



2024 Botetourt Farmers Market (BFM)

Vendor Handbook and Policies

Mission Statement

The mission of the Botetourt Farmers Market is to offer locally produced food and goods to the Community, promote agritourism, and provide other farm-related educational and charitable activities to Botetourt County.

Mailing Address: Botetourt Farmers Market
Post Office Box 464
Daleville, VA 24083

Website: www.botetourtfarmersmarket.com

Market Manager: Leslie Crowder
540 529.5352
Botetourtvafarmersmarket@gmail.com

Location: The Botetourt Farmers Market is located at the Daleville Town Center. Festivals may be moved to an alternate location depending on projected Vendor and guest attendance. Vendors will be notified at least 30 days in advance of a decision to set up the Market in an alternate location.

Hours of Operation: The Botetourt Farmers Market will normally be open on Saturdays from 8:30 am to 12 noon, beginning the first Saturday in May and ending the last Saturday in October. Festivals and Holiday Market times may be subject to change and Vendors will be notified in advance of such changes. Severe inclement weather may cancel the Market and the Market Manager will notify Vendors as soon as a decision is made and cancellations will be posted on our social media pages.

Vendor Attendance: Vendors are expected to be set up and ready to sell at least 15 minutes in advance of the Market's designated opening time. If a Vendor is unable to attend the Market on an assigned day, the Market Manager must be notified by 12:00 pm Wednesday so that empty spaces may be avoided. Repeated failure (three consecutive times) to notify the Market Manager of attendance may result in suspension from the Farmers Market. Emergency absences are understood but should not be a common occurrence. **No fees will be refunded for absences.**

Vendors who sell out early are required to remain until 11:30 am and display a "Sold Out" sign for guests. This will help maintain a desirable Market appearance and advertise for your business.

Vendors are encouraged to have their booth staffed by a mature person who is an immediate family member or employee (as defined by the Commonwealth of Virginia) and who is knowledgeable of what is being sold and how it is grown, raised, or made.

Market Fees:	Annual Vendor Fee:	\$175 full season (includes festivals and holiday markets) paid by April 8 th \$225 full season paid between April 8-May 31 for craft/artisan vendors \$225 full season paid between April 8-June 30 for produce/ag vendors
	Single Day Fee	\$30 for regular Saturday \$100 per Festival \$100 per Holiday Markets

Market fees may be paid online at www.botetourtfarmersmarket.com or by mailing a check payable to Botetourt Farmers Market to Post Office Box 464 Daleville, VA 24083.

Vendors who desire to set up and pay weekly **MUST** notify the Market Manager and pay the weekly fee online by 12:00 noon on the Wednesday **BEFORE** the Saturday they wish to participate. No cash or check payments will be accepted on the day of the event.

Vendors participating in the Festivals and Holiday Markets **MUST** pay the fees online by the dates listed on the Vendor Application. No cash or check payments will be accepted on the day of the event. All fees are non-refundable and failure to meet the payment deadlines will prohibit participation in these events.

Definitions:

- A. **ARTISAN:** Anyone who offers arts, books, crafts, jewelry, paintings, personal care items, photographs, stationery and woodworking items for sale. Resale of craft “kits” is not permitted. All products must be handmade, painted, photographed, written or created by the Vendor.
- B. **FARMER:** Anyone who offers produce, including but not limited to, fruits, vegetables, herbs, cut flowers, greenery, live plants, honey, and animal products such as meat, poultry, eggs, dairy products. Other farm related products may be permitted at the discretion of the Market Manager.
- C. **FOOD VENDOR:** Anyone selling packaged, prepared, baked or canned goods (highly acidified).
- D. **HOME GROWN:** Produce grown on the Farmer’s own property.
- E. **LOCALLY GROWN:** Produce grown or obtained by the Farmer within a 50-to-75-mile radius of the Botetourt Farmers Market location.
- F. **MARKET MANAGER:** The person designated by the Botetourt Farmers Market Board of Directors to supervise and oversee the weekly operation and enforce all rules, regulations and procedures of the Botetourt Farmers Market.
- G. **VENDOR:** Any person or entity in lawful possession of a business license or permit to offer items for sale at the Market.

