

Farmers Market of Keene Guidelines

Revised March 2016

Compliance:

- All participants in the Farmers Market of Keene agree to comply with the letter and spirit of these guidelines.
- The coordinators, with the majority vote of the membership, will remove from membership anyone who consistently refuses to comply with these guidelines.
- All complaints and concerns should be made in writing and given to one of the three coordinators.

Name of the Market:

- The market shall be known as the Farmers Market of Keene (FMK).

Guideline Changes:

- The guidelines may be modified by the majority vote of the membership.
- Changes in fees and rental rates must be approved by the membership.

Market Location:

- The location of the Farmers Market of Keene will be the decision of the members.
- The FMK membership has negotiated a license with the City of Keene for use of a section of parking spaces on Gilbo Ave (22 spaces) and part of the Commercial Street parking lot (18 parking spaces).

Market Times:

- The FMK takes place on Tuesdays and Saturdays 9am-1pm or later, beginning on the first Saturday of May and ending on the last Saturday of October.
- Closing time may be changed at any time.
- Vendors may set up early, but must not begin selling until the FMK officially opens. At the Tuesday market vendors may sell as early as 8:30. Penalties for accepting money from a customer before the official start of market are as follows:
 - 1st offense: Written warning
 - 2nd offense: \$25.00 fine, payable to the FMK
 - 3rd offense: Possible expulsion from market, after a membership vote.Any member who notices an offense may submit a complaint in writing to a coordinator.

Membership and vending site rental:

- Vendor membership must be applied for through the FMK group per calendar year.
- Applications and membership fee for returning vendors must be received by March 15th to participate in the upcoming season. Those applications received after the March 15th deadline will only be accepted at the discretion of the market membership.
- Vendors should strive to be set-up and ready to sell by the opening time of 9am and should strive to remain until 1pm, or agreed close of market time, if later.
- Applications for potential new vendors must be received by March 15th. A three (3) person New Vendor Committee will review the applications. This Committee will make recommendations based upon the applications and our available space.

- The membership will review applicants recommended by the committee and make final approval decisions via a balloted vote.
- The following product ratio will be, as far as possible, maintained: 70% agricultural products, 30% prepared foods and craft vendors. Definitions of prepared food can be found in the Product Guidelines section.
- A membership costs \$75.00 per calendar year and entitles you to one vendor space.
- Member vending site rental costs \$10 each Saturday and \$5 each Tuesday. A 15% discount is applied to vendors who prepay the seasons' worth of site fees before the Market begins in May.

Vendor Space:

- One vendor space equals approximately 1.5 parking spaces. Additional membership fees must be paid for the use of additional space.
- There will be vehicles for vendors

Site Assignment:

- The coordinators will be responsible for fairly assigning vendor sites.
- Sites will be assigned as the season advances.
- Full time vendor spaces will be reserved (as well as possible, i.e. car parked in space).
- Regular attendance is required to maintain assigned spot.
- If for some reason you are unable to attend a Market, you must notify Market administration (keenefarmersmarketingmanager@gmail.com) in writing as far in advance of the absence as possible.

Market Administration:

- A Market Administrator will manage the market and collect sale information for advertising purposes, be responsible for overseeing market set-up and break down (with the assistance of vendors), for lost items found at market, and shall collect vending fees to be deposited with the Treasurer.
- Complaints and concerns are to be presented in writing to one of the coordinators and will be dealt with by the three coordinators.

Insurance:

- Vendors are responsible for liability insurance for themselves and their products.
- FMK will secure a liability policy for the market itself (not to replace individual vendor policies) in accordance with the policies of the City of Keene.

General Rules

Product Guidelines

Agricultural Products:

- The Farmers Market of Keene is strictly a growers-only market. Vendors are required, without exception, to grow what they sell. Items for sale will be restricted to those grown or produce in Cheshire or its adjacent Counties.
- Produce labeling shall conform to RSA 426:5 use of the words “Native”, “Local”, and “Our Own”-
 1. No farm products sold, offered, or exposed for sale or distribution in the state shall be advertised, labeled, or described as “native” unless they were grown or produced in the State of new Hampshire.
 2. It shall be unlawful to advertise, label or describe farm products, sold, offered, or exposed or sale or distributed in this state in terms that are false, deceptive, or misleading as to the place of origin of the farm products unless they were grown or produced by the operator of the retail location. The terms “local”, “locally grown”, or “locally produced” are deceptive when used to describe farm products unless they were grown or produced within the State of New Hampshire. Source. 1985, 72:1. 1997, 104:3, eff. June 9, 1997.

Prepared Foods and Baked Goods:

- A prepared food is defined as a product or ingredient which has been altered reflecting the skill and creativity of the vendor.
- The major portion of the food must be made by the vendor.
- At least 30% of those ingredients in any prepared food or baked good which are available locally must be sourced within Cheshire or it’s adjacent Counties.
- All food vendors shall display prominently a sign which lists the ingredients of their products and the source of origin of those ingredients.
- All food vendors must meet health regulations for the City of Keene and certificates of kitchen approval from appropriate departments of health.
- Certificates must be presented during vendor application process.

Dairy Products:

- All dairy products must be made using milk that is 100% produced in Cheshire or it’s adjacent Counties.

Crafts:

- Craft vendors are encouraged to use natural materials.
- Commercial duplication, printing and/or items assembled from kits may not be sold.
- Manufactured items may be incorporated into craft work provided the majority of the product is handmade and reflects the skill of the craftsperson.
- All crafts must be reviewed by the FMK coordinators prior to being offered to the public.
- Approval by the coordinators must be attained one week before the item is offered for sale.
- The coordinators reserve the right to remove any items that are not previously approved.

Other:

- All scales shall be inspected with the state seal prior to being used for vending.
- All booth displays must be attractive and safe.
- All umbrellas, tents and canopies must be adequately weighted down.
- At the discretion of the coordinators, and subject to prearrangement, a local non-profit organization may operate a fund raising or informational booth at no charge. Goods sold must be farm or home produced, must follow market criteria, and must not undersell other vendors. Raffle items are exempted from market criteria.
- No soliciting by political, religious or other "special" cause groups or individuals is permitted at the market.
- All items for sale shall be clearly labeled and priced.
- The FMK expects vendors to follow the highest business and ethical standards at the market. Fraudulent or dishonest practices are prohibited.
- Vendors should dress appropriately (shoes, shirt, etc).

Failure to follow any of the above rules may result in expulsion from the market.