



Hendersonville Farmers Market Vendor Guidelines and Management

Our Mission

The purpose of the Hendersonville Farmers Market is to operate a world-class market that contributes to the success of local producers and growers, provides education, expands access to farm fresh foods and creates a vibrant, diverse, community gathering place.

It is the intention of the Market to support local products that are homegrown or handmade.

Market Location

The Market is located on Maple Street in front of the Historic Train Depot (650 Maple St) in Downtown Hendersonville.

Market Dates/Times

The 2020 Market will be held every Saturday, May 9th through October 31st.
(26 Saturdays plus 2 holiday markets in Nov-Dec)
Hours will be: 8:00 a.m. to 1:00 p.m. Rain or shine.

Membership, Vendor Categories and Fees

All pre-paid fees are nonrefundable for accepted and approved vendors. Booth Spaces are roughly 10 X 10. Signs, electric boxes and landscaping may make some spaces slightly larger or smaller.

Target Market Make-up

- 60% Local Farmer Grower, Producer, Gatherer, Fishers
- 30% Bakers, Consumables, Artisans
- 10% Food Trucks, Young Entrepreneurs or Non-profit

Eligible Vendors are:

- Growers – vegetable, fruits, plants, flowers
- Producers – meats, dairy, honey, coffee roasters, and eggs
- Gatherers – wild herbs and mushrooms
- Fishers – fresh caught fish or shellfish
- Bakers – makers of locally baked breads and sweets
- Consumables - prepared foods produced, packaged, labeled, and marketed in accordance with state and federal regulations such as jarred goods, jams, relishes, beverages or prepared foods. Preference given for locally sourced ingredients.
- Artisans – creator, maker, originator of items like woodwork, pottery, fabric arts or clothing, body care products, soaps, candles, metal works, art, and crafts. All items must be made by the vendor or the vendor's family and be of original design. Preference given for locally sourced products.
- Young Entrepreneurs – Henderson County or BRCC student with a budding business.
- Food Trucks – breakfast and lunch type foods
- Non-profits – Henderson County based

Types of Market Spaces and Pricing:

IMPORTANT: Vehicles will not be allowed to be parked at vendor spaces during market hours unless under special circumstances (at Market Manager's discretion). A load-in and load-out site plan will be communicated to vendors as well as designated vendor parking information.

1. Reserved Season - \$125

Reserved Season vendors are expected to select and participate in at least 20 of the 28 dates listed on the application to qualify for this rate. Reserved Season vendors will receive first consideration on space selection, with final determination at the discretion of the Market Manager. *Food trucks must be signed up as Reserved Season vendors.*

2. Reserved Limited Season - \$75

Reserved Limited Season vendors are expected to select and participate in at least 10 and no more than 15 of the 28 dates listed on the application to qualify for this rate. Depending on the amount of space open, a different space may be assigned each week.

3. Small Farmer Table - \$60

A tent will be provided on the Depot plaza for up to four Small Farmers. Small Farmers are described as farmer startups or hobby farmers (in business for less than two years or farms on an acre or less). One table will be provided per vendor. Vendors of these spots must bring display items including tablecloths. Small Farmer vendors may sign up for a maximum of 15 dates.

4. Day Vendors – \$15 per market

In order to maintain the required ratio of farmers to artisans and others, we allow a limited number of pre-approved “Day Vendors” per market day. These spaces must be requested at least 72 hours in advance. The number of openings available will change from week to week.

Electric – Only available for reserved spaces at Market Manager discretion

Adjoining Space Rentals – \$50

Available first come, first serve by request for Reserved Season Vendors only.

Other Unreserved Pricing:

5. Non-Profits – \$25 Limit of 2 dates per year

We limit the number of non-profits and limit what might be sold so as not to compete with our vendors.

6. Young Entrepreneur – \$10.00 per market

As a service to our community, with a specific emphasis on our youth, the Market will offer booth space to young entrepreneurs who attend school within the Henderson County School District, subject to availability and approval by the Market Manager. Please call 828-233-3205 for more information.

