

## **Roslindale Village Main Street Farmers Markets Policy**

### **Market Contact Information:**

Steve Marcelin, Event Manager

Roslindale Village Main Street

Email: [events@roslindale.net](mailto:events@roslindale.net)

Telephone: 617-327-4065 (office). Vendors will be given a google voice number for day-of emergencies

Mail: 4236A Washington St, Roslindale, MA 02131

### **Vendor Mix**

RVMS relies on the following Farmer's Market (FM) vendor mix to provide diverse, authentic offerings that promote community interests at the weekly market: at least 1/3rd of farmers selling locally grown produce and/or plants, 1/3rd vendors selling locally processed or prepared food, and up to 1/3rd "other" (e.g., art and handmade crafts, local non-profits).

### **Vendor Selection Criteria**

Permits for space at the market require that applicants apply by the **Summer** market deadline of **March 31st** and the **Winter** market deadline of **October 31st**. Because more vendors qualify than there are spaces available, the RVMS Event Manager awards permit based upon product wholesomeness, diversity, vendor longevity at the market, the RVMS vendor-mix priorities, and community appeal.

Vendors must meet the following criteria specified for their category:

### **Growers of Fruits, Vegetables, Bedding, Plants, flower, Meats, Poultry and Eggs:**

o All fruits, vegetables, meats, poultry, and eggs (yours and supply farms) must be grown/produced within a 200-mile radius of the RVMS Farmers Market.

- o The products may come from a supply farm if it is listed on the vendor application.
- o The use of a supply farm is limited to items that the vendor farm does not grow and should not exceed  $\frac{1}{3}$  or 33.3%.

**Processed Foods (cheese and other dairy products, honey, cider, canned foods, baked goods, etc.):**

- o Processed goods must be produced by the vendor. Processed foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits.

**Prepared Foods (Sandwiches, etc.):**

- o Priority will be given to vendors who prepare unique goods that feature locally grown ingredients made from scratch that do not duplicate foods for sale in nearby stores. Prepared foods must comply with all City of Boston Dept. of Health requirements and must obtain the appropriate City permits.

**Non-Food Vendors (Hand Crafts, Photography, Art, Clothing, etc.):**

- o Priority will be given to artists and artisans who create handcrafted items themselves.

**Roslindale Businesses:**

- o Roslindale businesses are storefronts around the village in our catchment area.

*Note: The Farmers Market is nonpartisan. Political candidates and their volunteers will not be given table space within the city-owned Adams Park. Elected officials and candidates are encouraged to visit the Market, enjoy the community exchange and entertainment and patronise the market's vendors.*

**Fees**

- Large Farms (5-6 spaces)- \$130/week
- Medium Farms (3-4 spaces)- \$110/week
- Small Farms (1 space)- \$65/week
- Specialty Food Vendors (1 space)- \$65/week
- Roslindale Businesses (1 space)- \$40/week
- Art/Craft Vendor (1 space)- \$70/week

For payment logistics and information, see point 10 under “Market Logistics.”

## **Market Logistics**

### **Assignment of space**

The Event Manager will assign spaces to vendors a few days prior to each Farmers Market. Maps are emailed to vendors weekly and should **be reviewed by vendors each week**. Every attempt is made to assign weekly vendors the same spots each week, but space assignments **may need to change** at the discretion of the manager. Every effort will be made to provide notice of such changes one week prior to the space reassignment.

Due to the Parks Department's requirement that the Farmers Market take all possible steps to protect the turf in Adams Park, vendor requests to be in certain locations will be taken into consideration but may not be able to be accommodated.

### **Set-Up**

Vendors for the summer/fall market may begin set up as early as 7:30 am and must be completely set up by 8:45 am for the 9:00 am opening. For the winter market, setup can be as early as 10:30 am and must be completed before 11:45 am for the 12:00 pm opening. Sales are not permitted before market opening. Unloading and loading of vehicles should take place at the park's perimeter. All vendor vehicles must be moved by 8:30 am (or 30 minutes prior to the opening of the market). To prevent competition with local businesses, vendors are encouraged to park their vehicles in the **MBTA lower parking lot behind Adams Park on South Street**. No vehicles will be allowed to park in Adams Park or at its gateways during the market.

The City of Boston Parks Department holds RVMS responsible for protecting the grass against trampling and erosion. Towards this goal, vendors are required to locate stands adjacent to the sidewalk to minimise damage to the turf. Where vendors and their customers must walk on the turf, vendors will cooperate with the manager to place protective mats on well-travelled grass surfaces. These requirements are a condition of the permit. The Event Manager reserves the right to move vendors if the turf they are usually on is in bad condition.

### **Attendance**

Vendors are required to attend every week to which they have committed. The market takes place rain or shine. In rare cases where weather conditions create a serious

hazard, the Event Manager will contact vendors by phone to inform them of a market cancellation.

