



Farm/Business Name: \_\_\_\_\_

Brief Farm/Business Description (this is the information we will share in our newsletters and website about you)

\_\_\_\_\_  
\_\_\_\_\_

Business Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Email Address: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Facebook Profile: \_\_\_\_\_

Location (Number, Street, Box or Route): \_\_\_\_\_

Mailing Address if different (Number, Street, Box or Route): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone/Email (if different than business phone): \_\_\_\_\_

### Days/Month Attending:

Saturdays 9:00-2:00pm \_\_\_\_ Thursdays 4:00-8:00pm \_\_\_\_

May\_\_ June\_\_ July\_\_ August\_\_ September\_\_ October\_\_

### Producer information

Check one of the following regarding your products:

Conventionally grown: \_\_\_\_ Certified Organic: \_\_\_\_

Biologically grown or non-certified organic \_\_\_\_

Types of products you will be selling at Community Market (Please use Product Plan checklist attached). This can be updated with Market Manager during the market season.

### Artisan Information

Types of products you will be selling at the Community Market (This can be updated with Market Manager):

\_\_\_\_\_  
\_\_\_\_\_

### Food Service Vendor Information:

Proposed Menu (This can be updated with Market Manager):

\_\_\_\_\_  
\_\_\_\_\_

All food must be prepared onsite at market. If any food is being prepared off-site, attach latest recent food inspection report showing compliance. Please check with Health Dept. or VDACS to determine permits and applications required for Farmer's Market Food Service.

**Growing Local-Cooking Fresh**

## *Pearisburg Community Market Agreement of Rules & Regulations*

The purpose of this Vendor Application is to document that the products sold meet the criteria below. Vendors are exempt from purchasing a business license for the purpose of selling at the Market. The Vendor Application is valid for one season.

The Pearisburg Community Market, located on the front lawn of the Pearisburg Community Center, is held every Saturday from 9:00am to 2:00pm starting the first Saturday in May through the last Saturday in October. The market will also be open the third Thursday of the month from 4:00pm-8:00pm. Hours may be subject to change due to inclement weather.

Vendors must submit a market application along with the proper fees to the Market Manager. Applications may be modified or updated during the season. Vendors must commit to the schedule on the application form. Vendor space will be 10x 10 or 10 x 20 of selling space base upon application fee. Spaces will be provided on a first come basis. The Market Manger reserves the right to visit a vendor's farm or location prior to application approval and at any time throughout the market season. *For application fees: Refer to Market Fee Structure.*

### Terms:

- Vendor is the producer, food service provider, or artisan offering something for sale at the Pearisburg Community Market.
- Producer is a person engaged in agriculture. The term covers farmers and growers.
- Artisan is a person who produces an item by hand or in a traditional or non-mechanized way.
- Food Service Vendor is defined as any vendor who provides meals or beverages to market customers.
- Full Season Producer: Producers who schedule a booth for a minimum of 27 days of the market season
- Temporary Vendor: Vendor who submits an application for a booth for less than one month of the market season

### *Agreement & Waiver:*

The Pearisburg Community Market is a direct marketing vehicle for the sale of local and regional products. The criterion used to define local or regional products sold at the Pearisburg Community Market is as follows: the product must be made or produced within a 100 miles of Pearisburg. Mileage exception: Any Virginia made or grown products may be sold at the market. (The goal of the Pearisburg Community Market is to evolve into a producer-only market that will use a balance of factors: quality of product (s), scarcity of product (s) in the market and diversity of product mix in the market.)

Vendors found in violation of the above shall be asked to remove the item(s) in question or relinquish their space and forfeit any fees, if paid. Further, the vendor agrees that on complaint, the Market Manager may visit the site of the production of goods that the vendor has offered for sale to address any questions raised about the authenticity of said crops/goods. All complaints will be kept confidential.

Fresh fruits, vegetables, herbs, honey, jams and jellies, cheese, vinegars, cider, frozen meats and poultry, maple products, baked goods, breads, ready-to-eat foods, handmade soaps, flowers, bedding plants, and potted plants are examples of products that may be sold at the market. No flea market or garage sale type items will be sold.

When selling dairy, meat or poultry products as well as all perishables producers are obligated and responsible for being in compliance with the Virginia Department of Health (VDH) and the Virginia Department of Agriculture & Consumer Services (VDACS).

**Producers only:** The schedule developed on the application form will be utilized for market set-up and promotion. If the producer is not able to commit to the entire market season, the stall space will be assigned to another vendor when not in use. Producers are permitted to share space with another producer to sell another farm's product if pre-approved by the Market Manager. Products must be clearly labeled with each farm's name and location.

Producers must submit a Producers Product Plan with the vendor application. The items listed in the plan identify the products that the producer plans to bring to market. This information will be used for marketing purposes. Please keep the Market Manager informed of additional or new products that are not listed on the original plan. Product plans can be updated with the Market Manager or online at [www.ManageMyMarket.com](http://www.ManageMyMarket.com).