Hendersonville Farmers Market Season

<input type="checkbox"/> May 9	<input type="checkbox"/> May 16	<input type="checkbox"/> May 23	<input type="checkbox"/> May 30	<input type="checkbox"/> June 6
<input type="checkbox"/> June 13	<input type="checkbox"/> June 20	<input type="checkbox"/> June 27	<input type="checkbox"/> July 4	<input type="checkbox"/> July 11
<input type="checkbox"/> July 18	<input type="checkbox"/> July 25	<input type="checkbox"/> Aug 1	<input type="checkbox"/> Aug 8	<input type="checkbox"/> Aug 15
<input type="checkbox"/> Aug 22	<input type="checkbox"/> Aug 29	<input type="checkbox"/> Sept 5	<input type="checkbox"/> Sept 12	<input type="checkbox"/> Sept 19
<input type="checkbox"/> Sept 26	<input type="checkbox"/> Oct 3	<input type="checkbox"/> Oct 10	<input type="checkbox"/> Oct 17	<input type="checkbox"/> Oct 24
<input type="checkbox"/> Oct 31	<input type="checkbox"/> Nov 21	<input type="checkbox"/> Dec 5		

Vendor Eligibility, Restrictions and Selection

Regional farmers form the core of our market and we limit other vendor types in proportion to the number of active farmers vending. We encourage local vendors that grow, produce or create items in WNC. Henderson County residents are given priority during the selection process. The Market Manager may pursue needed products from the larger region when a vendor is not available in Henderson County.

Non-farm applicants with products produced by others will be considered based on product appeal and contribution to the overall market's product mix (e.g. seafood, coffee, etc.).

Preference is given to those who:

- ✓ are over 50% represented at market by the owner, business co-owner or family member listed on the vendor application.
- ✓ are 100% producer.
- ✓ sell products and foods produced, prepared, or processed locally.

Vendor Restrictions:

- ✓ Vendors shall not sell imported or secondhand items.
- ✓ Vendors shall not be franchises.
- ✓ Vendors may only sell products listed on their application. Requests to list a new product must be submitted in writing or by email at least one week prior to sale. New products are approved at the discretion of the Market Manager.
- ✓ Vendors may sample a product they are selling at the market, but they may not accept payment of any kind for samples.
- ✓ With specific permission from the Market Manager, you may “carry” and sell a food or produce item for another vendor, thereby selling their product at your space. If interested in this, please submit your request in writing or by email to the Market Manager at least one week prior to sale.

Final Vendor Selection

There is a jury process to review market applications deemed appropriate for the market. You are only fully approved when your application is submitted and payments are made. The Market Manager and Events Committee have the right to deny any applicant.

Applications are required yearly and will be reviewed by the Market Manager. If the item to be sold is an arts or crafts item, a photo(s) must be submitted as well. Photos may be emailed to mfriedheim@hvlnc.gov. The applicant will be notified if they have received preliminary approval.

NOTE: A new vendor may be put on a waiting list, particularly if they wish to sell an item in a category that is already saturated at the market.

Site Plan

The purpose of the site plan is to ensure a positive experience for customers and a successful market for vendors.

- ✓ Reserved Season vendors will typically be assigned the same location week-to-week. However, weekly modifications to the site plan, including vendor placement, are made at the discretion of the Market Manager.
- ✓ Tents and umbrellas must be tied down/weighted at all times in compliance with Fire Marshall regulations.
- ✓ Vendors are individually responsible for setup, cleanup and safe operation of their space.
- ✓ Vendors may not set up after the market opens or close before the market ends.
- ✓ Vendors may enter from Seventh Avenue beginning at 6 a.m. and proceed south on Maple Street to their space. Maintain an open lane - do not block Maple Street by double parking or stopping in the middle of the street.
- ✓ Maple Street will be closed at 6 a.m. and will allow vendor traffic only.
- ✓ Vendors must arrive to set up by 7:30 a.m. and must be finished with set up by 8 a.m.
- ✓ Once you have unloaded your vehicle, proceed south on Maple Street and park in the County Courthouse lot along Fourth Avenue. **Vendors must move their vehicles to designated vendor parking areas before 8 a.m.** *Vendor vehicles remaining in the event area after 8 a.m. will receive one warning. A second violation of this rule will result in the loss of their next scheduled market date.*
- ✓ Vendors shall not break down their site or depart prior to 1 p.m. No vehicles will be allowed access on Maple Street until 1 p.m. or until customers have vacated the premises. *Vendors who depart prior to 1 p.m. will receive one warning. A second violation of this rule will result in the loss of their next scheduled market date.* If you are finished early, mingle with customers, vendors and market staff ☺.
- ✓ Beginning at 1 p.m. vendor vehicles will be allowed to enter Maple Street from Fifth Avenue. Maintain an open lane - do not block Maple Street by double parking or stopping in the middle of the street.
- ✓ Vendor cleanup must be completed by 2 p.m.
- ✓ Once you've completed your cleanup, please exit north at Seventh Avenue.

