



Botetourt Farmers Market Handbook

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2026 Botetourt Farmers Market (BFM) Vendor Handbook and Policies

1. Information-

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

Website: www.botetourtfarmersmarket.com

Market Manager: botetourtfarmersmarketmanager@gmail.com

BFM Board: Jared Frye, President
Brandy Underwood, Vice President
Ashlee Rivers, 2nd Vice President
Jill Albers, Treasurer
Justin Eades, Secretary
Mark Sowers, Vendor Rep
Krissy Reynolds, Community Rep

Location: The Botetourt Farmers Market is located at the Daleville Town Center. Festivals may be held at 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 hold the weekly Saturday market starting the first Saturday in May through the last Saturday in October. The market will be open from 8:30 am - 12 pm. Festivals and Holiday Market times may be subject to change and vendors will be notified in advance of such changes.

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.

2. Definitions-

- A. *Craft/Artisan Vendor*: Anyone who offers art, books, crafts, jewelry, paintings, personal care items, photographs, stationery and woodworking items.
- B. *Ag Vendor*: Anyone who offers farm derived products.
- C. *Food Vendor*: Anyone selling food directly to the public.
- D. *Mobile Prepared Food Vendor*: Anyone selling food that is prepared onsite.
- E. *Vendor*: Any person or entity who is approved by the BFM board to sell at the Botetourt Farmers Market.
- F. *Market Manager*: The person designated by the BFM Board to supervise and oversee the weekly operation and enforce all rules, regulations and procedures of the Botetourt Farmers Market.
- G. *Homegrown*: Product grown or raised on the farmer's property.
- H. *Locally Grown*: Product grown or raised by another grower within 75 miles of the Botetourt Farmers Market location.

3. Application Process-

- Vendors will apply online through our website, or by requesting a paper application from the market manager. All applications will then be reviewed by the market's board. The board will assess each application based on criteria such as product, market guidelines and availability of space. The market strives to ensure that no product category becomes oversaturated and reserves the right to limit vendors in direct competition. Upon review, vendors will be notified of the status of their application.
- Accepted vendors will receive an electronic invoice. Payment can be made via online invoice or by mailing a check payable to Botetourt Farmers Market to PO Box 464 Daleville, VA 24083. Invoices are to be paid by the due date discussed in section 5 "Vendor Fees". No cash or check payments will be accepted on the day of the event.
- Items allowed to be sold at the market:
 - Agriculture and Horticultural Products- produce, animal products, baked goods, prepared foods, canned goods, flowers and plants.
 - Artisan/Craft Items- Handmade arts, crafts and personal care items.
 - The BFM requires that products sold at the market be homegrown, locally grown, or produced by the vendor. Limited resale products may be permitted when they complement the vendor's primary business and have been disclosed on the vendor application and approved by the Market Manager or BFM Board.
 - **PRIORITY WILL ALWAYS BE GIVEN TO AG AND FOOD VENDORS**

- **Resale Policy-**

Vendors may sell approved resale products that they have purchased through a wholesale arrangement and that are sold as part of their own business. Vendors must receive approval for all items being sold at the market, including any resale products.

Consignment sales are not permitted. Vendors may not sell products on behalf of another individual, business, or organization, or collect payment for another seller.

Vendors are responsible for all products they sell, including pricing, labeling, and compliance with all applicable regulations.

Resale products must meet all applicable market requirements.

- If a vendor would like to add any item(s) to be sold throughout the season, outside of what was listed on the initial application, it must be approved ahead of time by the Market Manager.
- If a vendor needs their vehicle and/or trailer during market hours, this request must be noted on the application.

4. Vendor Responsibilities-

Seasonal Vendor Attendance Policy-

- Seasonal vendors are expected to attend every scheduled market. Consistent attendance supports the market's stability and reflects your commitment as a seasonal vendor.
- If a seasonal vendor misses six markets during the season, their status will automatically revert to weekly vendor.
- Once reclassified, the vendor must pay the weekly vendor fee or special event registration fee for any additional markets they wish to attend during the remainder of the season.

Weekly Vendor Attendance Policy-

- Weekly vendors are able to attend the market on their own schedule, however prior approval is mandatory and is subject to space availability.
- Each Monday you will receive an email that includes the number of spots available for Weekly Vendors for that week. To claim one of these spots you will need to reply to the email. Spots will be accepted on a first come first serve basis.
- You will receive an email back with the status of your approval.
- All invoices must be paid by Wednesday at 6:00 PM to secure a spot for that week's market.

Communication-

- It is the vendors responsibility to let the Market Manager know their preferred method of communication. Important information will be sent via email and social media only, unless other communication arrangements are made.
- Vendor spaces are assigned on a weekly basis by the Market Manager. Each Thursday the Market Manager will communicate, by email (unless otherwise noted), any pertinent information for vendors and a map detailing space assignment.
- Vendors should confirm the correct mailing address is listed on their application. Market Token reimbursement checks will be sent to this address unless otherwise noted.

