

2009 TRUMANSBURG FARMERS' MARKET RULES

Mission: The Trumansburg Farmers' Market, a *Neighborhood Farmers' Market*, is organized to offer a venue where local farmers, food producers and crafters can sell their goods to community residents.

1. **Membership:** Individuals interested in becoming a vendor at the Trumansburg market must complete an application form and submit it to the market manager prior to setting up and selling at market. The applicant must meet all state regulations pertaining to sale of products. All required certificates must be prominently displayed.

Fees: \$60/season payable in total in advance (submission by April 23rd guarantees booth location & participation in pre-season publicity) or at the first market attended by the member; OR \$15/market day up to \$75 total for the season. A minimal electric surcharge may be added in the future for vendors using electricity.

Market Days: Wednesdays, 4-7 PM, June 3-October 28, 2009 (23 market days [two extra days this year!])

Membership Rules:

1. Everything offered for sale must be grown, produced or handmade by the membership.
2. Items permitted for sale include: vegetables, fruit, grains, cheese, dairy products, eggs, meats, processed foods, jams and jellies, prepared foods, fruit juices, wine, cider, baked goods, maple products, honey, plants, flowers, nursery products, herbal products, soaps/lotions, fiber, original arts and crafts.
3. Individuals operating as one business may jointly become members and share a booth. Both names must be listed on the membership application to be approved by the market manager.
4. Vendors who hire someone to staff their booth should indicate this on their application. It is desirable that the producer be present at market at least once a month during the season.
5. Produce vendors must comply with Trumansburg Market rules in order to accept FMNP coupons (grow 100% of what they sell at each market).
6. Items offered for sale must be of good quality and condition and be in compliance with relevant state and federal rules and regulations pertaining to the sale of the product being offered. All required certificates must be prominently displayed.
7. Prices cannot be lower than wholesale and should be comparable to supermarket prices (preferably no less than 10% below normal retail prices). It is suggested that the price of each item be prominently displayed.
8. Vendors may start setting up no earlier than 3:00 PM on Wednesday, absent Market Manager approval. Vendors must be unloaded and have their vehicles off the green by 3:45. NO EXCEPTIONS. NO SALES BEFORE 4 PM gong. Each vendor is responsible for cleaning up his or her sales area within 45 minutes after market.
9. The Market Manager assigns vendors to their selling space. Each selling space is approx. 12 ft x 12 ft in area. Vendors are responsible for bringing all sales equipment including tables and tents. Off-loading is required in most cases. No trucks are permitted on the grass unless authorized by the manager. After off-loading, all vendors must park in the designated vendor parking area.
10. Vendors are not allowed to bring dogs to the market.
11. Vendors should strive to make all our customers feel welcome. Vendors are expected to treat customers in a courteous and non-discriminatory manner. The market is not a venue for expressing the political or religious views of vendors.
12. Market Manager has final authority.

If you have questions about these rules or your relationship to them, please contact:

Kash Iraggi-Wiggins (President) at (607) 339 1575 or by e-mail at kash.balance@gmail.com or

Deirdre Cunningham (Market Manager) at (607) 387-3892 or by e-mail at deirdre@mclallenhouse.com

FARMERS' MARKET REGULATIONS

Applicable Local, State and Federal regulations must be followed at all times.

Sales Tax: Members selling taxable items must display their Certificate of Authority at market.

Taxable items include: non-edible plants, flowers, crafts, prepared ready-to-eat foods.

No exemptions for non-profits selling taxable items if other vendors have taxable sales.

Questions: (800) 225-5829, www.tax.state.ny.us.

Prepared Food: Members selling prepared foods (ready to eat foods) must do so in compliance with Tompkins County Health Department regulations or the Department of Agriculture and Markets. Food must be prepared in a Health Dept. permitted kitchen or a facility licensed by Ag & Markets. Vendors should have hand-washing equipment at market. *Permits must be posted in order to sell.* Questions: (607) 274-6688-Carol Chase or Jane Daum.

Home Processors: food processed in a home kitchen can only be sold if considered non-hazardous. This includes: jams, jellies, marmalades or similar products; candies (except chocolate); herbs and spices; snacks like popcorn, peanut brittle, caramel corn, etc. Herb vinegars and other acid foods may also receive the home processor exemption if vendors have an approved processing schedule. Products must be sold in sanitary containers; glass jars must have with rigid metal covers. Water tests are required and kitchens must be inspected to receive the home exemption certificate. Exemption certificates must be displayed at market. Questions: (585) 427-2273 - Evelyn Miles.

