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Introduction

We recognize that the members of CFM sell as individuals, the market is a united unit. Its success depends on the cooperation and combined efforts of all the vendors as a whole. As a revered CFM vendor, you are responsible for informing yourself and your staff about all applicable market rules, policies, and regulations pertaining to your business, as well as policies and regulations set by local and state agencies. With your efforts you continue to help keep Coopersburg Farmers Market a vigorous and vital part of our community.

Complying with the rules also makes you a “Vendor in Good Standing.” Any actions and behaviors that may put you out of compliance with the market rules will result in a range of consequences which include but are not limited to warnings, fines, probation, suspension, and possible permanent vendor removal from the CFM. We appreciate your continued cooperation.

Mission

We at the CFM are here to serve our community with high- quality fresh produce and other goods, along with promoting local agricultural and specialty products. We strive to improve the variety, value, taste and freshness of the products available in our community.

General Market Rules

Workplace Violence

The safety of the CFM employees, customers, vendors, and visitors is our highest priority and importance. Threatening or verbal behavior or acts of violence against vendors, customers, visitors, and employees while at the CFM or by any electronic means will not be tolerated or prohibited. Any person/s who engage or partake in this behavior shall be removed from the premise as quickly and safely as possible, and they shall remain off CFM’s premises pending the outcome of an investigation. In wake of the investigation CFM will respond appropriately. In response may include, but not be limited to, suspension and or termination of any business relationship, and/or the pursuit of criminal prosecution of the person/s involved.

Pets Policy

With the best interest of health and safety, the market is not the best place to bring a pet. Exotic animals/amphibians are NOT permitted at the market. If our customers choose to bring their pet, we do ask them to abide by the following rules:

- VENDORS MAY NOT BRING THEIR ANIMALS WHILE PARTICIPATING IN THE MARKET.

- Dogs MUST be kept on a short (non-retractable) leash.
- The dog/ animal must be well behaved and by the owners' side at all times.
- All animals must be kept away from the produce or any food-related items that do not have a cover on them.
- All animals MUST be friendly with other animals and children.
- Please be considerate, not everyone likes animals, and some may be allergic.
- Clean up after your animal!

CFM reserves the right to request owners remove their pets from the market at any time.

Conduct

CFM is diligent in providing the highest ethical standards possible in order to maintain high standards of respect and honesty towards one another while conducting themselves in a courteous and helpful manner. Vendors, employees, entertainers and/or volunteers may not publicly deprecate other vendors, products and/or markets and services.

Any customer questions regarding farming practices should be answered factually and knowledgeably. CFM does not allow or permit solicitation of signatures for political organizations or individuals, nor do we allow signage for such. Any dishonesty or rudeness could result in suspension from the market.

Nonprofit organizations

Nonprofit organizations offering services and information of general interest to CFM's customers and vendors are admitted based on space availability and compatibility with CFM's missions. Political and religious advocacy organizations are excluded from being able to participate in the CFM. As a nonprofit booth you are NOT permitted to sell or give away any products unless it is for fundraising purposes and the board approves it first in writing. Any/all organization representatives shall not interfere with market operations by soliciting aggressively, no signatures, donations, or extra attention. Nonprofit organizations are required to submit an application but are not required to pay seasonal booth or inspection fees. The market perpetuates the right to regulate the time, place and manner of activities relating to displays, signs, posters, placards, and other expressions of the interests represented. Each organization must adequately display its name. All organizations are expected to adhere to all applicable rules.

Entertainment

Entertainers are NOT permitted to sell or give away any products without prior approval by the board in writing. Entertainers shall not interfere with the market operations by being aggressive, soliciting merchandise sales, donations, or attention. No activities shall block sidewalks or access to assigned spaces (designated area will be assigned up sign up). All entertainment shall be family oriented. Entertainers are allowed to place signage onsite, but it must not interfere with the CFM signage. All entertainers are expected to adhere to all applicable rules.

New Vendor Application Process and Existing Vendor Expectations

New vendor applications are screened by the Board of the CFM to eliminate any that do not pertain to what spots we are looking to fill. Those applications that meet our requirements are then presented at the next vendor meeting and voted on. All vendors are expected to read and agree to the CFM bylaws. All vendors must provide all necessary licenses, certifications, insurance policies, etc. All current vendors are expected to complete an application for new product offerings which must be approved by the board.

Applications must include:

- Completed and signed application in which the vendor agrees to the bylaws and agrees to abide by the rules and regulations set forth.
- Complete and accurate list of all items the vendor wishes to sell.

Products

The CFM is a producer only market. Reselling items is NOT permitted. Buying products from another farmer, wholesaler, store and/or other food establishment and then reselling those products is not permitted by the market.

“Producer Only” is as follows: farm raised products which include edible and non-edible products.

Below will be examples of Producer only items:

- **Eggs**
 - o producers may only sell eggs from animals possessed on their land.
- **Meat and meat products**
 - o Red meat and pork- producers may only sell meat that is 100% from animals they raise from weaning.
 - o Poultry and Fowl- producers may only sell meat that is 100% from poultry and fowl they raise from day old chicks.
 - o Processing of animals- meat may be processed, cut and wrapped on or off the farm, provided only meat from the producers’ animals is used. All local, state and USDA guidelines must be followed, and necessary licenses acquired by the producer and their processor. Other ingredients such as spices may be added.
- **Fruits and Veggies**
 - o Producers may only sell fruits and veggies that they have raised and harvested 100% from their land.
- **Land**
 - o All land used for production must be within the designated region (50-mile radius of the market site)
 - o Producers must own or lease the land they use for production.
- **Plant materials**

- Field and greenhouse grown plants and flowers.
 - Producers must start bedding and potted plants and flowers either from the seed, cell pack, bulbs, cutting or plugs they received dormant.
- Producers must plant or repot all plant material.
- Producers MUST be registered, licensed, or listed with PA Dept. or AG in the appropriate counties.
- Producers MUST own their greenhouses unless other arrangements are approved by the CFM Board.
- Repotted plants must be well rooted to the next size container.
- Vines and Gourds can be sold only if the producer grows them.

