOT supplied by the Market and may be any color. White is preferred.
- Tables are provided by the Market upon availability. Vendors are responsible for carrying tables from the storage room and for putting them back once the market is over. Tables must be 8' in length and not more than 4' wide. We will be charging a nominal \$3 table charge to all vendors that need a table and \$2 per chair at every market. This charge will be used to begin replacing old and broken tables.
- Electricity is provided but you must bring extension chords to access it.
- Vendors are responsible for providing their own tie-down weights for their tents.
- Vendors are responsible for bringing chairs to sit on.
- Vendors are responsible for bringing an appropriate amount of change.
- Vendors are not permitted to "hawk" customers (i.e., "get your lemonade here...")
- Vendors may not slice, or cut open any food to give out as samples without appropriate food license to do so.
- Shades Valley Community Church's building is available for restrooms.
- It is recommended that each vendor have a sign identifying the name and location of your company or farm.
- The Market request that you do NOT heckle customers. It's fine to ask if you can help them but please don't attempt to call people over to your booth. The Market will do everything in it's ability to advertise this event in such a way that you will have sufficient traffic.



**IMPORTANT:** All vendors must read and comply with the State of Alabama's Farmer's Market Authority's **Certified Farmer's Market Guidelines** which can be found at the following link

[http://www.fma.alabama.gov/PDFs\\_NEW/Administrative\\_Code\\_80-7-1.pdf](http://www.fma.alabama.gov/PDFs_NEW/Administrative_Code_80-7-1.pdf)  
or on <http://www.fma.alabama.gov/>.

The governing body and its designated agents shall implement and enforce all rules and regulations pertaining to the operation of the Certified Farmers Market in a fair and equitable manner. The West Homewood Farmers Market (WHFM) shall operate according to Chapter 80-7-1.04 of the Alabama Department of Agriculture & Industries Farmers Market Authority Administrative Code.

Please direct any questions and/or comments to the Market Manager who can be reached at 833-WESTHWD Ext. 2 or by email at [info@westhomewood.com](mailto:info@westhomewood.com).