



# **CAPITAL CITY FARMERS MARKET**

A Year-Round Market • Downtown Montpelier

# Capital City Farmers Market

## PO Box 515, Montpelier, VT 05601

**Purpose:** The purpose of the Capital City Farmers Market is to provide area residents and visitors with a marketplace where they may purchase farm products, locally made handcrafted items, and foods made with local farm products. This directly supports the Vermont local economy and provides consumers with the opportunity to have direct contact with these small local entrepreneurs.

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### Preamble

**Under extenuating and emergency circumstances, the Board may use its discretion to change market location, hours, mode of operation and fee structure, after consultation with the membership.**

### **Outdoor Market:**

A: The outdoor market is held at 133 State Street in the adjacent parking lot every Saturday, May to October.

B: The market opens at 9 a.m. and ends at 1p.m.

C: Substitute/day vendors will be assigned vacant spots as deemed by the market manager.

### **Thanksgiving Market:**

A: The Thanksgiving market is held the Saturday before Thanksgiving.

### **Winter Market:**

A: The market is held twice a month.

B: Substitute/day vendors will be assigned vacant spaces by the market manager.

A: Members are defined as follows:

1. **Voting members** — Members gain voting rights by attending at least 6 of the markets in a given year, starting in May and ending at the end of April, and paying a \$40 member fee (see Bylaws). Returning vendors gain voting rights by attending at least 6 markets in the previous year and vending a minimum of 6 markets in the current year.
2. **Non-voting members** — pay the member fee and attend less than 6 markets
3. **Non-members** — do not pay the member fee and cannot vote.

B: Vendors are defined as follows:

1. **Full-season vendor** — Outdoor season vendor with an assigned space for 20 or more market dates.
2. **Part-time/day vendor** — Partial outdoor season vendor with an assigned space for under 20 market dates.
3. **Substitute vendor** — Approved vendor without an assigned space.

## **Vendor Categories:**

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

- for the outdoor market season — farm products at least 60%, prepared foods and crafts 40% (percentage based on linear feet of frontage at the market)
- for the indoor market season — farm products 70%, prepared foods and crafts 30%

Vendors who sell in more than one category will be placed in a category based on the predominant activity of their business as a whole.

The following items, which are produced on your farm, residence, or a Vermont-certified facility may be sold at the market:

### **A: Agricultural Products:**

An agricultural vendor is defined as follows: a vendor who sells food, fiber, plants, flowers and

value-added agricultural food products (such as salsa, soups, sandwiches, pickles, and jams). 75% of the ingredients in value-added foods must come from their own farm. Agricultural products include:

- fresh produce, flowers, seedlings, honey, wool, eggs, meat, cheese and other farm products.
- Any purchased plugs or cuttings must be grown by the vendor for at least 12 weeks to be eligible to sell at the market.
- Vendors selling meat are required to own, manage, and feed the animal for at least the last 75% of the animal's life (except for poultry and laying hens, which must be raised for their entire life by the vendor) .

### **B: Prepared Food Products:**

A prepared-food vendor is defined as follows: A vendor who makes food at their home, licensed kitchen, or place of business or at the farmers market itself and adheres to all of Vermont's health regulations. The Markets intention behind the following rules, is to support and promote small scale hyper local businesses as much as possible.

- Prepared food vendors must use local ingredients when possible in all products containing ingredients that may viably be sourced locally.
- If an ingredient can be sourced locally and the vendor is not doing so, the vendor must seek approval from the board on a case by case basis by demonstrating a valid reasoning. (i.e lack of seasonal availability, financially prohibitive either to vendors or potentially to customers.) (Ex. using X local ingredient in Y product instead of X non-local ingredient would raise the cost of the prepared product by Z amount- making it unaffordable for customers or unprofitable for vendor)
- If majority local ingredients cannot be used, at the very least vendors offering prepared food for sale must use at least three locally grown ingredients in their weekly offerings.
- Prepared food vendors are required to post a sign listing the local ingredients used in their products and the farm source used for these ingredients.”
  - ingredient signage should include but not limited to name of local ingredient and farm, farms location. Signage must be displayed visibly to market shoppers.
  - If you do not have your own sign including this information, a blank template will be provided for you to fill out and use
- For the purpose of this rule, “local” shall be defined AS: “Vermont grown and/or processed/manufactured”
- In approving applicants, priority will be given to those utilizing ingredients sourced from smaller scale local businesses. For example, a prepared food vendor using cheese from a small local cheese producer (even better if it's a fellow market vendor!) will take precedence over a prepared food vendor using nationally branded products.