Items Allowed to be Sold at the Market:

Agricultural and Horticultural Products: Produce, animal products, baked goods, prepared foods, canned goods, flowers and plants, as defined above under Farmer and Food Vendors.

Artisan/Craft Items: Handmade arts and crafts, personal care items, and items as defined above under Artisan.

The Botetourt Farmers Market requires all products to be home grown, locally grown, or produced by the Vendor.

Priority will always be given to Farmers and Food Vendors over Artisan Vendors for Vendor space.

General Policies:

1. Vendor approval is determined by the Botetourt Farmers Market Board of Directors. Factors include, but are not limited to, how many seasons the Vendor has been active at the Market; if their product is unique; if the Vendor produces a professional product; the Vendor’s attendance record (which includes missed Markets, late arrival and failure to notify the Market Manager in advance of absences); and if the Vendor promotes an enjoyable customer experience. The Botetourt Farmers Market believes that competition is

important for the overall health and sustainability of the Market. The Market strives to ensure that no product category becomes over saturated and reserves the right to limit Vendors in direct competition.

2. Vendor spaces are assigned on a weekly basis by the Market Manager. Each Thursday, the Market Manager will communicate by e-mail any pertinent information for Vendors and a map detailing space assignment.
3. Each Vendor space is approximately 10x10 feet. Vendors will need to provide their own tents, tent weights, tables, table coverings, and signage advertising their business name and pricing. Vendors may set up as early as 7:30 am and must be packed up by 1:00 pm each day. Vehicular traffic in the Market set up area will be closed off 15 minutes before the start of the business day and all Vendor vehicles must be removed by that time. At the close of the Market, the area will be re-opened for the Vendors to load their vehicles.
4. Tent weights of at least 25 pounds per tent leg are **required** for your safety and that of our guests. Tent stakes are not a substitute for tent weights and are not recommended on a gravel lot. Weights are the sole responsibility of the Vendor and failure to provide them will result in suspension from the Farmers Market. Only one warning will be given to the Vendor by the Market Manager.
5. There are a limited number of 10-foot tables available in the storage building owned by the Botetourt Farmers Market. Vendors are responsible for taking the table out of storage, sanitizing the table and returning it back into storage at the end of the Market. Table coverings are required on the Market owned tables to maintain good condition throughout the season. Market owned tables may not be available during Festivals and Holiday Markets.
6. There will be five (5) 20-foot wide by 10-foot-deep spots available to farm/ag vendors **only** on a first come, first serve basis. These 20x10 foot spots will be \$350 before April 8th/\$450 before June 30th and will be expected to be filled each week. If the Vendor does not plan to be present, the Market Manager will fill the spot(s) with previously approved Vendors. If an artisan/craft Vendor requires additional space, they may ask the Market Manager in advance if they can extend their space backwards and permission will be granted if space is available.
7. Vendors must maintain a tidy site. All trash must be removed from the site by the Vendor. Vendors are encouraged to decorate their site with banners, signs, portfolios, photographs, brochures and Vendor information, etc.
8. Vendors must display their farm or business name and location at their site. Vendors are responsible for complying with all State, Local and Health Department guidelines regarding food safety and required labeling and shall be able to provide proof of any required certifications if a governing agency inspector or representative requests it.

Please visit <https://www.vdacs.virginia.gov/dairy-farmers-market-vendors.shtml> (VDACS) for more information or if you have questions about these guidelines.

9. Vendors are responsible for collecting and remitting all sales taxes. The Vendor is also responsible for any tax related documentation.
10. Products may be labeled “organic”; however, gross sales of products labeled “organic” may not exceed \$5000.00 annually unless the Vendor is USDA certified organic. The Vendor is responsible for meeting the same standards required for the certification and must maintain all of the same record certified entity. Products may be labeled “grown naturally” or “grown without pesticides”. Vendors are encouraged to discuss their growing/producing methods with their customers.