Vendor Attendance

- ✓ No refunds will be issued after the beginning of the season.
- ✓ Vendors must provide advance notice for a market absence, preferably by midnight the Thursday before the market they will not be attending.
- ✓ Long term absences due to exceptional circumstances may be reviewed by the Events Committee and/or Market Manager.
- ✓ A member may petition for an excused absence by written request submitted to the Market Manager within 30 days of the missed market date.
- ✓ Appeals due to circumstances beyond the vendor's control will be reviewed by the manager and must be presented in writing or by email no later than two weeks from the missed market.
- ✓ Vendor absences may result in future applications being denied.

Other Vendor Rules and Responsibilities

- ✓ All vendors must participate in the market's token program where applicable.
- ✓ Vendors must bring only fresh, quality products to the market.
- ✓ Vendors are required to display a visible sign at their booth identifying the vendor by name and the location of their farm/business. If any items are carried (sold for another vendor), that information must also be displayed.
- ✓ Vendors must clearly display prices on all items.
- ✓ No vendor pets are allowed at the market.
- ✓ Vendors must wear shoes and a shirt.
- ✓ Vendors may not smoke, vape, chew or use tobacco products of any kind at the market. The market is a smoke free environment.
- ✓ Vendors may not consume alcohol while at the market. Unless a special event is taking place, the market is an alcohol-free environment.
- ✓ Booth spaces may not be "sublet".
- ✓ Hendersonville Farmers Market requires that all vendors comply with standards of professionalism that promote open communication, mutual respect, and the best interests of the market. Disruptive actions or remarks that undermine the shared success of any or all vendors are unprofessional and unacceptable.

Violations

- ✓ Vendors will abide by all market policies, rules, and responsibilities outlined in this document and the market application. Failure to comply could result in suspension or removal from the market.
- ✓ Violations shall be brought to the attention of the vendor by the Market Manager. Severe or repeated violations may result in the vendor being barred immediately from further market participation.
- ✓ Vendor grievances and concerns should be put in writing, include a clear and specific description of the violation, and given to the Market Manager.
- ✓ All violations of the market rules and any grievances are resolved by the Events Committee and/or Market Manager.

Liability and Legalities

Vendors are responsible for their own personal and product liability insurance.

Vendors, as a condition of participation in the market, agree to the following hold harmless provisions: Each vendor participating in the Hendersonville Farmers Market shall be responsible for any loss, personal injury, deaths, and/or other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees, and hereby agrees to exonerate, hold harmless, indemnify and defend Hendersonville Farmers Market, its successors and assignees, from and against any and all losses, damages, claims, suits or actions, judgments and costs, and attorney's fees which may arise or grow out of any injury or death of persons or damage to property in any manner connected with the vendor's products, operations, or vending at the Market.

The City of Hendersonville holds general liability insurance for Hendersonville Farmers Market. This insurance DOES NOT cover vendor spaces or products. Vendors must have insurance covering participation in the market. As it is not practical for the market to manage each individual vendor's insurance coverage, this is a self-enforced requirement.

License, Permit, Certification, and Inspection Requirements

Vendors are responsible for ensuring that they are properly licensed and permitted for their activities.

Vendors are required to comply with all applicable federal, state, and local laws and must retain valid and current documentation of required licenses, permits, or certifications. Examples of applicable documentation as required include:

- North Carolina Department of Agriculture (NCDA) kitchen inspection (processed foods including baked goods, jams, vinegars, juices, coffee, etc.)
- NCDA Division of Meat and Poultry - meat handler's license
- FDA Short Course Certification for acidified foods (e.g. pickles, relishes, etc.)
- USDA Organic Certification (for use of "certified organic" description in all cases and for use of
- Sales Tax ID Number (NC Certificate of Registration Number)

Hendersonville Farmers Market is not responsible for vendors in violation of licenses, permits, certifications, inspections, or sales taxes. Hendersonville Farmers Market reserves the right to make a scheduled visit to the farm, garden, kitchen, office, workshop, or processing facility of any vendor.

For questions, contact:

Meredith Friedheim

828-233-3205

mfriedheim@hvlnc.gov

Possible special events to be held at the Hendersonville Farmers Market:

- Opening Day – May 9
- Kid's Day
- Pet Appreciation Day
- Tomato Festival
- Pollinators' Day
- Preserve Tastes of Summer
- Winter Holiday Market (Nov 23 & Dec 5)

Other Possible Special days

- Independence Day
- Green Living Day
- Customer Appreciation Day
- Eating Healthy and Staying Fit Day
- National Farmers Market Week
- Seniors and Armed Forces Day
- Vendor Appreciation Day