



## Canandaigua Farmers Market Rules and Guidelines Effective: **March 2021**

1. The Canandaigua Farmers Market opens the **FIRST** Saturday in June and operates every Saturday through the **LAST** Saturday in October. Hours of operation are 9:00AM to 12:00PM.
2. Vendors should arrive by 7:30AM. **DO NOT PLAN TO LEAVE EARLY UNLESS IT CAN BE DONE SAFELY.** If you are not in your assigned space by 7:30 AM, then the Vendor Manager (VM) may assign that spot to a temporary vendor for that day only. If you know you will not be attending the market on a particular Saturday, **please call the Vendor Manager at the number listed at the end of this document.**
3. Approved vendors may sell only in designated areas for the market. Signs will be posted for vendors' entry. Enter Beeman Street off Rte 332 & 21. To Mills St. (turn left).
4. The Canandaigua Farmers Market will be limited to vendors of the Finger Lakes Region. Applications must be received by the date listed on the application. Any application received after that date may be considered based on market need and available space.
5. Items sold at the Farmers Market are limited to produce (farm products), baked goods, flowers, or handmade items subject to committee review. Crafts only vendors will not be accepted into the market due to limited space and our mission to supply locally grown produce.
6. The market is intended to connect the local consumer with New York State growers and producers, therefore

### **RESALE OF PURCHASED PRODUCE OR GOODS IS PROHIBITED**

7. Inspections of farms or production facilities to assure an operation's conformity with market rules will be conducted at the discretion of the market board. Such inspections may be scheduled or unannounced. Inspection criteria will be based on information provided in the grower's market application, such as specific crops grown, amounts grown, farming methods applied, etc. to determine that

the cultivated areas support the quality and quantity of produce sold each week at the market by the vendor.

If cultivated areas do not support this standard, the vendor will be issued a letter of warning from the board president and told to desist from bringing purchased items. A second violation of this rule will result in immediate dismissal from the market.

Exceptions to this rule are a) the item in question is not available at the market and the vendor has received prior approval by listed the item on the crop plan and it is accepted during the application process, or b) through approval by the market board to provide the item.

8. The crop plan submitted with the application should show the amount of space cultivated for each items listed on the front side of the crop plan. If a vendor wishes to bring an item not currently available in the market, it may be listed on the crop plan on page 2, and indicate the source. The applications committee will decide if the vendor may bring that item. Established vendors will also list any new products they wish to bring for the new season. The applications committee will determine if this is acceptable.

9. The Canandaigua Farmers Market promotes and maintains a high quality market, one that will encourage repeat customers, for the long term benefit of all vendors.

As such, the following apply:

- a. Vendors should not expect to market products that do not meet “high quality” standards. If products are offered for sale that are deemed by the Board of Directors to be of inferior or marginal quality, the vendor shall be asked to remove those products from sale. In the event of a continuing problem, the offending vendor may be denied further access to the Canandaigua Farmers’ Market.
  - b. Vendors are expected to conduct themselves in a civilized, inoffensive manner towards customers and other vendors. If the Board of Directors receives, written complaints regarding a vendor’s behavior, the offending vendor may be denied further access to the Canandaigua Farmers’ Market as deemed by the Application Committee and/or the Board of Directors.
  - c. No smoking under the pavilion or in your booth. Smoking is only permitted in the smoking area set by the vendor manager.
  - d. No vendor dogs are allowed in the market.
  - e. No vendor may indicate by signage or other message “organically grown” unless that vendor is a certified organic grower with the NOFAA Organic Growers Association.
  - f. Vendors are expected to be courteous to their vendor neighbors as well as in all aspects of the market environment.
9. Each vendor is permitted one designated spot approximately 10’ wide. **All debris must be cleaned up before you leave.** If a vendor is not at the Market two consecutive weeks without any contact with the Vendor Manager or a Board of Directors Member, then that spot will be forfeited and designated to another vendor.
10. The Canandaigua Farmers’ Market is intended to allow opportunities for small and larger growers alike to sell their produce. It is not intended to be an outlet for large wholesale farm

operations. The market board, directly or through the applications committee, reserves the right to limit the number of sellers of particular products at its sole discretion.

11. There is a \$100 season fee due with the vendor's application. If the Application Committee denies an applicant for the season, then the \$100 fee will be refunded. Those vendors that "drop-in" on a week to week basis will be charged \$10.00 per week (with no cap). The "drop-in" vendor also needs an application and must be approved by the Board of Directors. The Vendor Manager decides where drop-in vendors are located on a week to week basis.
12. Vendors required to keep food hot or cold as per the NYS Department of Health and NYS Department of Agriculture and Markets requirements must provide their own refrigeration or heating equipment and extension cord. The cord must be concealed from view as much as possible to avoid unsightliness and tripping by pedestrians in the market.
13. The market board will notify vendors in writing of any rule violations. Consequences may include warnings, fines not to exceed \$50, or termination of rights to sell at the market. All vendor complaints or grievances must be made in writing to the market manager; written response will be made within two weeks of receipt of the grievance.
14. If there is a complaint or problem concerning the market, please contact any member of the Board of Directors.

### **Application Selection**

Market participants are selected by a volunteer applications committee, comprised of current farmers/producers in good standing with the market, based on the following criteria with the objective of providing a diverse selection of products to our customers:

1. Produce/products must be grown/produced by the applicant, unless given board approval. Preference is given to vendors within 50 miles of the market. However, all locally produced vendors may apply and will be considered on a case by case basis.
2. The applicant must be a registered New York State business and have the required insurance coverage, including listing additional insureds as required by the City of Canandaigua and the Canandaigua Farmers Market.
3. A NYS sales tax certificate may also be required based on the products being offered for sale.
4. The application committee takes into consideration how many vendors are currently providing the product and the market need. If the current members cannot provide enough of a particular product then other applications are considered to fill any available spaces.
5. Preference is given to previous vendors based on the following criteria: healthy produce, clean attractive displays, past performance (following the rules, getting along with other vendors and courtesy to customers). Past attendance is also a factor.
6. Due to the limitation of the number of covered spots (especially in peak season) the market reserves the right to limit the number of producers of each product at its sole discretion, based

on market needs. All decisions of the application committee are final.

7. Niche products are considered to increase diversity and to help fill spaces during off peak times.
8. Not-for-profit organizations maybe allowed space inside or outside if space is available, must make arrangements 2 days ahead of time with market manager.
9. Guest vendors meeting the requirements above and approved by application committee will be permitted a one-time visit charge based on space availability.

### **Board of Directors**

President –	Don Cotter	(585) 317-8212
Vice President –	Shannon Love	(585)-905-0104
Secretary –	Karl Kern	(585) 280-0762
Treasurer –	Rich Riedman	(585) 396-9307
Vendor Manager (VM) -	Brian Howell	(585) 406-4771