

FUQUAY-VARINA GROWERS MARKET

Vendor Guidelines & Code of Conduct

Updated 12/1/2023

The Fuquay-Varina Growers Market is a 501(3)(c) nonprofit operating under Sownhay, Inc. It is the intention of the Fuquay-Varina Growers Market (FVGM) to provide a smooth, fair, consistent, and family-oriented place to buy fresh local produce, meats, baked goods, and other locally produced goods.

By applying to the Fuquay-Varina Growers Market, each Vendor agrees to all guidelines and code of conduct outlined in this document.

NOTE: All vendors must provide their end-of-season sales figures for REPORTING purposes. This information will remain confidential. Vendors who fail to submit these reports will be ineligible to participate in the next season.

Guidelines

- Vendors assume all liability arising from the sale or use of their products, displays, tables, equipment, and other items that are sold or used on the property of the market and hereby agree to indemnify and hold harmless the Sownhay, Inc. DBA Fuquay-Varina Growers Market, the Fuquay-Varina Chamber of Commerce, the Poe Center for Health Education, and other vendors from any and all liabilities, claims, losses, costs, damages, or expenses (including the cost and expense of defending any claim) arising or alleged to arise out of vendors' sale or use of its products or property at the market.
- Vendors must be the original producer of all items sold unless approved to have a product partner. Vendors may partner with other North Carolina farmers to bring products that otherwise would not be available in our region as long as it's within 100 miles. Such partnerships must be specified on the application. Signage must be provided stating the name and location of the farm that grew/produced the item.
- Vendors must have an application approved by the FVGM Market Manager every year before they are allowed to sell at the FVGM.
- All applicable fees must be paid prior to participating in the FVGM, unless alternative arrangements have been approved by the FVGM Market Manager. Payments may be made by check, or online using PayPal or credit card.
- Approved Vendors agree to allow a representative from the FVGM to inspect their business or farm at any time during the season.
- All Vendors shall display a sign with the Vendor's business name and location of business at their FVGM space. Prices must be posted in a visible location for all items sold.
- The use of profane, abusive, discriminatory, non-inclusive, derogatory, or discourteous language at the market is prohibited and is punishable by expulsion at the market at the discretion of the FVGM Market Manager and/or Board of Directors.
- There will be no smoking or vaping by Vendors in any booth space or within the FVGM.

Insurance and Licenses

- We **strongly recommended** that vendors have general liability insurance.
- All vendors should have a [NC Department of Revenue](#) Tax ID or, if applicable, [Agricultural Exemption ID](#) should be on display in each FVGM Vendor's space during FVGM hours.
- Vendors selling processed and/or prepared foods must have their kitchen, restaurant, or manufacturing facility inspected and approved by NCDA&CS and include a copy of the inspection with their application. This includes both [Commercial](#) and [Home-Based](#) businesses.
- Growers selling products labeled as **ORGANIC** must follow the National Organic Program. Only certified organic growers may display signs using the word “organic.” Vendors of Certified Organic items or with other certifications such as Certified Naturally Grown, Animal Welfare Approved, etc. must provide documentation to support claims of certification and have a copy of their certification with them at the FVGM.
- Any scale used for determining price must display a current NCDA&CS standards division administered legal inspection sticker.
- All meat, fish, and cheese sold at the FVGM must meet all NC and local health regulations and must have valid licenses. Vendors must have a copy of license/certification with them at the FVGM. No water or ice that comes into contact with meat or fish may be deposited or allowed to drain onto FVGM premises.
- Packaged, bottled, and jarred items must include all labels as required by NCDA&CS.
- It is the Vendor's responsibility to be aware of and in compliance with all permits and licenses required.

Hours and Operations

- The FVGM will operate on Saturdays with the following schedule:
 - April - May, 9pm-1pm
 - June - September, 8am-12pm
- Booth spaces are assigned by FVGM staff based on the number of vendors and sponsors in attendance each week. A certain amount of variation is to be expected—no vendor is guaranteed to be in a specific spot.
- Vendors will follow arrival and set up instructions sent weekly via email by the FVGM Market Manager to ensure timely and uneventful FVGM set up.
- Unless there is a FVGM setup delay in the morning, which is out of the control of the Vendor, Vendors should be ready for business at scheduled start of market.
- Once the FVGM opens, no Vendor shall remove their equipment until the FVGM officially closes, unless approved by the FVGM Market Manager in advance.
- All Vendors must use tent weights to safely secure tents. If for any reason, the Vendor's tent is lifted by wind and causes damage or injury, the Vendor will be liable for all damages caused.