Vendors must contact the Event Manager directly via email: [events@roslindale.net](mailto:events@roslindale.net) or by phone (617.327.4065) **at least a day in advance** if they will not be attending due to predicted rain or other emergencies. We will do our best to accommodate rescheduling as space permits, but refunds will not be issued.

### **Market Sales/Advertising**

Stall displays must include clear signage visible from 5ft with: Vendor or farm name; farm location; product prices; name and location of any supply product producers (e.g., apples from xx Orchard in xxx, MA).

"Certified Organic" is reserved for farms that have gone through state or national certification. Vendors must substantiate any claim if asked to do so by the Event Manager. All vendors are required to advertise truthfully and to respond to customers' questions in a like manner. We encourage all vendors to provide a sign or label to describe growing techniques (i.e., Sustainable, Transitional, Conventional, etc.)

Vendors are required to use calculator machines or registers when totalling customer purchases.

### **SNAP/EBT & WIC**

Farmers and food vendors must accept SNAP/EBT and WIC coupons. To participate in the WIC program, farmers must receive a brief orientation from the State Dept. of Agricultural Resources. Please contact David Webber at the Massachusetts Department of Agricultural Resources at 617-626-1731 or [david.webber@state.ma.us](mailto:david.webber@state.ma.us)

### **Tents/Canopies/Umbrellas**

**Vendors are responsible for providing their own equipment and for ensuring that all structures are secure. For safety, weights or stakes for canopies/tents at the market are mandatory, with a minimum of 40 pounds per tent leg recommended. Vendors will be asked to take down and stow any canopy that is not properly anchored.**

### **Plastic Bags at the Market**

In December 2018, the City of Boston passed an ordinance to ban plastic shopping bags with handles. Plastic produce bags are not a part of the ban. However, if you are

planning on offering shopping bags to customers, they must be reusable, recyclable, or compostable.

Each farm will be required to provide a complete product list and a field diagram showing each individual item (must include items specific location and the area allocated for the specific item by the number of rows, length, and width of the row, or by the square footage of the produce item area).

## **Section 2. Cooperating Sales System**

No more than 1/3 (33%) of all produce from a participating farm can be from a supply farm on any market day. In conjunction with this limit, a maximum of 3 (three) supply farms may be utilized by the participating farm during a single season. Supply farms are for items that the participating farm does not grow. The vendor must contact the event manager for exemption requests if needed. A single item/product identified in the pre-season application may be from a 4th(fourth) supply farm.

If you sell produce from a neighbour's farm (e.g., apples from XY Orchard), the product must be grown or produced on that farm and **clearly labeled** at your stand by the opening of the Market.

For each supply farm that will be used, farmers are required to supply two forms in their pre-season application (the same forms referenced above in "Required Farm Information"):

1. A complete list of grown and supplied products
2. A field diagram sign by the participating farmer at the supply farm showing each individual item (must include items specific location, and the area allocated for the specific item by the number of rows, length, and width of the row, or by square footage of the produce item area).

## **Section 3: Product and Farm Inspection**

The Event Manager or members of the RVMS Event Committee reserve the right to conduct a product inspection in verification of the farmer's product list (supplied in application). Farm inspections verify the grown and produced source of any products offered for sale at RVMS FM when a rule violation is suspected. Product inspections are made for causes.

Any farm that requires a farm inspection for traceability of product will receive written notice by email and text of the inspection. This will include, but not be limited to, the cause of the inspection, the timing of the inspection, and the RVMS FM expectations of

the farmer prior to, and during, that inspection, including, if required, the turning over of seed, fertilizer, and supply product purchase receipts and planting plans. The product inspection will require a minimum of two (2) hours of uninterrupted day time, including the presence of the farmer (or designee with full knowledge of the farm) for the entire time of the inspection, and RVMS FM will conduct the inspection within seventy- two (72) hours after written notice is provided.

#### **Section 4: Appeals**

A vendor may appeal a penalty by submitting a formal letter to the RVMS Event Manager. The Event Manager will review evidence and arguments from the Farmer and Policy Sub-committee and come to a decision to uphold or overturn the penalty.

### **Appendix**

#### **Mission Statement**

The mission of Roslindale Village Main Street (RVMS) is to promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organisation, we bring together local volunteers, businesses, and public agencies to strengthen the Village's economic vitality, physical appearance, and unique local character.

The Roslindale Village Main Street Farmers Market (RVMS FM) was formed to celebrate our locale and region by providing a unique gathering place for our residents to access healthy and affordable foods grown by local farmers, alongside locally prepared foods, crafts, music, and programs provided by Roslindale entrepreneurs, entertainers, and educators. We work side by side with vendors and farmers to promote and encourage environmentally sustainable practices and a spirit of “having a small footprint” through the use of and maintenance of the market and its green space.

