

2012 Dandridge Main Street Farmers Market--Operating Rules

Purpose:

The Dandridge Main Street Farmers Market operates under the Dandridge Community Trust as a venture between it, local farmers, UT Agricultural Extension, the Town of Dandridge, other sponsors and the public to provide a location in historic Dandridge where Jefferson and contiguous county growers can sell their farm/garden produced items during the growing season. The market is open to those with a Domestic or Commercial Kitchen License.

Eligibility:

A farmer, gardener, or licensed domestic or commercial kitchen licensee located within Jefferson or the contiguous counties of Cocke, Grainger, Hamblen, Knox or Sevier that grows his or her own farm items or prepares foods is eligible to apply.

No reselling is allowed; all products must come from the applicant's lands or kitchens. An applicant can also be a small group of farmers or gardeners who band together to stock a booth with products from their lands.

Local food vendors may apply to sell refreshments. These food vendors will be required to satisfy all applicable town and county requirements regarding business licenses, sales tax, health, and USDA and TN Department of Agriculture regulations.

No children 16 years of age or younger will be allowed to be in charge of a booth unless a parent or guardian is in attendance.

On a space available basis, community groups, clubs, and similar nonprofits may apply to have a market space for sale of refreshments, fundraiser items, and other similar goods provided the items for sale are in the spirit of the market and its community purpose.

Approval Process:

All applications must be completely filled out and mailed/ or emailed to:

DCT Farmers Market, P. O. Box 1382, Dandridge TN 37725 Or
To office@mainstreetdandridge.com

Each application will be reviewed by the Market Operating Committee (MOC) and any questions asked must be fully answered by the applicant. The MOC is composed of the Market Manager, the Jefferson County UT Extension Agent, a consumer representative, and a farmer. The Jefferson County UT Agricultural Extension Agent may schedule a visit with you prior to acceptance of your application in order to determine that you are or are capable of growing the items you intend to sell that are listed on your application. The agent may also schedule a visit should the question arise about the origin of your items for sale. If approved, you will be notified in writing (or by email).

If accepted and all spaces are full, you will be placed on a waiting list. If accepted and you are not going to be able to participate every market day you requested, you must call the Market Manager at least one week in advance of the date you can't attend. If you do not call, you will be required to pay \$10 for the missed date.

All applicants must abide by the regulations of the Town of Dandridge, Jefferson County, the TN Department of Agriculture and the USDA.

The Market Manager's phone number is 865-368-9097 (a cell phone- if no answer, please leave a message). Those on the waiting list will be called in the order accepted to determine if they can fill a spot in your absence. It is important to keep the market as full of vendors as possible to offer a range of items and choice of products to the customer.

Liability:

By submitting an application, applicants assume liability for the any damage caused resulting from the sale of their products. You also agree to hold harmless the Town of Dandridge and the Dandridge Main Street Farmers Market/Dandridge Community Trust from all liability resulting from a sale of your product to a consumer, or from any action resulting from your participation in the market.

Display and Sale of Products:

All accepted applicants agree to provide an attractive, clean and tidy display of their items for sale and arrive at the market no less than 30 min prior to the opening hour in order to be ready to sell at the designated time. Depending on the market layout, you may be able to have one vehicle per vendor on site; any other vehicles must be parked in the Jefferson County Courthouse parking lot. If the market grows and there is no on-site space, all vehicles will be required to park in the courthouse parking lot.

No vendor can sell in advance of posted market hours. 2012 hours are 9 a.m. until 12 noon. The market may cordon off the entrance to the parking lot from 8:30 a.m. until the start of the market so as to give vendors adequate time to set up and to ensure customer safety.

During market hours, one street parking space will be available for resupplying your booth and all vendors will share that space. A space will also be held on the street for customer loading and unloading.

It is required that each vendor stay through the market's close. If you sell out early, you may place a sign on you booth so stating. This is a safety requirement.

Tables, table coverings, display baskets, signage, fans, coolers, extension cords, etc. are to be supplied by you.