11. Vendors shall individually be fully liable for their own actions and that of any of their representatives, as well as any liabilities arising from the sale, use or consumption of their products. The Vendors further agree and acknowledge that they shall hold harmless and indemnify The Botetourt Farmers Market, Botetourt Farmers Market Board Members, Daleville Town Center, The Daleville Institute and Jiana, Inc from any perceived liabilities or injury. Vendors are encouraged to obtain liability insurance to cover their participation at the Farmers Market.
12. Food Vendors are **required** to obtain liability insurance **and provide** a certificate of insurance (COI) prior to vending with the following statement: Fralin & Waldron Inc., The Daleville Institute, Inc., The Daleville Town Center Business Association, Inc. their officers, agents, employees, and volunteers are hereby named as additional insureds on a primary and non-contributory basis including a waiver of subrogation in regard to Botetourt Farmers Market events held each Saturday May through October and specialty markets in April, November, and December.
13. Vendors **must** pay the required fees before they can sell at the Market. A Vendor application must be submitted to the Market Manager and approved by the Botetourt Farmers Market Board of Directors. If approved, the Market Manager will notify the Vendor in writing. A signed signature page attached to the end of this Handbook indicating understanding and agreement to the Market policies, along with the Vendor registration fee, must be submitted prior to setting up at the Market. Fees may be paid online at www.botetourtfarmersmarket.com or by mail at the address listed on page 1 of this Handbook. No cash or check payments will be accepted on the day of the event.
14. **NO** refunds will be issued if you are absent from the Market.
15. Vendors are not required to accept credit or debit cards. The Botetourt Farmers Market has \$5 tokens that customers may purchase at the BFM Tent. Vendors should treat these tokens as cash. The Market Manager will collect them from the Vendor monthly, document the dollar amount and number of tokens, and submit them for reimbursement. Vendors will receive a check equal to the dollar amount for the tokens collected. Checks are not guaranteed to be available the same day the tokens are collected depending on volume.
16. The Botetourt Farmers Market is pet friendly. Pets must be controlled or on a leash at all times. Any waste is required to be picked up and properly disposed of by the pet owner. Pets may be restricted for Festivals and Holiday Markets at the discretion of the Botetourt Farmers Market Board of Directors.
17. At the conclusion of each Market, Vendors must provide the Market Manager with a sum of their total sales for the day. Individual Vendor sales will remain confidential to the Botetourt Farmers Market Board of Directors and will only be used for the purposes of accruing overall sales volume for the community, business planning, grant writing etc. The Market will not be reporting this to any taxing authorities.
18. Vendors are required to comply with all Market policies and directions provided by the Market Manager. Violations and failure to comply with the Market policies herein may result in the suspension of the Vendor to sell at the Botetourt Farmers Market.

Food Safety Guidelines:

1. Food items are acceptable provided they meet all local, state, and federal governmental regulations for retail sale and are maintained at an approved temperature until sold.
2. Vendors are responsible for providing proper labeling of all products. Each food item has state regulated labeling requirements. Follow this [link](#) for the proper food labeling requirements. To learn more about [Virginia's Handbook for Small Food Manufacturers](#), visit www.VDACS.gov.
3. Meat:
 - a. Requires products to be processed at a USDA/FSIS or VDACS OMPS inspected facility with USDA certification and must be kept frozen or refrigerated at all times.
 - b. Meat must be properly labeled and necessary processing inspection reports are required. Paperwork must be available at the Market. Meat Vendors must provide Meat Handlers Permit.
 - c. Poultry Exemption: Vendors slaughtering/processing no more than 1,000 birds per year can apply for the [Poultry Exemption](#) from inspection.
 - d. See the Virginia Cooperative Extension Publication titled, "[What Do I Need to Know to Sell Meat and Poultry at the Farmer's Market?](#)" for more information.
4. Baked Goods:
 - a. Perishable baked goods (i.e., cream filled pastries) are permitted, if kept in appropriate temperature-controlled containers with a thermometer present at all times, as outlined in VDACS (www.VDACS.gov) guidelines.
 - b. Items must be properly labeled if sold without state kitchen inspection. Follow this [link](#) for the proper food labeling requirements.
 - c. Products must be individually packaged at home and provide individual labels or a sign with all label information.
5. Canned Goods:
 - a. Most jams and jellies are acceptable, if properly labeled.
 - b. If product falls exempt under § 3.2-5130 of the Code of Virginia, label requirements are:
 - i. Product containers should have a label displaying the name, physical address and telephone number of the person preparing the food product and the date the food product was processed.
 - ii. The statement "NOT FOR RESALE. PROCESSED AND PREPARED WITHOUT STATE INSPECTION" must be placed on the principal display panel.
 - iii. In addition, this exemption does not preclude the need for standard labeling information on the product label (name of product, name and address of the manufacturer, distributor or packer, net weight statement, an ingredient statement and nutritional information if applicable).

