



CAPITAL CITY FARMERS MARKET

◆ Year-Round Market ◆ Downtown Montpelier ◆

◆ PO Box 515, Montpelier VT 05601 ◆

◆ manager@montpelierfarmersmarket.com ◆

◆ www.montpelierfarmersmarket.com ◆

Capital City Farmers Market

Outdoor Market: Every Saturday, May-October, 9 a.m. - 1 p.m., 60 State St., Montpelier

Thanksgiving Market: Saturday before Thanksgiving, 10 a.m. – 2 p.m., Montpelier High School

Winter Market: 1st & 3rd Saturdays, December – April, 10 a.m. – 2 p.m., VT College of Fine Arts Gym

Purpose The purpose of the Capital City Farmers Market is to provide area residents and visitors with a marketplace where they may purchase the freshest produce from local growers, thus directly supporting Vermont's agricultural economy. In order to provide a complete marketplace for the consumer, the farmers market includes other entrepreneurs that utilize farm products such as bakers and crafts people. **All vendors are expected to utilize farm products.**

For more information, call the Market President, Boots Wardinski, 584-3029, or the Market Manager, Carolyn Grodinsky, 223-2958.

Background Montpelier's first farmers market was held behind City Hall around 1900 and lasted a few years on an informal basis until Vermont's farm economy began to change. After it closed, Montpelier did not have a market until 1977, prompted by a renewed interest in regional self-reliance. Individuals, merchants, and agencies became active in helping Montpelier join 13 other Vermont cities and towns as host to a new farmers market. The Central Vermont Regional Planning Commission sponsored a CETA worker who steered the market through its first season. The following year the Northeast Organic Farming Association (NOFA) sponsored a VISTA worker to coordinate the market, and by the end of the third year approximately 125 vendors had participated in the market.

2010 Rules and Policies

The following rules and policies apply to all markets. Rules and policies specific to the different market seasons can be found under—**Outdoor Market, Thanksgiving Market, and Winter Market.**

New Applicant Fee New applicants to the farmers markets must pay a one-time, non-refundable \$10 application fee.

Membership Fee The annual membership fee is \$40. Membership is open to participating vendors. Members gain voting rights by attending at least *four* markets a year.

Application Process

Vendors are urged to apply well in advance, as some markets will be full.

Due Date: Applications must be post marked on or prior to **January 31st**. Confirmation of space assignments will be mailed around February 15.

NEW applications for the Thanksgiving Market will only be considered if applicants currently vend at the outdoor or Winter markets. All current vendors (as of 2009) who participate only in the Thanksgiving Market will be grandfathered.

Applicant Priorities and Criteria: Applications will be reviewed and prioritized according to *the following priorities*, the "point system", and the following criteria. Spaces are assigned according to vendor choice and board discretion.

Priority will be given to:

- *CCFM farmer/grower;*
- *Non-CCFM farmer/grower;*
- *CCFM vendor using locally-grown products*
- *Non- CCFM vendor using locally-grown products*
- *CCFM vendor not using locally-grown products*
- *Non-CCFM vendor not using locally-grown products*

The following criteria will also be used:

- market attendance (previous years' and anticipated current year's attendance);
- level of participation in market activities;
- farm products;
- eye appeal of display / space requirements & requests;
- product contribution to market philosophy.

The final assignment will also take into account the total market plan along with consideration of vendor preferences. *Seniority is not transferable between market seasons. A vendor who attends fewer than 40% of markets during a season will not be given priority for a space over a vendor who is attending more than 80% of markets in a given season, regardless of points or "seniority".*

In order to maintain balance in a full capacity situation, these guidelines will be followed:

for the summer market season—farm products 60%, prepared foods and crafts 40%

for the Winter market season—farm products 70%, prepared foods and crafts 30%.

Applications after January 31st. Prospective applicants may call the market president Boots Wardinski at 584-3029 to discuss their application and may call the market manager Carolyn Grodinsky at 223-2958 concerning which market days are most likely to be available. Mail the application in for final approval. No one will be allowed to sell without a completed and approved application on file. Space assignments after January 31st are given on a first-come-first-served basis regardless of points accumulated. Whenever possible, the market manager will keep vendors in the same space week after week.