Day of Market-

- Vendors may begin setting up as early at 7:0am and must be packed up by 1:00 pm.
- Vendors are expected to be set up and ready to sell at least 15 minutes prior to the market's designated opening time.
- Vehicular traffic in the market area will be closed off 15 minutes before the start of each business day. At the close of the market, the area will be opened up for vendors to load their vehicles.
- Vendors must have their booth staffed by a mature person who is knowledgeable of what is being sold and the vendors growing/making practices.
- Each vendor space is approximately 10x10 feet. Vendors will need to provide their own tent, tent weights, tables, table covering and signage. It is encouraged that vendors have clear signage including their business name, product and pricing.
- 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. Weights are the sole responsibility of the vendor and failure to abide by this rule will result in suspension from the BFM.
- Vendors must provide their own tables. Vendors are **NOT** allowed to use market tables.
- Vendors must maintain a tidy site. All trash must be removed from the site by the vendor.
- Vendors are responsible for complying with all State, Local and Health Department guidelines regarding food safety and required labeling.
- Vendors are responsible for collecting and remitting all sales taxes.
- Vendors must pay the required fees before they can sell at the BFM.
- Vendors are responsible for providing their own change for transactions conducted at their booth. The Market Manager will not have access to change or be able to provide it to vendors. It is recommended that vendors come with an adequate amount of small bills and coins to conduct smooth transactions with their customers.
- The BFM 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 BFM board.
- The sale of any kind of animal is prohibited at the BFM.
- Products may be labeled "organic"; however, gross sales of products labeled "organic" may not exceed \$5,000.00 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.
- 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 BFM board and will only be used for the purposes of accruing overall sales volume for the community, business planning, grant writing etc. The BFM will not be reporting this to any taxing authorities.
- Vendors should turn in any market tokens at the conclusion of each market day. See section 7 "Market Tokens" for more details.

- Vendors who sell out early are required to remain set up until 11:30 am and display a “Sold Out” sign for guests. This will help maintain a desirable market appearance and also advertise for your business
- All vendors must set up in the spot as shown on the map issued by the Market Manager each week. Upon arrival at the market, if for any reason you cannot set up in the location as shown on the map, you must speak with the market manager prior to setting up. The Market Manager will address the discrepancy in map location and either help you to find a new spot for the week or get you into your assigned location. Any vendor who sets up in the incorrect location without speaking to the market manager and does not move to the correct location, will receive one written warning from the market board. A second offense will result in suspension from the market for 6 weeks.
- Vendors shall individually be liable for their own actions and that of any of their representatives, 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, The 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 BFM.
- Mobile prepared 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 insured on a primary and noncontributory 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.
- 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.
- Only approved vendors are permitted to have their vehicles/trailers at their site during market hours.

Vendor Signage Policy

All vendor signage must be contained within the vendor’s designated booth space. Signage may not extend beyond two (2) feet from the edge of the vendor’s tent in any direction. This includes, but is not limited to, sandwich boards, display stands, racks, and other freestanding signage.

For the safety, visibility, and overall appearance of the market, feather flags, teardrop flags, and similar “flag-style” signage are not permitted.

Vendors are responsible for ensuring all signage is securely placed and does not obstruct walkways, neighboring booths, or general customer flow.

Failure to comply with these guidelines may result in a request to remove or reposition signage.

5. Vendor Conduct & Policy Enforcement

Professional Conduct & Public Representation of the Market

The Botetourt Farmers Market strives to maintain a positive, respectful, and professional environment for vendors, customers, volunteers, and community partners. Vendors are considered representatives of the market while participating in market activities and are expected to conduct themselves in a manner that supports the reputation and mission of the market.

Vendors shall not engage in public statements, written or verbal, that intentionally misrepresent, disparage, or harm the reputation of the market, its vendors, its leadership, or its partners. This includes, but is not limited to, statements made in person at the market, on social media platforms, online forums, or through other public channels.

Constructive feedback, concerns, or disagreements regarding market operations are welcome and should be directed privately to the Market Manager or Board of Directors so they may be addressed appropriately.

Failure to maintain professional conduct or engaging in behavior that undermines the integrity or reputation of the market may result in disciplinary action as outlined in the **Vendor Conduct and Enforcement Policy** below.

Vendor Conduct, Warnings, and Documentation Policy

To maintain a fair and consistent environment for all participants, the market follows a structured process for addressing violations of vendor policies.

If a vendor is found to be in violation of market rules, the following steps may be taken at the discretion of the Market Manager and/or Board of Directors:

1. Verbal Warning

The vendor will be notified of the issue and given an opportunity to correct the violation immediately or by the next market occurrence if appropriate.

2. Written Warning

If the issue persists or if the violation is more serious in nature, the vendor may receive a written warning documenting the incident. This documentation will be maintained in the vendor's file.