Licenses and Certifications

Vendors and their employees are responsible for informing themselves about and complying with federal, state, and local health and safety regulations, along with licensing requirements governing the production, display, distribution, sampling and sale of their products.

- ❖ **ALL vendors must provide CFM with a copy of General Liability Insurance, naming Coopersburg Farmers Market and Coopersburg Borough as additional insured.**

Marketing

Vendors are responsible for promoting the market. Vendors are strongly encouraged to send in updates for the weekly newsletter and interact with CFM's social media accounts; the more interaction and engagement we have the better it will be for the vendors and our community. Customers can sign up for emails through our website, Facebook and via text.

Vendors agree to participate to the best of their ability in any promotions and fundraisers the CFM may have on behalf of the market.

Market Operations

Attendance

Vendor attendance is mandatory. Vendors will be limited to 4 excused absences per market season (excluding any market we have outside of June through October). Vendors must contact the market President and or Marketing Coordinator about a planned absence two weeks ahead of time, which must include; date of the absence so customers can be informed via website and weekly emails. In the event of illness or unforeseen emergencies, the vendor should inform the market President of their absence as soon as possible. Any unexcused absences or late arrivals (past a 15 minute window after open) may result in termination of the vendors participation in the market. Majority vote from the CFM Board

members for individual vendors may be approved for a different but regular requirement such as in the case of a single crop grower (i.e. Strawberries, corn, etc.).

Space Assignment

On the first day of market season vendors will be assigned a space which will be assigned by the board. The space that is assigned to the vendors will be the same space for the entire market season. Depending on special events the spaces assigned may need to be moved for that event.

Site set- up and Safety

- All electrical equipment needs to be approved by the board before being able to use it.
- Vendors who need to use electrical power needs to provide their own outdoor extension cords which can be plugged into Town Hall.
- We strongly encourage getting to your spots early to set up, we start promptly at 11:00am.
- Breakdown must begin right after closing.
- At least 30 minutes before the market opens all vehicles must be removed to ensure safety of all.
- Vendors must be prepared to sell from 11:00am – 2:00pm. Vendors may NOT sell before 11:00am. Orders can be accepted before opening, but neither the product nor the money can be taken before the market opening time.
- Vendors must be out no later than 2:45pm on market days.
- Selling before market opening could result in a fine. Also, leaving before market closing could result in a fine.
- Vendors are required to have a canopy or umbrella in good condition covering their booth. In the case of excessive wind please do not use a canopy, umbrella, or tent. Each vendor is responsible for ensuring their canopy, tent or umbrella is secure. 25lb weights can be used along with tie downs, this is to eliminate disruption due to wind and any danger for everyone.
- Vendors are reliable for any damage occurring from their personal property.
- Vendors must supply their own tables, chairs, tents/umbrellas, tablecloths, electrical cords, coolers, ice, etc.
- Vendors are responsible for ensuring their space is clean during market and during clean up. We strongly encourage vendors to bring their own little trash cans.
- Vendors are responsible for the safety and behavior of their children if they are present.
- Vendors nor staff are permitted to smoke or drink while on the premises. Customers may sample alcohol at vendor stands that sell it.
- No scooters, bikes, skateboards, rollerblades, or anything with a motor is permitted to be ridden while on the marketplace property.
- Vendors agree that photos featuring themselves or their staff and/or their product can be used in CFM promotions.

Signage

- Each booth space must display a sign that clearly identifies the farm or business by name and location of the farm and business.
- All descriptions of products must be accurate and truthful. Claims on signage must not be misleading. Signs and labels must clearly identify the products on a vendors table that are certified organics. Farming practices must be fully and truthfully disclosed when customers inquire.
- All permits necessary to sell must be always displayed or available for review. Vendors who market their products as organic must provide proof of certification.
- All items for sale must be clearly marketed with their retail price. Products may have the price directly on them or we would strongly encourage creating a sign or paper of the prices and laminate it, so it does not get ruined.
- Packaged processed foods MUST be labeled with the following information: Name of the product, ingredients listed in descending order by weight, net weight, and the name and address of the producer or distributor.
- Any and all signage is limited to the business and the products related to matters. If any other signage is going to be displayed, it does need to get approved by the board first.

Product Pricing and Sampling

All products' pricing will reflect typical market value.

Vendors are not permitted to use end of day discounting as a means of selling their products. This does not include sampling. Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud manner, repetitive public manner, and selling products in an aggressive way. When aisles are crowded, standing in the aisles while providing samples to customers is not permitted.

Vendors providing samples of their products must comply with local health laws and the rules governing market sanitation and health, including but not limited to:

- Food intended for sampling shall be washed or cleaned in another manner, of any soil or other material by potable water in order that it be wholesome and safe for consumption.
- Clean, disposable plastic gloves shall be used when cutting samples.
- Potable water, soap and individual hand towels shall be available for hand washing and sanitizing.
- Samples should be kept in clean covered containers.
- Vendors must make sure any samples are kept at appropriate temperatures.

Garbage/ Recycling

All vendors are responsible for cleaning up their market site during and at the end of the market day. If anything a vendor distributes or sells produces trash, the vendor must provide a trash can for the customers. Disposal of garbage is up to the vendor.