Waiting List applicants who have been accepted but market capacity has been reached in their category (i.e., the seventh vegetable producer where the market balance dictates a maximum of six) are put on a waiting list and must reapply each year.

Vendor Criteria. Vendor acceptance to the market is based on the origin of materials and ingredients, the amount of labor and value added to the product, availability of space, and consideration of product balance in the total market plan.

The following items, which are produced on your farm or residence, may be sold at the market:

- Fresh produce, flowers, seedlings, honey, wool, eggs, meat, cheese and other farm products.
- Homemade baked goods and prepared foods that make use of ingredients from the local agricultural economy. *Vendors offering prepared food for sale must feature at least one locally grown ingredient in at least one product they offer at market.*
- Handmade crafts (flea market items, antiques, second-hand clothes, and the like do not meet these specifications).

All items must originate from Central Vermont and be produced by the vendor. No items may be bought for resale at the market.

Any purchased plugs or cuttings must be grown by the vendor for at least twelve weeks to be eligible to sell at the market.

“Central Vermont” means “within Washington County or the counties that border on Washington County.” Applications from vendors outside of Central Vermont will be considered on an individual basis.

Having the producers of the products sold at the market present on a weekly basis is important to the character of the Capital City Farmers Market. The vendor/ producer is defined as a person or persons with an ownership interest in the business and direct involvement in the daily operations of said business. You, as the producer of the products, must attend and vend at the market. Substitutes (for selling your products) are allowed, up to 50% of the markets you attend.

All applications must contain a complete list of items sold at the market. **Crafters applying for the first time should also include pictures of their products.** If a vendor wishes to add items to their applications, they may do so with approval of the market board.

Produce sellers must use scales inspected by the State of Vermont. Sellers of prepared foods must follow State health laws and should not handle food with bare hands; State health regulations require that prepared food be covered and that any perishable food be kept adequately chilled or heated. Sellers of non-food items must follow State sales tax procedures. Call the Vermont Department of Agriculture for more information.

Vendors are encouraged to contribute time and effort in helping the market prosper.

Capital City Farmers Market reserves the right to sell items for fund raising purposes.

Any exceptions to the above rules may be made at the discretion of the market board or market manager and will be reconsidered each year. When actions of a vendor are not in the best interest of the market, the market has the right to exclude the vendor.

Prepared food vendors using a burner or heating device must bring a fire extinguisher to the market. They must also provide for a trash receptacle and place it at the front of their vending spot for customers to use. Vendors must dispose of this trash at their own business site.

Sellers having difficulty meeting these requirements can appeal to the manager or the board of the association.

Vendors must be willing to accept visits from the market board or the market manager as necessary for rule enforcement.

Cancellations

• **Vendors must notify the market manager by 6pm the Wednesday before market regarding any change in planned attendance.** One absence without notice may result in a change of space assignment. In case of emergency, a late call is better than no call.

• If a vendor cancels after Wednesday at 6 pm or is a “no-show”, the vendor is still responsible for the weekly fee.

- One point will be deducted from a vendor for canceling after 6 pm Wednesday or “no-showing”, barring emergencies.
- Unannounced absences may result in a loss of vending space for the season.
- If a vendor is dismissed from the market, money paid for a season spot will not be refunded.

Market Programs

The market operates the following programs at market, which, if applicable to their product, all vendors must agree to participate in.

Gross Sales Reporting Vendors will be given a vendor gross sales reporting form at each market to complete and give to the market manager at the next market. Vendors are responsible for returning the information to the manager after their last market or if they anticipate absences of a month or more.

Coupon Redemption The market distributes coupons to the public that, when redeemed with any vendor at the market, provide a discount on any purchase. Vendors are reimbursed by the market for half the value of the coupons. Historically, the total all vendors’ contributions to the coupon program has been approximately .1% of gross sales (on average one coupon for every \$500 in sales). Vendors are required to participate in the coupon program. Reuse of coupons is not allowed.

