

17th Annual WESTMINSTER FARMERS' MARKET

Vendor Rules and Regulations for 2025

Goal of the Westminster Farmers' Market

The goal of this Farmers' Market is to support producers within our locale. We encourage locally grown and/or produced products. Seedlings and potted plants are acceptable, as are crafts that serve a functional purpose.

This Farmer's Market is under the supervision and operational structure of the Westminster Agricultural Commission on behalf of the Town of Westminster. It is a rain or shine market. We make efforts to keep both vendors and customers safe by requiring secured canopies and will sound an air horn when an electrical storm approaches to request that all vendors and customers seek shelter either in their cars or in the gazebo. If truly severe weather, like a hurricane, is forecast then the market will be cancelled and you will be notified by email and Facebook.

Market Hours of Operation and Setup

The hours of operation will be from 3:00 to 6:00 PM on Fridays and will run from the second Friday in May to the third Friday in October, with the potential for winter markets. Vendors will be assigned spaces, and are encouraged to arrive ½ hour before opening time to set up. No selling, selection, or bagging (in other words, nothing leaves your stand) before 3:00 PM, except by general consent among all vendors that they are ready. Please enforce this yourself by explaining to your customers that it's unfair for you to sell to them before other vendors are set up.

Jurying – this is a juried market

- The Jury Committee shall consist of a five-member team including the Westminster Agricultural Commission Chair, the On-site Market Manager (OMM), and three non-vendor Westminster residents, and will meet during the month of April to select the vendors for the upcoming market season. Returning vendors in good standing have first refusal for available slots.
- **The Jury Committee will approve all vendors FOR THE ENTIRE SEASON (annual members, per diem vendors and opportunity booth participants) before opening day of the market (second Friday in May). Any vendor that has not submitted an application and received approval from the Jury Committee will not be allowed to set up. *There will be no new vendors juried mid-season. All appropriate paperwork from all vendors must be in by April 15th. Vendors who normally set up later in the season may set up when it's appropriate for sale of their product. All applicants will be juried.***
- The Jury Committee reserves the right to limit the number of vendors to support the overall strength of the market and reserves the right to adjust/limit an application to avoid duplication of product beyond the market's capacity to support it.
- The Jury Committee or a representative of the committee has the right to inspect the premises where a product is being produced or processed.

Annual Vendors

Vendor's annual membership in the Farmers' Market is contingent upon acceptance by the Jury Committee and payment of an annual fee of **\$235/10'x10'booth space (\$175 for each additional booth per vendor and an extra booth for a day is \$20)**. The financial year will run from May 1, 2025 until December 31, 2025. Registrations must be in the hands of the Jury Committee by April 15th. The fee must be paid at the time of the application. **There is a \$35 discount (\$200/booth for the season)** for the vendors who attend the Vendor Registration meeting held the first Wednesday evening in April. The registration fee is non-refundable once a vendor confirms attendance at the market and the market begins for the season. Annual membership fee saves the vendors up to \$225 depending on the number of markets attended.

An **annual membership** entitles the vendor to a secure and recurring spot at the market – customers will always know where to find you. Your farm/business is also listed on the website and on Facebook ahead of any per diem vendors. In order to hold an annual membership and place at the market, a vendor must commit to attending all markets within the dates noted on their application and must aim to be on time. Any known vacations or other market conflicts must be noted on the annual application form. If the vendor is missing a market or running late then they must contact the On-site Market Manager (OMM). If the market is missed entirely, then a \$15.00 fee will be assessed for the missing market. Lack of payment is grounds for dismissal from the market.

Per-diem Vendors

Per-diem vendors must go through the jury process for approval (see above). Per-diems must also register in April even if they won't be setting up until later in the season. Registrations for per diem vendors must also be in the hands of the Jury Committee by April 15th. The per diem fee is \$20.00/day and must be paid by the end of day's market that the vendor sets up at. Per-diem registration is ideal for those vendors not sure about their abilities to make a commitment to weekly attendance at the market for any reason. ***Every per-diem vendor approved for the market must let the OMM know by Wednesday evening, 8pm every week – even those weeks when not attending. If three or more weekly check ins are missed then the Agricultural Commission will determine that the per diem vendor is no longer part of the market.*** Our goal is to have a well-set market layout each week and that takes knowing who will or will not be at the market.

Opportunity Booth for In-town food producers

Created to support the development of a strong agricultural base in Westminister, MA. Its use is restricted to Westminister residents who are involved in micro or extremely seasonal food production interested in developing a market presence. Participants are restricted to a 5' table, must be prepared to share a standard 10' booth space and plan to work towards transitioning into a standard booth membership in 5 years. Price for the booth (5') is \$100 for the season (\$75 if attending the registration night. A per diem price of \$10/day may be negotiated and that per diem fee can pay off the market fee season in 10 markets. If interested, please attach a letter of intent to your application and the Jury Committee will be in touch to discuss the specifics of your situation.