#### **Market Oversight**

Overall management of RVMS and RVMS Farmers Market is provided by the Roslindale Village Main Street Board of Directors, which is comprised of up to 21 volunteer members. The full-time RVMS Executive Director provides day-to-day management of RVMS and oversees the Event Manager. Together they qualify vendors and direct the operations of the RVMS FM.

The permit issued by the RVMS FM based upon the material representation in a vendor's application constitutes an agreement to abide by the rules established by this vendor policy.

RVMS is not a regulatory organisation. RVMS is interested in facilitating this system as it relates specifically to operating a fair, appropriate, and successful farmer's market. While it is not the primary goal of RVMS to take enforcement action, RVMS is prepared to enforce the policy established and adopted by RVMS. This policy is enforced by the Farmers Market Manager with assistance from the Policy Sub-committee of the Event Committee.

### **Electricity**

Vendors needing electricity must get advance approval from the Event Manager for using the electrical outlets available onsite. All cords must be secured to the ground, especially when wires cross walkways. Access to electricity will not be available on wet or rainy days.

### **Clean Up/ Garbage/ Recycling**

Vendors are responsible for keeping their stall area clean, tidy, and free of debris or trash during and after the market. Please carry out everything you carry in. We encourage vendors to use recycled goods and recycle waste whenever possible.

Vendors are responsible for complying with all City and State policies: all taxes, licenses, permits, and all liability/product insurance is the sole responsibility of the vendor. Information on the City of Boston's requirements is located in the links below.

### **City of Boston Farmers Market Procedures -**

<http://www.cityofboston.gov/isd/pdfs/farmersmarket.pdf> City of Boston Farmer' Market Application - <http://www.cityofboston.gov/isd/pdfs/FarmersMarketApp.pdf>

### **Payment**

You will be asked to indicate a payment preference on your application. Payment can be made online or by check. Checks should be made out to Roslindale Village Main Street. You will be emailed an invoice a month prior to each deadline.

**Summer Season Market Payment Deadlines: May 1st for First Half, August 1st for Second Half.** If you apply and are accepted after the season begins, you will be expected to make payment no more than 2 days after the receipt of the invoice for the weeks you are accepted.

If your payment is delayed and sent more than 60 days after the receipt of your invoice, you may, upon acceptance to the next market season, be required to pay that entire season upfront before the market starts.

**Returning vendors with an unresolved balance will not be accepted at the upcoming market until the balance is paid.**

## **Code of Conduct**

### **Complaints**

RVMS seeks to support and build the reputations of our Farmers Market and our participating farms. If formal complaints are received about farm produce not being locally grown, not meeting quality criteria, or otherwise not meeting FM rules, RVMS must investigate and will respond directly to a complainant. Farms are expected to cooperate with the investigation and may be asked to respond directly to a complainant. False or erroneous complaints will also be addressed to assure the integrity of the market and a farm's reputation.

### **Violations**

RVMS expects vendors to respond to the Event Manager when violations of RVMS policies are brought to their attention. These violations may include, but are not limited to:

- Failing to comply with policy elements outlined in "Market Logistics" • Not giving prior notification of a market absence
- Failing to display supply farm information
- Unwillingness to use designated vendor spot

Vendors are expected to promptly respond to and mitigate any such violations.

### **Three Strike Policy**

Violations of RVMS policies will lead to the following penalties:

1. A written warning by email or hard copy issued by the Event Manager for a first violation.
2. Removal from their next scheduled attendance at the FM without a refund for a second violation.



3. If an issue occurs a third time, the vendor's permit to operate at the FM will be suspended or may be withdrawn for the remainder of the season. A partial refund may be issued at the discretion of the Event committee, depending on how many days the vendor will no longer be allowed to attend.

**Please review the following application instructions carefully.**

All vendors must complete an application.

Completing an application does not guarantee a vendor space at the Roslindale Farmers Market.

**Applications will close on March 31st.** Applicants will be notified beginning in April. Vendors may only sell items that they list on this application. Vendor liability extends to all products sold at each vendor's stand.

### **Payment Schedule**

If accepted, payment can be made online, by check, or by money order. Checks should be made out to Roslindale Village Main Street.

• **May 1st – Deadline to receive payment for market dates: June – August**

• **August 1st – Deadline to receive payment for market dates: September – November**

All vendors selling prepared foods must include in their application all necessary health permits and licenses from their local health department as well as Servsafe certification and allergen awareness certification (if you have it). If you are accepted, you will be required to fill out a **City of Boston Farmers Market Permit**.

If you apply and are accepted after the season begins, you will be expected to make payment upon receipt of the invoice for the weeks you were accepted.