Farm-to-Family The Outdoor Market participates in the Farm-to-Family program. The State of Vermont distributes coupons to low income families which are used to purchase produce during the summer. All produce farmers at market must accept these coupons for the market to be eligible. Vendors are reimbursed 100% for all coupons redeemed. Please contact the Department of Children and Families before the outdoor market begins— 802-241-2458, mary.carlson@ahs.state.vt.us.

“Market Cash” The market has a wireless EBT (food stamp) and Debit card machine. Customers

who use this service are given “market cash” in the form of wooden \$1 and \$5 tokens. Vendors are reimbursed 100% for all tokens accepted.

Advertising The market occasionally advertises in local newspapers. Contact the market manager if you would like to do some extra promotion of your products in conjunction with the market (sharing the expense).

Mailing List Prospective vendors are added to the mailing list when their applications are received. Vendors are kept on the mailing list only for the market year following their most recent application.

Market Contact Information

Capital City Farmers Market
 PO Box 515
 Montpelier, Vermont 05601-0515
 manager@montpelierfarmersmarket.com
 223-2958

Capital City Farmers Market Board

Boots Wardinski	584-3029
bwardinski@gmail.com	
<i>president</i>	
Alan LePage	479-9701
lepagefarm@yahoo.com	
<i>vice-president</i>	
Randy George	223-5200
randy@redhenbaking.com	
<i>treasurer</i>	
Anne Tondu	472-6944
astondu@yahoo.com	
<i>secretary</i>	
Jaiel Pulskamp	223-7594
jjaiel@yahoo.com	
<i>member-at-large</i>	

Market Manager

Carolyn Grodinsky 223-2958
 manager@montpelierfarmersmarket.com

Outdoor Market

Vending Space To determine fees, vending space is defined by linear feet. A single space is 10 linear feet, large enough to fit a standard size canopy. Additional area vendors may find adjacent to their defined space is considered “dead space” and may not be used for vending. Using existing applicant priorities and criteria, non-ag vendors can be assigned up to two spaces at the discretion of the board. Only vendors with grandfathered privilege may have 3 spaces.

Vending Fees Except with special permission from the Board of Directors, all vendors accepted for a full or partial season vending space at the winter market are required to pay 50% of their season’s fee upon acceptance into the market and 50% by the end of June. These fees are non-refundable.

Summer Non-member Daily Rate

	Members	Non-Members
Double space (20 ft)	\$38.00	\$50.00
Single space (10 ft)	\$19.00	\$25.00

Outdoor Market Season Rates (for members only)

Double space	\$810
Space and ½	\$615
Single space	\$405

(Please note: In 2010, and subsequent years, the membership discount will only be available to vendors who pay a membership fee and had attended the 2009 annual meeting or completed at least 4 hours of volunteer service for the market during 2009.)

Market Day Obligations

Set up times

- Market hours are 9am to 1pm. Everyone must be in place during these hours, even if you sellout or the weather is inclement (There should never be any question in the minds of market customers whether or not the market is open.).
- All vendors may drive into the market area to set-up. **However, all vehicles must be off the lot by 8:30.** Vendor vehicles must be parked in the parking area

across from the bus terminal, unless special permission granted by the market manager.

- Any spaces still vacant after 8:30 are available to the market manager to assign as needed.

Set up rules

No vehicles except those given special permission will be allowed on the lot between 8:30 am and 1pm.

To discourage congestion, goods for sale oriented toward the pedestrian walkway must be located a minimum of 1.5 feet inside the end of the parking space line. Goods for sale can be placed up to the parking space line if oriented away from the sidewalk (or such as to discourage sidewalk congestion). **Vendors are encouraged to set-up their display in a way that draws customers into their space, utilizing the entire space front to back.**

Prepared food vendors using a burner or heating device must bring a fire extinguisher to the market. They must also provide for a trash receptacle and place it at the front of their vending spot for customers to use. Vendors must dispose of this trash at their own business site.