- c. Home-canned products allowed under § 3.2-5130 of the Code of Virginia that can be made at home and sold at a Farmers Market without inspection include pickles and other acidified vegetables processed in a private home so that an equilibrium pH of 4.6 or lower is achieved. Acidified vegetable products include pickled products, salsa, chow chow, relishes and similar vegetables that are processed in a private home to achieve an equilibrium pH of 4.6 or lower.
- d. Home-canned products NOT allowed under the exemption include canned fermented foods, canned foods that require refrigeration for safety, canned fruits, low-acid canned vegetables processed with an equilibrium pH of greater than 4.6, any acidified food that is not a vegetable, any product not canned in a private home.
- e. NO home canned (low acidified) foods may be sold (i.e., vegetables, meats, etc.).

6. Honey Processing:

- a. Honey products are exempt if the resident processes and prepares pure honey produced by his own hives, sells less than 250 gallons annually, does not process and sell other food products in addition to the honey, except as allowed above (i.e.: low risk foods and acidified foods). Infused honey products do not fall under the exemption as it is considered to be a value-added product, not pure honey.
- b. The product must be labeled “PROCESSED AND PREPARED WITHOUT STATE INSPECTION. WARNING: Do Not Feed Honey to Infants under One Year Old.” Exemption does not preclude the need for standard labeling information on the product label (name of product, name and address of manufacturer, distributor or packer; net weight statement, an ingredient statement and possibly nutritional information).
- c. There are no current restrictions regarding where the products can be sold and to whom.

7. Eggs:

- a. Eggs may be sold in reused containers but all existing information must be marked out and replaced with proper labeling for eggs.
- b. Eggs must be kept at 41 degrees or below at all times with thermometer present.

8. Prepared foods:

- a. “Foods intended to be eaten on premises” are required to have a food service application license. (Contact local VDACS agent)
- b. Prepared Food and Beverage tax application must be secured from the Office of the Director of Finance.

9. Food Samples:

- a. Vendors are encouraged to prepare all food samples at home instead of on-site.
- b. A utensil washing station is required if samples are prepared on site. Vendors may need to provide their own hand washing station even if using disposable utensils and samples are prepared at home. See [Guidelines for Providing Safe Food Samples at the Market](#) on VDACS website

10. Perishable items must be kept in appropriate temperature-controlled containers with a thermometer present at all times.
11. All VDACS requirements must be met in order to sell at the Farmers Market.
12. Contact the VDACS Roanoke Office to acquire all inspections, permits, and certifications. For Virginia Farmers Market Information, please visit <https://www.vdacs.virginia.gov/dairy-farmers-market-vendors.shtml>
13. This list provides Vendors with some of the information and resources to prepare for selling food safely and legally. **This is NOT a list of ALL laws and regulations.** The Vendor is responsible for researching regulations for the products they are selling.

For more information contact:

Virginia Department of Agriculture Regional Office, Southwest Virginia
2943 Peters Creek Road
Roanoke, VA 24019
Phone: 540 562-3641

Also, please consult the Code of Virginia for specific requirements and if you have any questions contact the VDACS Food Safety and Security Program by phone at 804 786-3520 or via email at foodsafety@vdacs.virginia.gov

Vendor Agreement

I have read and understand the 2024 Botetourt Farmers Market Vendor Handbook and Policies. I agree to follow the policies as set forth within and ensure anyone representing my business will do the same. I understand failure to do so may result in my suspension as a Market Vendor.

Printed Name

Business Name

Signature

Date