Baked goods: must be individually packaged or protected with a transparent tray cover. Ingredients must be included on the label in descending order and include the name and address of the producer and the quantity. Questions: (585) 427-2272 - Evelyn Miles.

Meats and Poultry: Meats sold at market must be frozen solid, wrapped, and USDA approved and stamped, or tagged. Poultry sold at market is exempt from inspection for producers with 1000 or fewer chickens or turkeys/ducks/geese-packages but must be market labeled exempt from inspection. Questions: call Ag & Markets at 518-457-5382.

Cheese and Dairy: Products must be prepared in a licensed processing facility. Cheese and butter must be prepackaged, labeled, and held below 40 degrees F. Eggs refrigerated at 45 degrees F or less. Fluid milk products must be packaged, in properly labeled, commercial containers at a facility with a permit from the Department of AG and Markets, Division of Milk Control. Questions: (518) 457-7771 - Bill Fredericks.

Selling Produce: No special licenses are required. Must be sold free of debris in clean containers. If you are washing produce, it is a good idea to have your water tested annually. Bulk displays are not subject to grading, labeling or packaging. Some produce is subject to USDA grade and quality standards: potatoes, apples, lettuce, and grapes. Grade, quantity of contents, name and address of producer is required on closed packages. NYS Ag & Markets enforces quality, grades, and standards. Questions: (518) 457-2090.

Juice & Cider: requires an Article 20-C license. Apples must be firm, washed. Cider must be pasteurized or UV light treated. If these items are sold wholesale, a HACCP plan is required for your processing facilities. Questions: call 518-457-2090.

Wine: Members selling wine must display a valid farm winery license. Purchasers must be at least 21 years old. Beer may not be sold at markets. Questions: (518) 457-2090.

Honey & Maple: exempt from licensing if you do not add ingredients or repack. Production facilities must be clean and sanitary. If you make specialty honey or maple products, you will need an Article 20-C license. Maple syrup must be identified by grade.

Plants: Members selling any live plants in potting mix or soil must obtain a NYS nursery license. Questions, call plant inspector, Jacquie Johnson, (585) 384-9328.

Scales: Members selling by weight must have their scales approved and sealed annually by the Tompkins County Bureau of Weights and Measures. Questions, Don Ellis, (607) 274-0353.

Containers: Members selling by volume are required to use standard size containers such as pint, quart, ½ peck, peck, ½ bushel, and bushel.

Food Labeling: all packed foods including canned jams, jellies, baked goods, etc. must include a label that includes the following: product name, name and address of producer, ingredients in descending order by volume and net contents. Questions: (518) 457-1762.

Food Stamps – can be accepted at farm markets; USDA 585-283-6744, Rochester

FMNP Coupons – Can be accepted for fresh produce only sold at a farmers' market (with 2 or more vendors). Growers must file a crop plan and grow at least 50% of what you sell in order to qualify to take coupons from customers. Coupons are in \$2 denominations, no change given. Coupons can only be accepted at markets that are certified to accept coupons. Check with Market Managers.

Organic Certification – Standards to sell food as certified organic are complex and ever changing. If you want to sell organic foods in the marketplace and call them organic, you must become certified if you have sales of \$5000 or more. Great fact sheets and resources relevant to the current standards can be found at the National Organic Program website, <http://www.ams.usda.gov/nop/indexIE.htm>
For information and questions about becoming certified, contact NOFA-NY 607-724-9851 or email certifiedorganic@nofany.org or check the website: www.nofany.org
Funding is available from NYS to help offset the costs of certification - contact NYS Ag & Markets - 518-457-2195.

For more information, contact NYS AG & Markets:

Rochester Regional Office 585-424-1720, Syracuse 315-487-0510.

For assistance in developing your processed food recipe and developing a processed food product, contact **NY Food Venture Center** at Geneva, 315-787-2259

Request a copy of the publication: *Small Scale Food Entrepreneurship: A Technical Guide for Food Ventures.*

Unsure where to start....start with Cooperative Extension

General guidance provided by *Monika Roth, Ag Development & Marketing Educator*
CCE South Central NY Agriculture Program (607) 272-2292 or email mr55@cornell.edu