What to Bring and Other Information

The Market provides space, promotion, and coordination. There are no phones, trash receptacles or restrooms provided by the Market.

Vendors will want to bring tables/cloths, shelves, chairs, trash receptacle, signs and labels, scales, broom, tape, pencils and paper, vendor fee and sufficient change. As you are required to stay the duration of the market, be prepared to protect yourself and your products from rain, snow, and strong winds. **VENDORS MUST ADEQUATELY SECURE TENTS AND UMBRELLAS** in windy weather. **The Market encourages each vendor to carry liability insurance for market sales.**

Vendors may not use the dumpster in the Church parking lot. Before you leave be sure your space is properly cleaned up.

Vendors are expected to conduct business in a professional manner. The use of the parking lot is a privilege we want to retain.

Thanksgiving Market

NEW applications for the Thanksgiving Market will only be considered if applicants currently vend at the outdoor or Winter markets. All current vendors (as of 2009) who participate only in the Thanksgiving Market will be grandfathered.

Vending Space To determine fees, vending space is defined by linear feet. A single space is 10 linear feet, a mini-space is 6 linear feet. Spaces are 6.5 feet deep. Additional linear footage is available for free to farm vendors as space allows. Non-ag vendors can also request additional footage at the cost of \$5/linear foot.

Vending Fees Vendors must pay for their space by October 31st. When comparing member and non-member rates take into account the fact that members also receive a discount for space at the Outdoor and Winter Farmers Markets.

Rates	Members	Non-Members
Single space (10 ft)	\$50.00	\$65.00
Mini space (6 ft)	\$45.00	\$55.00

In addition to this space fee, vendors are charged a fee of 2% of their gross sales at market.

(Please note: The membership discount will only be available to vendors who pay a membership fee and attend the 2009 annual meeting or complete at least 4 hours of volunteer service for the market during 2009.)

Market Day Obligations

Set up times

- Market hours are 10a.m. to 2p.m. Everyone must be in place during these hours, even if you sellout or the weather is inclement (There should never be any question in the minds of market customers whether or not the market is open.).

- All vendors may drive into the adjacent parking area or to the front of the gym to unload their product. Given the limited space for unloading, vendors must unload into the building and move their vehicle before they begin set-up inside. **All vehicles must be off the front lot by 9:30 am to make room for customers. Vehicles must be parked behind the Montpelier High School gym or at the far end of the side parking lot unless special permission granted by the market manager.**
- Any spaces still vacant after 9:30 are available to the market manager to assign as needed.

Set up rules

To discourage congestion, goods for sale oriented toward the pedestrian walkway must be located a minimum of 1 foot inside the end of the vending space line. Goods for sale can be placed up to the line if oriented away from the aisle (or such as to discourage congestion). **Vendors are encouraged to set-up their display in a way that draws customers into their space, utilizing the entire space front to back.**

What to Bring and Other Information

The Market provides space, promotion, and coordination.

Vendors will want to bring tables, cloths, shelves, chairs, trash receptacle, signs and labels, scales, broom, tape, pencils and paper, vendor fee and sufficient change. **The Market encourages each vendor to carry liability insurance for coverage on market days.**

Vendors may not use the dumpster in the parking lot. Before you leave be sure your space is properly cleaned up.

Vendors are expected to conduct business in a professional manner. The use of the gym is a privilege we want to retain.

Winter Market

Vending Space A single space is 8 linear feet by 8 feet deep, large enough to fit a standard folding table. Additional area vendors may find adjacent to their defined space is considered “dead space” and may not be used for vending. Frontage over 8 feet will be given as available for a demonstrated need.

Vending Fees Except with special permission from the Board of Directors, all vendors accepted for a full or partial season vending space at the winter market are required to pay 50% of their season’s fee upon acceptance into the market and 50% by the end of June. These fees are non-refundable.