Reselling

- Reselling **WITH LIMITATIONS** will be permitted in order to offer the widest variety of Locally Grown Food.
- Reselling is defined as offering for sale any plant or animal products that were not produced by the vendor on the vendor's property—either owned or rented (rental agreement must be provided if requested by the Jury committee).
- **All resellers shall have a visually upright, 8.5"x11" Resale Sign that is updated weekly and that lists every product that is being resold and the name of farm and town of the product origin. The OMM reserves the right to have vendors remove products offered at resale if they are not listed on the sign.**
- When/if a resold product (example: corn) becomes available from a vendor that produced it on his/her land, and in quantities he/she believes can meet market demand, then **that producer must notify the OMM in writing, phone or email the week before they are planning to bring the product to market –easily done by notifying the OMM at the preceding week's market.** Once notified of the product's arrival at the market, the OMM will then notify all vendors that that product may not be *resold*. Failure to notify the OMM means that the local production protection is not in effect and that the product may be resold by other vendors – provided all other market rules are followed. Vendors using the market for CSA share pickup that includes such products must mention this on their application and that product can only be available in shares prepared for pickup.
- Locally grown for resale is defined as grown or produced within a 1.5 hour one-way drive from the Westminister Farmers' Market and includes the Pioneer Valley.

- The vendor **must list all possible resale products on their original registration form** for examination by the Jury Committee.

Permits and Restrictions

- All necessary licenses, permits and insurance are the vendor's responsibility to obtain. This includes permits from the **Westminster Board of Health**, the **Westminster Liquor Commission** or any other Westminster town government entity (other than the Agricultural Commission) that has legal concerns with the Farmer's Market.
- Anyone selling baked or processed goods must have a Residential Kitchen license or a Commercial Kitchen license issued by their town's Board of Health, as defined in the state sanitary code, Chapter X, and must have a copy of any appropriate licenses and permits in their possession during the market. A photocopy must also be part of the registration form on file with the OMM
- The Westminster Board of Health **must also approve all licenses and permits** issued by other town Boards of Health. Please be sure to make arrangements to have your paperwork checked out by them before you set up at the market.
- You may not advertise yourself as "Organic" unless you are certified. The word "Organic" is now defined and enforced by the USDA and has a very special meaning. You are free to use "non-sprayed", "sustainable", "all natural" or any other term that is not so regulated.
- The use of household scales will not be permitted. Any scale used must have a seal by an official City or State Sealer of Weights and Measures. The OMM will ensure vendor's scales have been sealed.
- Any vendors providing samples at the market must have those samples approved by the Westminster Board of Health in advance of distributing samples. It is highly recommended that interested vendors contact the Westminster Board of Health to get specific information on safe sampling.
- Prices for all items must be posted clearly.
- Collusion among vendors to exert pressure to fix, raise or lower prices is prohibited.
- No vendor, while at the market, shall promote any diet or lifestyle that is contrary to the goals of the market.
- Any written material must be approved by the Jury Committee but may be provisionally approved by the OMM.

Market Appearance for booth and personnel – visually creating a professional market

- Each booth canopy must be clean, without rips and tears, and secured to the ground via pins or weights. Safety for everyone is paramount and wind is always a challenge on the hill.
- All foods must be on tables or **at least 6"** above the ground. **Per order of the Board of Health – NO DOGS ARE ALLOWED UNDER THE CANOPIES OR TOUCHING ANY PRODUCT IN ANY BOOTH**
- All signage must be highly visible, clean and secure. If selling anything not grown by the vendor then the signage must list item and origin in clear, easy to read lettering – no quick scribbles.
- All clothing of any personnel in a booth must be neat and tidy, professional without rips, tears or holes. It's ok to have a costume if appropriate but it still must meet the above restrictions. The Market focuses on selling local foods and foods need to be handled with respect that the customer can see at all levels.

Additional Info

- There are no sales to customers before the market opens at 3pm but vendors may purchase QUIETLY from each other if a vendor has needs that cannot wait to be met until the market is in progress.
- Any violations, as determined by the On-site Market Manager and the Westminster Agricultural Commission, shall subject the violator to permanent removal from the Westminster Farmers' Market.
- An excused absence is a medical emergency, death in the family or prearranged known date(s). All vendor applications have a line to list all markets that they know in advance they will not be able to make. Most markets consider one unexcused absence grounds for removal from the market.

- Additional grounds for dismissal from the market
 - Vulgar or threatening language
 - Inability to accept the decision of the Westminster Agricultural Commission
 - Accounts in arrears at the end of the market season

- ***The Westminster Agricultural Commission is the final arbiter for all Westminster Farmers' Market issues, conflicts or concerns. Meetings are held on the 2nd and 4th Tuesday of the month. Please notify the commission at least 7 days ahead of the meeting you wish to attend in order to comply with the Massachusetts Open Meeting Laws.***
 - Letters of complaint, concerns or suggestions will be submitted to the entire Agricultural Commission and disagreements will not be aired out at the market for community members or other vendors to hear.
 - Upon receipt of a letter, the Agricultural Commission will schedule the discussion for the next legal meeting and the concerned party will be asked to attend to discuss.
 - All decisions of the Agricultural Commission are final.
 - The Westminster Agricultural Commission reserves the right to modify these rules at any time as deemed necessary.