### **C: Craft Products:**

A craft vendor is defined as follows: A vendor who sells items that are handcrafted by the vendor (products such as flea market items, antiques, and secondhand clothes, do not meet these specifications).

- The market prioritizes crafts made from natural or local materials.

## **Vendor Expectations:**

### **General Expectations:**

A: The vendor/producer/owner of the business must attend a minimum of 50% of the markets each season that a vendor attends, during the operating hours of the market. Family members who are directly involved with the production of the product are included in this 50%. Substitutes for selling vendor products are allowed up to 50% of the dates you attend.

B: In an effort to grow a vibrant market while controlling expenses, member vendors are required to perform one job for the market during each market season. Jobs include board positions, day of market/day before market tasks, committees, and event planning and execution. The market manager will manage the job list. Jobs are assigned on a first come, first served basis. Seniority points will be used to assign jobs if multiple vendors request the same job at the same time. Jobs, except for board positions, will be for the duration of the market season and vendors need to sign up for jobs each season. Jobs assigned to member vendors must be completed by **8:50 am** for morning jobs and **1:30 pm** for afternoon jobs. Failure to complete jobs by these times will be considered a rule infraction.

C: Everyone must be in place during market hours, even if you sell out or the weather is inclement. There should never be any question in the minds of market customers whether or not the market is open. Vendors who sell out are required to place a sign on their table stating “Sold Out.”

D: All vendors are required to properly secure their canopies and umbrellas. Inadequate tent weights pose a liability to both vendors, customers and the market as an organization.

1. 40lb weight, or two 20 lb weights for each canopy leg (weights free of sharp edges)
2. Weights securely attached to the base of the canopy with secure bindings
3. Vendors without weights deemed adequate by the CCFM Board or market manager must immediately correct the situation or remove the tent.
4. Stakes are not permitted.

E: Providing gross sales figures to the state shows the economic impacts of farmers markets in Vermont and allows the market to measure changes in sales over time. Vendors will be expected to report sales each week, as managed by the Market Manager. If a vendor does not want to provide their business name in the reporting system, the market manager will assign an anonymous name to the vendor in the system. The market manager will ensure any data reported will not identify any member by name. Vendors are responsible for returning the information to the manager after their last market of the season or if they anticipate absences of a month or more.

F: Site Visits: Vendors must be willing to accept visits from the CCFM Board or the market manager as deemed necessary by the CCFM Board.

H: All vendors using a burner or heating device must bring a fire extinguisher to the market.

I: All vendors are expected to comply with all rules and regulations of the State of Vermont relating to the product they are selling (including but not limited to state ID tax, sales tax, labeling, safe food handling practices, and processing laws). Sellers of non-food items must follow state sales-tax procedures.

J: Membership cannot be transferred if a vendor's business is sold.

K: All vendors are encouraged to use environmentally friendly packaging and to reduce and minimize waste. Styrofoam packaging is not allowed. Vendors are reminded that they are responsible for following all State-issued guidance or laws, such as the plastic bag ban. Vendors offering disposable food containers or utensils are required to collect and remove all waste produced from their product.

L: Vendors are not allowed to smoke within the perimeter of the market.