Daily Rates - December – April Markets

Double space (16 ft) \$60.00
Space and ½ (12 ft) \$45
Single space (8 ft) \$30.00

Season Rates—members only

Double space \$600
Space and ½ \$450
Single space \$300

(Please note: The membership discount will only be available to vendors who pay a membership fee and attended the 2009 annual meeting or completed at least 4 hours of volunteer service for the market during 2009.

Allocating Space In allocating space, the Operating Committee will maintain the number of vendors as far as possible in the ratio of agricultural products 70%, prepared foods 15%, and crafts 15%. This ratio will be calculated using the number of vendors, not the linear feet occupied. Vendors who sell in more than one category will be prioritized based on the predominant activity of their business as a whole.

70% of the spaces will be reserved as “farmer first” spaces; any unfilled “farmer first” space may be filled by a non-ag vendor for one year only. These spaces do not assure a non-ag vendor a spot at the market in subsequent years. However, once a farmer is able to fill that space, that farmer has the option to remain in that space for subsequent years.

Agricultural vendors have the option to share a vending space with other farmers at the winter markets. This allows farmers to participate even if they have only a few items to sell. The market manager can help farmers find partners. All vendors with product at the market are required to attend at least 50% of the markets where their product is sold, regardless of space sharing or quantity of product. The actual decision of who sells what and how people might share the job of selling at the market will be left to the vendors to decide cooperatively.

Market Day Obligations

Set up times

- Market hours are 10a.m. to 2p.m. Everyone must be in place during these hours, even if you sellout or the weather is inclement (There should never be any question in the minds of market customers whether or not the market is open.).
- All vendors may drive into the adjacent parking area to unload their product. Given the limited space for unloading, vendors must unload into the building and move their vehicle before they begin set-up inside. **All vehicles must be off the lot by 9:30 am to make room for customers.**
- Any spaces still vacant after 9:30 are available to the market manager to assign as needed.

Set up rules

To discourage congestion, goods for sale oriented toward the pedestrian walkway must be located a minimum of 1 foot inside the end of the vending space line. Goods for sale can be placed up to the line if oriented away from the aisle (or such as to discourage congestion). **Vendors are encouraged to set-up their display in a way that draws customers into their space, utilizing the entire space front to back.**

What to Bring and Other Information

The Market provides space, promotion, and coordination.

Vendors must take precautions to protect the gym floor. Plan to put tarps or other clean, protective material under your tables and any display materials resting on the floor.

Vendors may use the tables in the Vermont College of Fine Arts Gym on a “first come, first serve” basis. If using VCFA tables, vendors assume responsibility for returning the tables to their original location in a clean and working condition. Cost for any damage to the tables will be assumed by the vendor.

Vendors will want to bring table cloths, shelves, chairs, trash receptacle, signs and labels, scales, broom, tape, pencils and paper, vendor fee and sufficient change. **The Market encourages each vendor to carry liability insurance for coverage on market days.**

Vendors may not use the dumpster in the parking lot. Before you leave be sure your space is properly cleaned up.

Vendors are expected to conduct business in a professional manner. The use of the gym is a privilege we want to retain.

Vehicles must be parked on College St., away from the gym, or in a back parking lot unless special permission granted by the market manager.

Capital City Farmers Market Point System and Seniority

A vendor's acceptance into the market, space assignment, and market attendance are all decided by the farmer's market board with reference to the vendor's seniority. Seniority is based on the number of points a vendor has accrued by participating in market activities. All new vendors start with zero points. Points accrued by new vendors during their first year do not contribute toward seniority until the market board determines new vendors have met the board's expectations. Determination will be made by the board at the end of the season based on the existing criteria. A vendor does not have to be a member of the Capital City Farmers Market to accrue points. *Seniority is not transferable between market seasons.*

Points are awarded in the following ways:

Attendance to weekly market: One point is awarded for every market a vendor attends.

Volunteering for the market: Opportunities exist to volunteer for the market. Chores that require weekly maintenance, such as putting away the farmers market signs, earn 4 points for the season. Smaller contributions, such as craft demonstrations, earn 1 extra point per season. Other volunteer opportunities are awarded points on a case by case basis. Inquire with the market manager if you are interested in volunteering and earning extra points.

