



Cornell University
Cooperative Extension
Seneca County

Seneca County
308 Main Street Shop Centre
Waterloo, NY 13165

Phone: 315-539-9251
Fax: 315-539-2784

E-mail: seneca@cornell.edu
<http://counties.cce.cornell.edu/seneca>

Seneca Falls Farmers' Market **Rules and Regulations**

Market Mission:

- Provide opportunity for local agriculture to sell their products directly to the consumer.
- Provide homegrown, fresh, nutritious foods to the community
- Revitalize the village shopping district
- Foster social gathering and community activity
- Give Farmers' Market Nutrition Coupon recipients an avenue to use their coupons in a local market
- Give Food Stamp recipients an avenue to use their Electronic Benefits Transfer (EBT) cards to purchase locally grown fresh fruits and vegetables.

Governing Body

The farmers' market is sponsored by the Seneca Falls Development Corporation and facilitated by Seneca County Cornell Cooperative Extension. As sponsor and facilitator they will:

- Establish rules and regulations, adopting and amending as needed
- Establish requirements for participation in the farmers market
- Establish and collect stall rental fees
- Establish operating schedule of the market
- Advertise and promote the market
- Hire a market manager
- Establish a market advisory committee

Seasons and times of operation

1. The farmers' market will operate:
 - In the "People's Park" along the Seneca-Cayuga Canal.
 - From June 16th to mid October
 - Wednesdays, from 11 AM to 4 PM
2. Sellers may arrive up to one hour prior to opening to begin setting up
3. Sellers must remain set up until market closing unless prior permission by the market manager is given.
4. Sellers must have their market sites dismantled, packed up and cleaned within one hour of the market closing.

Who may sell at the Seneca Falls Farmers' Market:

- Bona fide producers of New York State agricultural products may sell in the market. Agricultural products include, but are not limited to fruits, vegetables, cider and fruit juices, eggs, honey and honey products, maple products, cheese and dairy products, meat and poultry, NYS wines, bedding plants, nursery products and cut flowers. 80% of the product offered has to be items the vendor has produced or grown, with 20% having been purchased for resale. Those products purchased for resale, must be New York State produced.
- Craft vendors, with products made completely by the seller, may be sold at the market. Craft vendors will be limited to no more than 30% of the total number of vendors in the market. Acceptance of each craft vendor and their products is left to the discretion of the Advisory Committee based upon the quality of the products and the number of similar products already in the market.

OVER

- Bakers, with the proper licensing from either the NYS Dept. of Agriculture and Markets or the Seneca County Dept of Health, may sell their homemade baked goods at the market.
- Processed foods, including but not limited to jams and jellies, herb vinegars, preserves, may be sold by the processor of those foods. Each processor must have valid food processing license.
- All other products not specifically listed, must be pre-approved by the Advisory Committee.
- All applicable food safety regulations, both state and local, must be adhered to at all times.
- All applicable licenses and permits for products sold must be obtained and kept current.

Guidelines for selling at the Seneca Falls Farmers' Market

- Sellers must have a sign clearly showing their name and location
- All products for sale should be priced clearly and displayed in a manner that does not confuse or mislead the customer.
- All products offered for sale must be of good quality and condition. The market manager reserves the right to direct that inferior goods be removed from display.
- Preference will be given to Seneca County based vendors and businesses.
- Each seller is responsible for all equipment and supplies for the setup of their booth.
- Vendors who provide samples and/or products that will result in waste material, such as cups, rinds or corn cobs, must provide containers for waste disposal.
- Sellers are required to keep their market space neat and clear of obstacles, litter and debris.
- Cornell Cooperative Extension and the Seneca Falls Development Corporation strongly recommend that each vendor carry general liability insurance to protect them in the event of any legal action brought by a third party in connection with unforeseen activities or accidents at the Farmers Market or any event they may wish to attend. Both CCE and SFDC carry insurance as a matter of good business policy and any of our vendors should be able to provide proof of such insurance if requested. Certificates of insurance may include letters of General Liability Coverage through Church Membership, farm policy certificates, or homeowner's policies.

Fees

- The stall fee will be determined annually by the Advisory Committee. For 2010, stall fees are \$10.00 a week or \$100.00 for the season (20 weeks). Fees collected will be used for operating expenses as well as advertising and promoting the market.

Stall assignment

- Stalls are assigned on a first come, first served basis, with seasonal vendors given priority and a permanent spot on the first day of the market. Daily vendors are first come, first serve.
- Stall sizes are 12 feet x 30 feet.
- More than one stall may be leased to provide for larger trucks or more product. Please indicate on application number of spaces needed.
- Sellers must notify market manager in advance if they will be absent. The market manager is then free to set up another vendor in that space for that day only.
- No subletting of stall space is permitted.
- Rents are not reimbursable, either in whole or in part.

Grievance Procedure

Should there be any disagreements between vendors and the market manager arising from the conduct of either party that cannot be mutually resolved, both parties should put their concerns in writing and deliver them to the Advisory Committee. Both parties may be asked to appear at the next meeting of the Advisory Committee to discuss the concerns. Both parties agree to abide by the decision of the Advisory Committee as the final decision and ultimate resolution of the issue.