M: All vendors are expected to participate in the market in the spirit of cooperation. Vendors should conduct themselves in a manner that enhances the experience of the market consumers, the manager, other vendors and supports the link between the producer and the consumer. A vendor is a representative of the market at all times, even while not at market. When actions of a vendor are not in the best interest of the market, the market has the right to exclude the vendor. (see Enforcement)

## **State Regulations:**

Although the CCFM does not enforce State laws, vendors are reminded that the State conducts regular inspections of the market, including:

A: Produce vendors must use certified legal-for-trade scales for selling by the pound.

B: Vendors are expected to follow state food handling guidelines.

C: Vendors must have all necessary licenses.

## **Cancellations:**

Vendors must notify the market manager by 6 p.m. the Wednesday before market if they cannot attend that week's market. One late cancellation or absence without notice will result in loss of 5 vendor points, barring emergencies.

- Vendors will not be reimbursed for cancellations or no-shows, except at the discretion of the board.
- 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 space will not be

refunded.

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. Sellers having difficulty meeting these requirements can appeal to the board.

## **Enforcement:**

**Breaking market rules:** Vendors should be familiar with the rules and are responsible for following them. Violations of the market rules may result in a written warning, loss of vending points, fines, and potentially, suspension or expulsion from the market. In general, points are deducted for breaking a market rule. Penalties, including fines, suspension and permanent expulsion for serious infractions, will be decided by the Board in accordance with the Disciplinary Procedure.

Prior to termination, a vendor will be given a written notice and an opportunity to speak at a warned Board meeting. The membership shall be warned of any proposed permanent expulsion.

### **Disciplinary Procedure**

Any member who knowingly acts in direct violation of the CCFM rules or bylaws is subject to the disciplinary process below.

1. Verbal warning from the market manager clearly stating the violation and the fact that it is a *“verbal warning and further infraction will result in the next step in the disciplinary procedure”*.
2. If the verbal warning is not heeded and the infraction occurs again over the course of the season, an official written warning will be issued from the CCFM Board of Directors. If the vendor addressed in the written warning would like to meet with the Board of Directors to discuss any concerns regarding the written warning and decide on action steps to correct it, they are encouraged to do so.
3. If written warning is not heeded and the infraction occurs a third time over the course of the season a \$50 fine will be issued, payment due prior to the next attended market.
4. Further infractions will result in a \$50 fine per incident, and the vendor will be subject to suspension at the discretion of the Board. Upon suspension and prior to returning to CCFM, the vendor will be required to meet with the Board of Directors and submit a

written request to return to CCFM. The request must demonstrate a renewed commitment to upholding market rules and bylaws.

5. In the unlikely event that a vendor returns from suspension and continues to knowingly act in direct violation of the CCFM bylaws or rules they may be subject to permanent expulsion from CCFM at the discretion of the Board of Directors.

**Grievance Procedure:** The following steps must be taken by the vendor to address the CCFM Board's concerns with regard to the rule(s) broken.

1. Explanations must be in writing and addressed to the CCFM Board, clearly stating the vendor's reasoning.
2. Vendor grievances will be addressed at a CCFM Board meeting.
3. The CCFM Board will respond within 15 days following a board meeting where the grievance was discussed.

## **Market Programs:**

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

Capital City Farmers' Market reserves the right to sell items for fundraising purposes.

**A: 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. Vendors are reimbursed 100% for all coupons redeemed. To apply, please contact the Department of Children and Families before the outdoor market begins: 802-769-6264, [mary.carlson@state.vt.us](mailto:mary.carlson@state.vt.us).

**B: 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.

**C: Wholesome Wave/Crop Cash Coupons:** A \$1 coupon administered over the indoor and outdoor seasons. Vendors are reimbursed 100% for all coupons redeemed.

**D: Capital City Farmers Market Incentive Coupons:** Vendors are reimbursed 100% for all coupons redeemed.

## **Capital City Farmers Market Vendor Fees:**

Cash payment is not accepted for market fees. Please plan accordingly to write a check or pay online via credit/debit card or wire transfer. Vendor is responsible for covering processing fees associated with online payment methods.