3. Probation or Temporary Suspension

Repeated violations or failure to correct previously addressed issues may result in a period of

probation, temporary suspension from the market, or loss of vendor privileges for a defined period of time.

4. Removal from the Market

Serious violations or repeated disregard for market policies may result in removal from the market at the discretion of the Board of Directors.

The Market Manager and Board reserve the right to adjust this process depending on the severity of the violation. Actions that threaten the safety, integrity, or reputation of the market may result in immediate suspension or removal.

All warnings and actions taken may be documented for the purpose of maintaining consistency and fairness in policy enforcement.

Non-Solicitation, Political, and Religious Activity Policy

The Botetourt Farmers Market is a community marketplace focused on supporting local agriculture, food producers, and artisans. In order to maintain a welcoming and inclusive environment for all customers and vendors, the market maintains the following policies:

Solicitation

Vendors may only promote and sell products or services that have been approved through their vendor application. Soliciting customers, vendors, or visitors for unrelated businesses, causes, fundraising, or outside activities is not permitted without prior approval from market management.

Political Activity

Political campaigning, political advocacy, or the distribution of political materials is not permitted within vendor booths or market spaces unless specifically authorized by the market as part of an organized event or approved guest booth.

Religious Promotion

While the market respects the diverse beliefs of our community, the promotion, distribution, or solicitation related to religious organizations or religious messaging is not permitted within vendor booths or market spaces.

These policies are intended to ensure that the market remains focused on its primary purpose: supporting local producers and providing a welcoming, community-focused shopping experience for all attendees.

6. Vendor Fees-

- Full Season Vendor- expected to attend every market . Please see attendance policy.
 - \$175 : includes all Special Event Markets

- Weekly Vendor- attend as desired, but subject to availability. Please see attendance policy.
 - \$30 per Regular Market
- Special Event Markets- Full Season Vendor fee covers all special event dates. Weekly vendors must apply separately for these special event dates.
 - Mother's Day Market (May 9th) - \$50
 - Father's Day Market (June 20th) - \$50
 - Tomato Day (July 18th) - \$50
 - Honey Day (August 15th) - \$50
 - Apple Day (September 19th) - \$50
 - November Holiday Market (November 21st) - \$50
 - December Holiday Market (December 19th) - \$50

7. Double Spaces-

- Double Vendor spaces will be offered on a first come, first serve basis to "Full Seasonal Vendors" ONLY
- Double Vendor spaces will consist of 2 - 10 x 10 spaces that MUST run double deep. There will be no exception to this nor can spaces be set up double wide.
- The cost for a Double Space will be the same as a Full Seasonal Vendor.
- The Seasonal Vendor Attendance Policy will not apply to the 2nd space.

8. Market Tokens-

- The Botetourt Farmers Market will have tokens in increments of \$5 that customers may purchase at the BFM tent. Vendors should treat these tokens as cash.
- At the end of each market the Market Manager will gather and document the quantity of tokens received from individual vendors. These tokens will then be logged and vendor reimbursement checks will be mailed out by the 10th of the following month.

9. Insurance-

- All vendors selling food items are **required** to obtain liability insurance. It is suggested, but not required, that craft/artisan vendors obtain liability insurance.

10. Inclement Weather Policy-

- In the event of inclement weather, the safety of our vendors and customers are our top priority. The decision to close the market due to weather conditions will be made by the BFM board.

- The BFM board will assess forecasted weather conditions and determine whether it is safe to operate the market.
- Once the board has reached a determination it will be promptly communicated with the vendors and the public. Upon receiving instruction from the board, the market manager will communicate the decision to the vendors via email. The social media manager will post the decision on all social media platforms. We encourage vendors who have an email list/newsletter to also communicate the closure with their customers.
- Once a closure has been announced, under NO circumstances should anyone set up as a vendor or represent the BFM in ANY WAY. Vendors are required to adhere to this policy, and failure to do so will result in disciplinary action.

11. Food Safety Guidelines-

- Food items are acceptable provided they meet all local, state and federal government regulations for retail sale and are maintained at an approved temperature until sold.
- Vendors are responsible for providing proper labeling of all products. Each food item has state regulated labeling requirements.
- Compliance with all Virginia Department of Health and Department of Agriculture & Consumer Services guidelines, regulations and restrictions are the sole responsibility of the vendor.
- Please visit and review the information in the links below
 - a. [Virginia's Home Kitchen and Food Processing Exemption](#)
 - b. [VDACS Basic Labeling Requirements](#)
 - c. [VDACS Poultry Exemption](#)
 - d. [VDACS Farmers Market Vendor Guide](#)

For more information contact:

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

12. Small Business Resource-

Greater Roanoke & NRV SBDC
<https://www.roanokesmallbusiness.org/contact>

I have read and understand the 2026 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