- Each Vendor is responsible for cleaning up their immediate area before leaving the FVGM for the day. Failure to do so will result in a \$10 fine.
- Sales and giveaways of dogs, cats, and farm animals are prohibited at the FVGM.
- Vendors may not bring pets to the FVGM.
- Vendor's children in FVGM space, during FVGM hours, must be supervised at all times.
- The FVGM will be closed if hazardous weather conditions are imminent. The FVGM times may be altered based on weather reports and conditions. The FVGM Market Manager is solely responsible for determining if the weather appears inclement. Any cancellation or alteration in schedule will not be reimbursed. Vendors will be notified of any cancellation or alteration via email and/or text message by 6:00 pm the day prior to the FVGM. There will be no refunds for weather related cancellations.
- In the event a Vendor is going to be absent, vendors must give at least 48 hours notice to the FVGM Manager. Failure to do so will result in a "strike". After 1 "strike", Vendors will be put on probation and may lose access to their assigned space. After 2 "strikes" Vendors may be terminated without refund.
- If a Vendor's absence has been excused, the Market Manager may be able to accommodate at a later market date.
- There will be no refunds given for Vendors that choose not to utilize their prepaid space.
- If the Vendor is running late, Vendor will text or call the FVGM Market Manager. Failure to do so will result in a "strike". After 3 "strikes", Vendors may be terminated at the discretion of the FVGM Market Manager. If Vendor fails to notify the FVGM Market Manager of tardiness and is over 15 minutes late, the FVGM Market Manager reserves the right to not allow the vendor to set up.
- If applicable, Vendors are asked to create posts on their social media channels when they are scheduled to attend the FVGM. We ask that vendors also tag @fvgrowersmarket when appropriate.
- Vendors will be expected to conduct themselves in a professional manner. Verbal, non-verbal, and hostile acts which create an intimidating environment will not be tolerated. Grievances between vendors must be brought to the Market manager immediately. Vendors will not engage in public outbursts, including confrontations on social media. The first offense will result in a written warning. Second offense will result in dismissal for the remainder of the season. There will be no refunds on any fees.

Vendors are encouraged to provide samples.

- All Vendors providing samples must have the appropriate insurance in the event of a food borne illness.
- Sample servings must be always protected from contamination.
- Sample servings must be protected from any bare hand contact. Utilizing disposable gloves, single service utensils, napkins or tissues, or toothpicks are all adequate methods to avoid handling prepared samples.

- If preparing some samples ahead of time, wrap cut product samples in plastic wrap or other appropriate storage method.
- Samples must be maintained at proper temperature to prevent the growth of disease-causing organisms.

Application Acceptance and Waitlist

- The number of vendors selling certain products is set at the discretion of the FVGM Market Manager and/or Board of Directors and may vary depending on the type of product offered. Preference will be given to vendors who commit consistent attendance throughout the season.
- The FVGM utilizes Vendor Substitutes. If there are excess vendors applying to sell a certain product, a waitlist will be kept of the surplus vendors, who will be contacted with as much advance notice as possible in the event of a regular vendor's absence. Vendor Substitutes are subject to all the rules and applicable fees of the FVGM.
- Priority acceptance to the FVGM will be given to Farmers and Agri-producers. A limited number of Artisan Vendor slots are available and will be accepted based on the current vendor roster.
- Multi-Level Marketing Vendors such as Amway, Avon, Mary Kay, Herbalife, Paparazzi, etc. will not be accepted at the FVGM.
- Vendors in violation of rules and regulations may be suspended or terminated from participation without refund at the discretion of the Market Manager.

Code of Conduct

- **Professionalism:** Vendors will be expected to conduct themselves in a professional manner. Verbal, non-verbal, and hostile acts which create an intimidating environment will not be tolerated. Grievances between vendors must be brought to the Market manager immediately. Vendors will not engage in public outbursts, including confrontations on social media. The first offense will result in a written warning. Second offense will result in permanent dismissal. There will be no refunds on any fees."
- **Customer-focused:** Vendors will treat customers with honesty and respect. Vendors are asked to greet and engage with customers during their time at the market.
- **Welcoming:** Presentation is everything. Vendors will use a tablecloth and set merchandise in a prominent and eye-catching manner. A great display and welcoming demeanor will draw clients and help with a successful sales day at the market.
- **Mindful:** Vendors are asked **not** to address issues or concerns directly with neighboring vendors during the market. All comments and concerns should be addressed privately with the FVGM Market Manager either in person, by phone 919-215-1915, or by email manager@fvgrowersmarket.com, only.
- **Responsibility:** Vendors are asked not to leave their stall unattended. Customers want prompt service and vendors are responsible for their produce/products.