Producers may resell a product that the producer has not produced provided the following are applicable:

- The product being resold meets the local or regional product criteria.

- The producer reselling the product must have it labeled so that the public knows who the producer is.
- The vendor has obtained approval by the Market Manager prior to bringing the product to the market.

Producers are encouraged to donate a sample of fresh useable produce and other food products to the Farm to Fork Concession Booth for chef demos and food preparation sales so consumers can be educated on utilization and preparation of local and regional foods.

Producer scales must be registered as legal for trade and meet local and must be certified through VDACS Office of Weights and Measures. Scales must either have a VDACS sticker indicating they are approved or certification documentation.

**All Vendors:** It is the responsibility of each Vendor to abide by all state and federal regulations, which govern the production, preparation, preservation, labeling, or safety of products offered for sale at the market. Many items are subject to USDA, Virginia Department of Agriculture and Consumer Services and/or Health Department regulations. It is the sole responsibility of the vendor to abide by these regulations. Vendors must contact these agencies for inspection and approval. *Refer to: Products, Artisan, Food Service, Food Sampling and Chef Demonstrations Guidelines.*

Vendors are required to report the market sales to the Market Manager at the end of each month. These sales figures are used only for FMPP grant purposes.

Vendors can set up and tear down one hour before the market opens and one hour after the market closes. Permission is required if a vendor needs to drive into the market site after the market has opened permission of Market Manager. No sales (other than food vendors) will be made in the market before the 9:00am on Saturdays and 4:00pm Thursday. Market vendors will be allowed 15 minutes after the market closes to complete sales transactions initiated before closing. (Exception: Vendors may sell to each other before the market opens.

A 48-hour notice is required for all absences other than emergencies or unpredictable circumstances. Vendors should contact the Market Manager. to submit notification of absence at earliest convenience. The Community Market is open rain or shine. It is the vendor's discretion to participate on market day in inclement weather. Be sure to notify the Market Manager. If the market is canceled due to weather, vendors will be notified within 24 hours by telephone and/or email.

Vendors will be responsible for providing canopies, tables, tablecloths, certified scales, signs, containers, and change. Vendors must maintain their market stands and spaces in a clean and sanitary condition. Each is responsible for and keeping the market area free of any debris. Vendors must remove containers, waste and trimmings before leaving the market site and take any trash or garbage they have generated.

Vendors will have building access to the restrooms and the cafeteria during the outdoor market season. Anyone who deviates from the designated locations may be escorted out of the building and lose future building access privileges.

Vendors must clearly display signs that show the name of their farm/business, products and prices. Prices must be legible and visible for customers to see.

Vendors will be responsible for all claims of third parties arising from its participation in the Market, including, without limitation, personal injury, property damage, and product liability, and agrees to save, defend, hold harmless and indemnify the Market Manager, Market Volunteers, the Pearisburg Community Center, Town of Pearisburg, Pearisburg Recreation Department Farm to Fork Program and all of their agents and employees, from and against any and all claims for loss, damage, injury, costs and charges, including any court costs and attorney's fees, liability or exposure, however caused, resulting from, arising out of, or in any way connected with the vendor's participation in the Market, performance pursuant to the Agreement, or obligations under the Market Rules and Regulations. I further agree to bear full responsibility for any defects in the food products that I sell or any sickness or injuries caused by the aforementioned food.

The Town of Pearisburg does not assume any responsibility for loss of or damage to any property placed on the premises by the undersigned, or for loss or damage to property or personal effects, including motor vehicles and their contents located on the premises.

We hope to provide a safe, pleasant and fun environment for all participants. Your comments and suggestions are always welcome.

Date: \_\_\_\_\_ Vendor's Signature \_\_\_\_\_

Date: \_\_\_\_\_ Market Manager Signature: \_\_\_\_\_

*For Office Use only:*

Receipt #: \_\_\_\_\_ Application Fee Paid: \$ \_\_\_\_\_

Payment Plan: \_\_\_ Monthly \_\_\_ May-July \_\_\_ August- October \_\_\_ Temporary

Preferred Stall Size: \_\_\_ Single 10x10 \_\_\_ Double 10x20

Do you require electricity? \_\_\_ Yes \_\_\_ No

Full Season Producers only: Producers who schedule a booth for a minimum of 27 days of the market season qualify for a free 90 minute consultation with a marketing/branding consultant to design a farm logo and to receive 100 labels with the logo printed on them. FMPP grant resources provide this service.

Are you a Full Season Producer? \_\_\_ Yes \_\_\_ No

Temporary Vendors (less than one month) will be reviewed by the Market Manager on a case-by-case basis. The application form must be completed and the one-time fee paid prior to review.

Are you a Temporary Vendor? \_\_\_ Yes \_\_\_ No

**Make checks payable to Town of Pearisburg Community Farmers Market**

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