

2022 Guidelines

Holistic Farmers' Market

Email: holisticfarmersmarket@gmail.com

<https://holisticfarmersmarket.com>

<https://www.facebook.com/holisticfarmersmarket>

Our mission is to create an experience that promotes local businesses and contributes to the health and wellness of our communities.

1. Location: American Legion Post 185, 478 Springfield St., Feeding Hills, MA
2. Hours of Operation: Every Saturday 9:00 a.m. - 1:00 p.m starting May 21 – October 24th and other single day events throughout 2022.
3. **Vendor Participation:**
 - Vendors may attend throughout the season on a regular, previously agreed upon schedule. Although every effort will be made to assign vendors to a consistent space, this may not be possible each week. Double booths will pay an additional \$15 per week of participation.
 - Vendors must submit an application for approval, notify the market and pay their fee at least one week in advance of their attendance.
 - **Non-Profit Organizations** may attend the market to distribute information for the public good. They may not promote a political agenda. They may recruit membership in their organization, and **if they pay the vendor fee**, they may sell items to raise money for their organization.
4. **Fee for all vendors (there is no registration fee):**
 - \$30.00 per week for all vendors (except non-profit)
 - **Pay for 4 weeks get 15% off - \$120**
 - **Pay for the whole season (24 weeks) get 25% off - \$540**
5. Spaces are 10' x 10'. Vendors are expected to provide their own tent (if outside), tables, and chairs (if outside) and must anchor all tents securely to prevent harm in the event of inclement weather.
6. **The Market will remain open rain or shine. In the event of severe or inclement weather, decisions to close the market will be made by the market by 7:00 am on the day of the market. Notification will be sent to vendors by email and posted on the Holistic Farmers' Market's Facebook page and website. Personal safety of volunteers, customers, vendors and their property is a priority and will be the determining factor in making such decisions. In the event that we have a cancellation, credit may be used for future event dates.**
7. The Holistic Farmers' Market welcomes farmer's goods, handmade quality crafts, healthy lifestyle products, wellness services and all other small local businesses.

8. All vendors are expected to be familiar with and comply with all state regulations concerning sales at the market. The Massachusetts Department of Public Health Food Protection Program (FPP)'s interpretation of farm products currently includes:

Fresh produce (fresh uncut fruits and vegetables); unprocessed honey (raw honey as defined by the National Honey Board: Honey as it exists in the beehive or as obtained by extraction, settling or straining without added heat.); Maple syrup; Farm fresh eggs (must be stored and maintained at 45°F (7.2°C)).

Any vendor selling food products other than the groups listed above must be sure to follow the Agawam protocols.

9. **Processed foods** sold at a farmer's market **MUST** be manufactured in a licensed food processing facility, a licensed food establishment, or a licensed residential kitchen. Please contact the Agawam Health Department for requirements.
10. In keeping with the friendly, cooperative family atmosphere of the market, **vendors selling the same or similar products** are asked to cooperate with one another to the best advantage of all concerned. Vendors seeking to expand their product offerings should make every effort not to duplicate items already being sold by another vendor. The market committee will resolve disputes that may arise among vendors.
11. The committee reserves the right to prohibit sale of certain products and gives the market manager the right to remove any product that has not been approved.
12. **Prices** will be determined or negotiated by the vendor and the customer and **must be clearly displayed at all times**. No warranty of any sort, expressed or implied, is made by The Holistic Farmers' Market or American Legion Post 185 and any warranty is expressly denied.
13. Each vendor will be responsible for setting up, packaging, and displaying their products, as well as providing protection for the products from the elements. Vendors must leave their assigned place in clean condition within 20 minutes of the market closing. Each vendor is expected to carry out anything not sold that was carried in to the market. **Vendors may not leave materials for the Holistic Farmers' Market or American Legion Post 185 to cleanup, recycle, or dispose of.**
14. **Vendors are expected to be open for business for the entire 4 hours of the market. Vendors must keep tents up and all displays open until the market closes.**
15. **Check-In:** Staff will be available for check-in beginning at 8:00 am. Upon entering through the parking lot, vendors will stop to check in with the market representative. They will provide their completed and signed Application and fees or insurance paperwork due (if needed) and be given their site assignment for the day.
16. **Parking and Loading:** Vendors should be respectful and cooperate with one another and the volunteers during the unloading and loading process. For safety reasons, no vehicle may enter the vendor area between 9:00 pm and 2:00 pm. Out of courtesy to other vendors who are also loading and unloading, **do not double park** or block other vendors and **remove your car as quickly as possible. Vendors must park their vehicles before setting up their displays.**

17. **Insurance:** All vendors are responsible for carrying their own personal and product liability insurance. **Each vendor will be required to sign a waiver protecting Holistic Farmers' Market and American Legion Post 185 from liability in the event of injury or accident resulting from that vendor's participation in the market.**
18. Any violation of these rules may subject the violator to denial of future participation in the market, forfeiture of fees, and assessment of costs to reimburse Holistic Farmers' Market and/or American Legion Post 185 for damages.
19. The Holistic Farmers' Market is the official representative of the market. If problems arise, the Holistic Farmers' Market will settle disputes.
20. These guidelines are intended to be in the best interest of the market, its vendors and customers. The market committee may change, modify, or add to these rules to better serve these interests at any time.

Thank you for your participation and helping to make this a wonderful experience!