

Winchester Road Farmers Market

(At Winchester Road Baptist Church)

Rules and Guidelines

2019

Introduction

The Winchester Road Farmers Market provides fresh foods and products, and direct marketing of farm products to the people of the local community and surrounding areas. The following rules, regulations, and guidelines make it as easy as possible for local producers to sell their products directly to the general public. The Winchester Road Market Advisory Committee manages the regular business operation of the market and welcomes your input. The Committee has appointed Mrs. Suzanne Bryer as Market Manager to conduct day to day operations. Suzanne may be reached as follows:

PO Box 73, Ryland AL 35767

Winchesterrdfarmersmarket@gmail.com

We want you to be successful! Accordingly, we are providing some rules, regulations and guidelines to both protect your interests and enhance the overall success of the Winchester Road Farmers Market.

Location

The Winchester Road Farmers Market is located at the Winchester Road Baptist Church parking lot, 1262 Winchester Road NE, Huntsville Alabama 35811. The location is visible from Winchester Road, which is a high volume main road.

The Selling Season

The Winchester Road Farmers Market will be open each Thursday, for retail sales from 3:30 pm to 7pm, beginning May 2 – October 31 and 3:30-6:30 November 7 & 14th. The market may be extended depending upon the availability of seasonal produce.

Permits and Fees

A grower's permit must be completed before selling at the market. Permits are available at no charge from the County Extension Office (www.aces.edu). The certificate ensures that the products sold originate with the producer, his or her family, employees or partners. The certificate exempts the producer and the customer from state and local taxes for goods sold. If you are selling products that are not classified as produce; e.g., baked goods, you are required to have business license from the city of Huntsville, in Madison County, the State of Alabama, and are responsible for collecting and remitting related sales taxes. Any fees collected by the market are for the express purpose of promoting and operating the Winchester Road Farmers Market. This includes administrative and advertising expenses.

Space Assignments and Reservation Policies

1. Producers will be licensed to sell from one or two tables and must occupy only the space assigned by the Market Manager. Displays must be confined to the assigned space. If a trailer is used to display and sell goods, it must be pre-approved by the Market Manager, and will be disconnected from the towing vehicle to assure pedestrian flow and not detract from the overall good appearance of the market.
2. Producers may reserve a space for the fee of \$15 per day, per season. The Producer must confirm attendance to the market manager each week by Monday at 4pm preceding Thursday's Market. The rental fee shall be paid to the TN Valley Women in Agriculture, attention Farmers Market.
3. The Market Manager will assign locations for all producers with or without vehicles and the Market Manager may reassign locations as necessary.

Regulations

1. Only producers may sell at the market. A producer is defined as the person who grows or makes the product and may also include the producer's immediate family, partners, employees, or local cooperatives. A partnership is defined as two or more producers engaged in joint production of agricultural products. Any complaints filed with the Market Manager concerning production regulations will be investigated by the Market Advisory Committee and may include representatives from the Department of Agriculture's Farmers Market Authority. Compliance violations may result in expulsion from the Market for the remainder of the season and forfeiture of fees paid to date.
2. Arts and crafts are not permitted for sale at the market unless they receive prior approval from the Market Advisory Committee.
3. Producers may sell their own farm and kitchen products including: fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey, home canned goods and baked goods. Many items are subject to Health Department regulations. It is the responsibility of the producer to abide by these regulations. No cooking is permitted within the Market area without prior approval of the Market Advisory Committee. It is the responsibility of the producer to abide with all State and Federal regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale. Producers are liable for their own products. The Winchester Road Farmers Market Advisory Committee, Madison County, and the Department of Agriculture Farmers Market Authority shall not be held accountable for the products offered by producers. Product and liability insurance are the responsibility of the producer.
4. At the beginning of each market day, the producer will check in with the Market Manager. Producers must be set up at the market by 4pm, and ready to do business when the market opens. The Market Manager will assure set up access not later than 3pm each market day. When running late, contact the Market Manager. Each producer is expected to stop selling at 7pm and have all produce, baked goods, boxes, containers, etc., loaded for removal not later than 8pm. The Market Manager has the authority to modify times and will provide advance communications to the producers to assure maximum reaction time for the producers.
5. The sale of live animals is not permitted.
6. Alcoholic beverages are not permitted to be sold or consumed.
7. The use of electrical generators must be approved by the Advisory Committee.

8. Solicitation for political campaigns, products, services, or charitable contributions are not permitted.
9. Producers must be sixteen years of age or older. Younger children are welcome and encouraged to participate by must be accompanied by an adult responsible for the child's conduct and safety.
10. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among producers may be cause for dismissal from participation.
11. Profane, abusive, discourteous, and boisterous language or conduct is prohibited.
12. No tobacco consumption is permitted.
13. Producers are responsible for cleanliness within their assigned space. Each producer is to leave their space as they found it upon arrival.
14. The Market Manager and the Market Advisory Committee has the authority to enforce all rules and regulations within the market area.

Guidelines:

The Winchester Road Farmers Market wants you to be successful and will work with you to improve your success and the overall success of the Market. We recommend that you use colorful, safe, and natural displays. Please be conscious of hazards to customers and other producers. We recommend you raise your displays at least 24" from the ground. Tiering your products will enhance sales.

Tents and tables are your responsibility to bring, set up and tear down. Feel free to bring your own flyer, business card, and signs for your farm.

The Winchester Road Farmers Market will operate in accordance with Chapter 80-7-1.04 of the Alabama Department of Agriculture and Industries Farmers Market Authority Administrative Code.