**Summer Market Fees:** Except with special permission from the market board, all vendors accepted for full- or partial-season vending spaces at the outdoor market are required to pay 50% of their season's fee upon acceptance into the market and 50% by June 30. The discount rate is only available to members who attended the previous year's annual meeting.

Attended 2021 Annual Meeting (discount applied):

Full-season Member fee = \$600 (single), \$925 (space & ½), \$1,250 (double)

Did not attend the 2021 Annual Meeting (no discount)

Full-season Member fee = \$650 (single), \$975 (space & ½), \$1,300 (double)

**Summer Market Daily Rates**

Weekly member vendor	\$35.00
Weekly nonmember vendor	\$45.00

**Thanksgiving Market Fees:** Vendors must pay for their space by September 30th. **In addition to this space fee, vendors are charged a fee of 5% of their gross sales payable at the end of the market.**

Fees will be based on square footage. \$0.80 per square foot  
(i.e. for a single space 10 ft. x 7 ft. = 70 square feet x \$0.80 = \$56.00 fee).

*Nonmember vendors pay an additional \$10 non-member fee.*

**Winter Market Fees:** Winter fees can be paid per market.

**Daily Rates**    **Inside Single Space (6-8 ft.) = \$36.00**    **Inside Double (10-12 ft.) = \$54.00**  
**Outside Space (10x10') = \$26**

**Payment Schedule:**

- Summer market full-season vendors: the first half of the season fee, while due upon acceptance to market, **must** be paid by the second market of the outdoor season.
- Winter market full-season vendors: the first half of the season fee, while due Oct. 31, **must** be paid by the second market of the winter season.
- If season fees are not paid by the second market:
  1. Full-season discount will be lost and the vendor must pay the day rate.
  2. Back payments, calculated at the day rate, are due at the next market attended. Exceptions may be made for extenuating circumstances. Vendors must work out payment arrangements with the Board.

**Senior Discount:** If all owners of a business are over 70 years old, that business will receive a 10% discount on their market fees. Eligible vendors will need to inform the manager of their eligibility and provide proof.

**Point System and Seniority:**

A vendor's acceptance into the market, space assignment, and market attendance are all decided by the CCFM Board with reference to the vendor's seniority. Seniority is based on the number of points a vendor has accrued by participating in the market. 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 that 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 the outdoor and indoor market seasons.

Points are awarded in the following ways:

- Attendance to weekly market: 1 point is awarded for every market a vendor attends.
- Participation on the CCFM Board:
  - The President, Vice President, Treasurer, Secretary and Member-At-Large receive one seniority point for each year of their service.
  - The President and Treasurer receive a free 10' vending space at the outdoor market for their added responsibilities.
- EBT Table: The member responsible for performing the EBT/Crop Cash/Token machine job will receive a free 10' vending space for the season (with winter and outdoor market seasons being separate).
- Being a farmer: Farmers receive a one-time only award of 10 points for being a first-year, full-time vendor.

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

## **General Market Day Instructions:**

**Setup Guidelines:** Vendors must stay within the space designated by the market manager.

**Market Operations:** The market provides space, promotion, and coordination.

**Insurance:** The market encourages each vendor to carry liability insurance for market sales.

**End-of-market Expectations:** Vendors may not use the dumpster in the lot at 133 State Street. Before you leave be sure your space is properly cleaned up.

### **Outdoor Market:**

**Vending Space:** To determine fees, vending space is defined by linear feet. A single space is approximately 9 linear feet and the depth of the parking space (approximately 16-18'), 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-agricultural vendors can apply for one space and agricultural vendors can apply for up to two spaces. Non-agricultural vendors can only be assigned extra space, up to two spaces, at the discretion of the board. Only vendors with grandfathered privilege may have 3 spaces.