Each vendor shall have at least one sign posted at its booth that lists the vendor name, address, and phone number. Signage is also required that identifies the items to be sold and their price.

All sales and monies will be handled by you or your designee as the market will not have funds on site.

Any scales used in the course of your sales must have a current inspection sticker from the TN Dept. of Agriculture. Items may be sold by some other measure than weight; e.g. by the bag, handful, etc.

Any meat sold or orders taken for meat sales must be processed in a USDA Inspected Facility. Meats sold onsite must have a Dept. of Agriculture stamp (this rule does not apply to poultry sold at the market; however, it has to also be processed by a USDA inspected facility).

At the end of each market day, each seller is required to clean up any trash produced by it or its buyers and to leave their booth area clean. Items that can be composted are to be taken back home by the vendor.

In order to keep track of the market's success, each vendor must report the total revenue earned at each market.

Your comments and suggestions will also be solicited.

The market supports sustainability and will encourage consumers to bring their own bags in which to carry their purchases. However, be prepared that not all consumers will bring bags and you will need to supply some packaging.

Items to be supplied by the Market:

The Dandridge Main Street Farmers Market will supply tents to shade the booths to the extent it has funds to do so, a porta-potty and trash cans to maintain a clean and sanitary location. A first aid kit will be on hand but any costs due to injury or illness will be the responsibility of those affected. The market will also pay for signage and other promotional materials to advertise the market to help make it a success.

The market has access to electricity and if you need electrical power you need to bring outdoor rated extension cords and make sure they are taped down so as not to constitute a safety hazard.

Market Hours and Location:

The market operates on Saturdays from 9 AM until 12noon at the parking lot at the corner of Meeting and Gay Streets (Hwy 92 and US Hwy 25/70 intersection), one block north of the Jefferson County Courthouse.

Vendors will need to be in the market parking lot no later than 8:30AM. The 2012 Start Date is Saturday, May 26. The market will run into October dependent on weather.

Fees:

For market year 2012, the following fees apply:

A One-Time Application Fee of \$25 or a Dandridge Community Trust Membership of \$25 or greater is required and payable in advance of your requested market dates. The onetime fee or membership requirement does not apply to community nonprofit organizations such as the FCE, Humane Society, Youth Groups, etc.

- All booths pay \$5/market day; fee collected at market close.
- Spaces must be reserved by Wednesday at 5 p.m. for the following market Saturday. Space will be made available on a first come, first serve basis.
- If you do not reserve your space by 5 p.m. on Wednesday prior to the market Saturday, the fee is \$10 per market day.

Pets:

Pets must remain under the control of their owner and not be allowed off a leash or other appropriate restraint. The Market Manager reserves the right to ask an owner to remove their pet from the market place. No live animals will be brought to the market for sale, unless it is by a humane society or other similar group.

Smoke Free:

The Dandridge Main Street Farmers Market is a smoke free environment.

Other Rules:

There shall be no whining at the market except to the Market Manager (the onsite representative of the MOC). The Market Manager will arbitrate any on-site disputes, answer questions, and be a resource for the sellers and consumers. Any on-site decision made by the Market Manager will be final.

Any vendor who the Market Manager determines is out of compliance with these rules will first receive a verbal warning from the Market Manager detailing the problem (s) to be followed up in writing. If the problem is not corrected quickly and appropriately, the vendor will be asked to leave the market and not return unless remedial measures are undertaken and approved by the MOC. The Market Manager has the authority to make on-site decisions to maintain the orderly functioning of the market.

Any outstanding complaints can be brought to the attention of the MOC for further resolution. Please contact Barbara Garrow by calling (865) 368-9097.

Communication – If you would like your product info to be in the Farmers Market E-newsletter, please provide to bagarrow@hotmail.com no later than Tuesday at 5 p.m. what you plan to bring to market so that you booth can be successfully promoted. This e-newsletter has proven to be a successful communication tool with market customers.