Participation on the Farmers Market Board: Board members receive 4 points per season. The president and treasurer receive 6 points for their added responsibilities.

Being a farmer: Farmers receive a one time only award of 10 points for being a first year full-time vendor.

There are also ways to lose points:

Late cancellations or "no showing": A vendor who cancels after 6 pm on the Wednesday before market or does not show up to the market will have one point deducted from their total. (barring unforeseen circumstances or emergencies)

Breaking market rules: Vendors should be familiar with the rules and are responsible for following them. In general one point is deducted for breaking a market rule, such as leaving the market before it is finished or showing up late. *Penalties, including suspension and permanent expulsion for serious infractions will be decided by the board.*

Vendors can take a season's leave of absence without forfeiting their points. After one season's absence, a vendor's points will be reduced to zero, with board discretion given for extenuating circumstances.

The number of points a vendor has is available to all market vendors. For more information on the point system or to inquire about points, contact the farmer's market manager.

Capital City Farmers Market Inc. Bylaws

I. NAME

The name of the organization shall be the Capital City Farmers Market, Inc.

II. PURPOSE

It is the purpose of this organization *to develop a future for a diverse agricultural community in Central VT through direct marketing opportunities at Farmers' Market, and to provide access to local farm products, crafts, baked and prepared foods to local people and visitors.* All goods must originate from and be produced by the vendor (or those in his/her employment) except as may be provided for in specific market rules. "Central Vermont" refers to Washington counties and the counties bordering thereon.

III. MEMBERSHIP

Membership consists of vendors accepted in participating in the Capital City Farmers Market (*which include the summer, winter, and holiday market season*) who have paid dues. Membership meets semi-annually, and meetings must possess a quorum (defined in section VIII) to proceed.

IV. OFFICERS

The officers shall consist of a president, vice president, treasurer, and secretary, who with a member at large, shall be known as a "Board of Directors."

V. TERMS OF OFFICE

Officers shall serve staggered 2 year terms, with the member- at- large serving a one year term. They are elected at the fall annual meeting by a majority vote of a quorum of the members.

VI. DUTIES OF OFFICERS

The duties of the officers will be those customarily associated with their respective offices. The primary function of the board of directors will be to create and carry out policies of the market consistent with the directives of the membership, as formally adopted at duly notified annual meetings. It shall have the special responsibility of hiring and supervising the market manager and may dismiss the same for what it considers good and sufficient reasons.

VII. COMMITTEES

Committees will be appointed by the board on an ad hoc basis *except for the Winter Market Operating Committee. The WMOC will consist of 3-4 annually elected members and a member of the CCFM board.*

VIII. MEETINGS

The annual meeting of the corporation shall be held *in November*, and shall include reports of all officers and committees, market manager, and such other reports and information as shall be useful to the membership. Officers for the ensuing year will be elected and dues will be set. At the meetings, a quorum will require an equal number of board and non-board members, plus one additional non-board member to be present.

IX. RULE BOOK

The board of directors will publish a rulebook which states in detail the criteria for admission to the market. Rules may be made and/or changed at any regular (or special) membership meeting only by a majority vote of a quorum of the membership.

X. AMENDMENTS

These bylaws may be amended by a simple majority vote of the members' quorum present and voting at meetings, provided notice of proposed amendments in writing shall be mailed to all members two weeks in advance.

XI. INDEMNIFICATION

The Capital City Farmers Market shall indemnify and reimburse each former, current, and future board representative and officer for any claim or liability (including expenses and attorney fees actually and reasonably incurred) to which such person may become subject by reason of being a board representative or officer or by reason of his or her acts or omissions as a board representative or officer. Such indemnification shall be made only if it is determined by the board of directors that the board representative or officer acted in good faith and reasonable belief that his or her action was in the best interest of the Capital City Farmers Market. The foregoing shall not be exclusive of any other rights to which board representatives and officers may be lawfully entitled.