**Summer Market Day Obligations:** Market hours are 9 a.m. to 1 p.m. All vendors may drive into the market area to set up. However, all vehicles must be off the lot by 8:30 a.m. Vendors with trailers must be off the lot by 8 a.m. Any spaces still vacant after 8:30 a.m. are available to the market manager to assign as needed. No vehicles, except those given special permission, will be allowed on the lot between 8:30 a.m. and 1:10 p.m.

### **Thanksgiving Market:**

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

**Vending Space:** Vending space will be determined by the venue.

### **Winter Market:**

#### **Vending Space:**

**Allocating Space:** In allocating space, the board will maintain the number of vendors as far as possible in the ratio of agricultural products 70%, prepared foods 15%, and crafts 15%.

- Agricultural vendors have the option to share a vending space with other farmers at the Indoor markets.
- 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.

### **Application Process:**

The following rules and policies apply to all markets. Rules and policies specific to the different market seasons can be found under — summer market, Thanksgiving market, and winter market.

**Applicant Priorities and Criteria:** All items must originate from central Vermont and be produced by the vendor. “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. Size and geographic scope of a business will be considered when reviewing new applications.

No items may be bought for resale at the market. The market does not accept vendors offering services (i.e. chair massage, tarot reading, etc.).

All vendors are allowed to sell farm/business branded merchandise, limited to 1 item only, which

does not need to be locally produced. Item must display business name or logo to be considered a merchandising item. This Item does need to be listed on the application and approved by the board.

If vendors collaborate on a product or use another vendors product as ingredients, then both vendors can sell the item as long as one vendor is already approved.

New substitute vendors are conditional upon review by the board after attending their first market.

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 based on proximity to Montpelier and to:

- CCFM member farmer/growers
- non-CCFM member farmer/growers
- CCFM member vendors using locally grown products
- non- CCFM member vendors using locally grown products
- market attendance (previous years’ and anticipated current year’s attendance)
- level of participation in market activities,
- farm products
- eye appeal of display
- product contribution to market purpose
- origin of materials and ingredients
- the amount of labor and value added to the product
- availability of space
- consideration of product balance in the total market plan
- amount and percentage of local ingredients in food products

**Other admittance factors:** Before admitting new vendors or allowing existing vendors to add products currently sold at the market, the board will consult with existing vendors selling those products. The final assignment will also take into account the total market plan along with considering vendor input. The market board will periodically inspect vendors to ensure they are growing their own food, using local foods in their food products, or making their own products.

## **Application Requirements:**

All applications must include a complete list of items sold at the market. No one will be allowed to sell without a completed and approved application on file. If a vendor wishes to add items to their applications, they may do so with approval of the market board.

**Due Date:** Applications must be submitted online or postmarked on or before February 6th. Confirmation of space assignments will be emailed around the end of February.

**Application Fee:** Applicants to the farmers markets must pay a non-refundable \$25 application fee.

## **Market Contact Information:**

Capital City Farmers Market, PO Box 515, Montpelier, Vermont 05601-0515

### **Capital City Farmers Market Board:**

Lila Humphries-LePage, President, (802) 793-1808 - [ccfmpresident@gmail.com](mailto:ccfmpresident@gmail.com)

Hannah Blackmer, Vice President, (802) 279-7293 - [vicepresidentccfm@gmail.com](mailto:vicepresidentccfm@gmail.com)

Karen Huard, Treasurer, (802) 279-0429 - [ccfmtreasurer@gmail.com](mailto:ccfmtreasurer@gmail.com)

Rose Thackaray, Secretary, (781) 636-8276 - [ccfmsecretary1@gmail.com](mailto:ccfmsecretary1@gmail.com)

Jennifer Vascotto, Member-at-Large, (650) 224-5533 - [memberatlargeccfm@gmail.com](mailto:memberatlargeccfm@gmail.com)

John Snell, Community Advisory Member, (802) 272-5361 - [ccfmcustomerrep@gmail.com](mailto:ccfmcustomerrep@gmail.com)