

Norfolk Farmers Market
PO Box 552, Norfolk CT 06058/www.norfolkfarmersmarket.org
Market Policies and Procedures, as of February 5, 2018

Mission Statement

The Norfolk Farmers Market is a nonprofit, town-sponsored marketplace for farmers and artisans. Its objectives are to increase sales for local vendors, to supply its customers with fresh food and high quality handmade goods, and to foster respect for local agriculture and handicrafts. It reserves free spaces for local organizations to participate.

Organization

The Norfolk Farmers Market is organized and run by the Norfolk Farmers Market Steering Committee, a sub-committee of the Norfolk Economic Development Commission. Members are appointed by the Norfolk Board of Selectmen upon recommendation of the existing committee members. The committee meets twice a month from February through April and monthly from May through January. Special meetings are held as necessary. The committee shall elect a chair, vice chair, secretary and treasurer at the end of each even-numbered year and, from time to time, may select nonvoting, non-appointed members to serve in advisory or other roles.

The market manager is an independent contractor under direction of the steering committee, responsible for vendor recruitment and liaison, record-keeping, day-to-day market operations, advising the committee and seeing that its policies are followed.

At the discretion of the committee, vendors may be invited to serve on an informal advisory board.

Notice of all meetings shall be posted and minutes of meetings shall be available as required by statute.

Vendors

The Norfolk Farmers Market is an open market. No vendor will be granted exclusive rights to the sale of any product.

Vendors eligible for acceptance are

- Farmers who grow at least 70% of what they offer for sale. What they do not grow on their premises should come from within 50 miles of Norfolk.
- Food makers who produce dishes such as baked goods, preserves, soups or sauces that they have made themselves. Ingredients for such products need not be grown by these vendors, but they must be of local origin to the fullest possible extent.
- Artisans who offer for sale non-food products that they have made, manufactured or otherwise produced themselves. Materials for such products need not be produced by these vendors.
- The steering committee reserves the right to allow sales of other items that it believes will enhance the market and supply value to its customers.

It is important to the success of the market that the highest standards of quality are adhered to by all vendors. The steering committee and the market manager review products new vendors propose to offer and will continually review vendors' offerings to be sure that its standards and requirements are maintained during the season. Nonconforming products may not be sold at the market. Prospective vendors whose products do not meet market eligibility requirements as explained above will be refused space. The steering committee may ask vendors who bring products that do not meet the market eligibility requirements to withdraw those products or to leave the market. The committee's decision is final.

If a vendor chooses to leave the market because of one or more products that do not meet market requirements, fees will be refunded as follows:

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| Individual market: | Full day's fee refunded |
| Half or full season: | Fee for that day and any remaining day(s) prorated and refunded |

A vendor who has been asked to leave for failing to meet product standards may not return until their products have been reviewed by the steering committee and found to meet market requirements. If a vendor returns after having their fees refunded, previous markets attended will count toward a season or half-season rate.

All vendors are expected to act in good faith and to conduct themselves in a professional manner; those who do not will not be allowed to return. Any prepayment(s) for future markets will be refunded.

All accepted food vendors and vendors of potentially dangerous items must produce proof of insurance, with the policy naming the Town of Norfolk as an additional insured. Copies of such policies or letters confirming such policies must be sent immediately upon acceptance by the market, and the vendor may not attend a market unless proof of insurance is on file.

All vendors are responsible for conforming to labeling regulations and for having any appropriate licenses and registrations to do business in Connecticut and the Torrington Area Health District.

Reservations and Fees

Vendors may apply to reserve space by first contacting the manager and then submitting a Vendor Application Form and the correct fee. Proof of insurance must be supplied immediately upon acceptance and must be on file before that vendor attends any market. Application does not guarantee acceptance. Food vendors will be given priority for markets inside Town Hall.

The fees for the market are set each year by the committee and are for 2018, \$325 for a full season, \$225 for a half season and \$25 per individual market for the outdoor season, and \$30 per market for the indoor season and pre-Thanksgiving market. The fee for the December Holiday market is \$40. Dates for half season markets or individual markets must be specified in advance.

During the outdoor season, the market will allot up to three (3) free spaces each market for use by community organizations who make reservations in advance. The market reserves the right to apportion spaces if they are oversubscribed at a given market, and to limit the number of spaces each organization may reserve during one season. Organizations in free spaces may not give away free drinks or food; see the manager for additional policy guidelines.

The steering committee calculates anticipated expenses and sets fees for the market accordingly. Fees received are deposited in a special market account and are used to pay staff and provide music as well as to buy any needed equipment, supplies, advertising, marketing and promotion. Every effort is made to keep fees low.

Vendors who have not attended the Norfolk Farmers Market before are encouraged to try one summer season market for the usual daily fee of \$25. This payment may be applied to a season or half-season schedule, if so desired.

It is important that if a vendor is unable to fulfill a commitment to a specific market he or she notify the market manager by 7:30 a.m. the day of the market; failure to do so may result in loss of a favored position at the market location.

Refunds of fees

Fees for any market cancelled by the Manager (usually limited to major weather events during the indoor season) will be refunded or credit issued for use on a different market day.

Vendors who have prepaid for a market and fail to attend will forfeit the fee for that day, however, the Committee may at their sole discretion, choose, to issue either a refund or credit for a future date.

Market Day Policies

The market space will be at 19 Maple Avenue, outside (mid-May/mid-October) or inside (Thanksgiving/January-April) Town Hall. The holiday market will be elsewhere, indoors.

- All vendors must supply their own shelters, signs, tables, chairs, cash boxes and other equipment. Some volunteers and/or staff may be on hand to assist in erection of tents and shelters. Prices for all items for sale must be clearly stated, either on individual items or on prominently displayed signs.
- Building or grounds open at 8:30 a.m. for set-up. Parking is at the direction of the manager, but no vehicles may be driven through the grounds or parked inside the outer circle of vendor booths after 10:00 a.m. or before 1:00 p.m..
- Vendors must remain for the full market, even if they sell out before closing time. An exception may be made for vendors who come from a very long distance (50 miles or more); ask the manager in advance.
- The manager will assign spaces in advance and put up signs indicating the location of each vendor; space assignments may be adjusted at the manager's discretion. Vendors who have special needs or requests are encouraged to consult the manager well in advance. The manager has the right to reassign a space if the vendor does not arrive by 9:30 a.m.(one half hour before opening time).

Bathrooms are available in Town Hall. During the outdoor season the market will provide a hand washing station outside.

The steering committee supplies publicity and signage for the market as a whole.