

# Wood River Farmers Market Association Rules

## 2010

The Wood River Farmers' Markets of Ketchum and Hailey are venues where local farmers and producers can market their products to community residents and visitors. The markets uphold the age old tradition of allowing the consumer to meet the producer while encouraging the production and consumption of locally produced agricultural products and craft items. The markets are more than just places of business. They provide a mutually beneficial and sustainable community activity. As such, they are designed and operated to promote local ecological, social and economic sustainability.

The markets are operated by the vendors through the not-for-profit Wood River Farmers' Market Association (WRFMA). A Board of Directors, elected annually by the vendor membership, governs the Association. The Association reserves the right to regulate both vendors and products to ensure compliance with the Association's vision and rules as well as all applicable Federal, State and local laws.

**MEMBERSHIP FEES:** Before selling at the market(s) each vendor must register with the Association and pay an annual Association membership fee of \$20.00. This fee is good through December 31st of the current year. In case of a single farm/business vendor membership, all active partners have voting rights in the Association.

**BOOTH FEE:** There is a \$25.00 yearly booth fee for each market venue (Ketchum or Hailey). For a double booth spot the fee is \$50.00.

**SALES FEE:** A sales fee of 5% of sales will be payable by vendors to the Market Manager. For the Ketchum market, there is a 1% Local Option Tax that is also collected by the market management payable on non-food sales, and restaurant food sales (total of 6%) Visiting vendors must pay fees at the end of the market day. For regular vendors the manager will collect the prior week's fees during the market day as time allows. At the discretion of the manager, vendors may be required to pay at the end of the day. Vendors may pay at the end of the day if desired. For the last market day, fees are due that day, or mailed to the manager or secretary within 3 business days.

**NON-PROFIT ORGANIZATIONS:** The first visit is free. A \$10 donation is suggested for additional visits. No booth fee is required. A record of visit must be filled out for secretary records. The non-profit organization will be allowed to participate in any Hailey or Ketchum market as space allows. Advance application for specific dates is recommended.

**VISITING VENDORS:** The visiting vendor must provide information to be given by the manager to the secretary for future records. The fee of \$20 (association fee) will give the visiting vendor the right to a total of two market days, at both markets, upon space availability. For a single one week trial visit there is a \$10 fee. They will also pay the 5% or 6% of their market sales. In order to return more than the allotted two visits, approval must be sought from the board, upon recommendation by the manager, the maximum amount a visiting vendor need pay per venue is \$45, at which time they will be considered regular vendors, at the discretion of the manager and as space allows.

**NEW VENDORS:** All new vendors will have a four week trial period. At the end of the four weeks, the board/manager has the right to revoke their vendor privileges. A formal letter of regret will be given to the vendor. Vendors who are approved to continue will be given a verbal acknowledgement by the manager at the end of the four week trial period.

## DAYS/HOURS:

The weekly Ketchum market will usually begin in early June and extend through early October depending on weather. The Hailey market will usually start the same week. Specific dates for each market will be announced at the spring vendors' meeting. There are a total of 18 weeks for the market season.

The Ketchum market will open at 11:30 pm for vendor setup and sales will start at 2:00 pm and continue until 6:00 pm. You may not arrive before 11:30. Vehicles with trailers must arrive between 11:30 and 12:30. Other vehicles should arrive between 12:30 and 1:30. Unloading/loading must be done in a timely manner to not block traffic with a time limit of 20 minutes. (Set up booth display after removing vehicle from street in Ketchum.) All equipment and products must be on site no later than 2:00. Vendors are expected to stay throughout the market hours, exceptions by approval in advance by the market manager.

Setup for the Hailey Market will start at 1:00 pm with sales starting at 2:00 pm until 6:00 pm. You may NOT arrive before 12:00 to set up. All equipment and products must be on site no later than 2:00.

At closing the vendors will have a maximum of 1 ½ hours to remove all products, clean their area and vacate the premises.

The market will officially open with the ringing of a bell. People using wheel chairs are allowed to buy 10 minutes before the opening bell. However, beverages may be sold before the bell. Vendors selling these beverages need to have a sign displayed on the table explaining that it is only beverages that are to be sold before 2:30. Vendors may not begin setting up until the Market Manager is on site.

## VENDORS RESPONSIBILITIES:

1. All vendors must have a valid Idaho sales tax (business) permit in advance of their first market day and be able to produce it at any time during the market. Vendors are responsible for collecting Idaho Sales Tax.
2. Vendors are responsible for providing their own shade, umbrellas, tables, chairs, change and bags. Unless given special permission to sell in the center of the market, vendors must provide 10' x 10' pop-up canopies. Umbrellas will only be allowed in the center of the market or on the ends if space allows. Selling from the back of vendors' trucks will not be permitted. Vendors are expected to keep a professional and clean booth area. No electricity is available at the market.
3. Vendors are responsible for obtaining any applicable permits or licenses, and for obeying all local, state and federal regulations and health codes.
4. Vendors are required to attend every market if you apply to be a full time vendor. Vendors must call the market manager at least 3 days in advance of market day in order to be excused. In case of emergency call as soon as possible. Failure to comply will result in a \$20 fine. This will also be considered the first warning. (see "enforcement" on P.3) Visiting vendors are not guaranteed the same stall space each time they attend the market.
5. Vendors are responsible for maintaining cleanliness in and around their stall, and providing a trash bin that is visible.
6. All trash must be removed from the market and trash containers that are not provided by the market itself shall not be used. WE must take away all our own trash accumulated at market in Ketchum. In Hailey the market has one trash container but please don't load it up, a small amount may be thrown in the container but it is for everyone to use. The market will provide general accident liability insurance but vendors are encouraged to provide their own insurance for product liability. For certain higher risk products the board has the right to require product liability at their discretion.

7. Vendors may not use the word “organic” in any advertising, written or verbal, unless they are certified or registered as such with an appropriate certification agency. Any vendors claiming to sell organic products must provide appropriate documentation to the Market Manager and Board of Directors.

8. Vendors must set their own prices and post them clearly on their products. Products may be sold by the bunch. All scales used for sales must be certified yearly by the Idaho Department of Weights and Measures.

#### ITEMS FOR SALE:

This is first and foremost a local farmers’ market. Products sold must have been grown or produced by the vendor within a 100 mile radius of Ketchum and be Idaho products. All farmers and market growers must sign the attached affidavit ensuring that they grow any produce they sell. **RESALE IS NOT ALLOWED.** Vendors may sell at the discretion of the management and Association Board, which will strive to maintain a mix of 75% food products and 25% craft products. Crafters must have their products juried by the WRFMA Board (or their representatives) and may be requested to send photos representative of their product/craft.

#### COOPERATIVE MARKETING:

Producers who wish to join together to present their products at the same stall must individually register as vendors, filling out a separate application and pay their \$20 Association membership fee. The \$25 booth space fee will be shared by the cooperative. Each individual producer must be present at a WRFMA market to represent their products at least once a month during market season. **NO RESALE IS ALLOWED.**

#### MINORS:

Only legal adults may apply to the Wood River Farmers Market Association. Minors may assist and indeed run a vending booth at the market, provided a parent, guardian or business owner of at least 18 years of age is present.

#### ENFORCEMENT:

Any vendor violating any of the market policies/rules will be issued a warning by the Market Manager and or Board Member. Upon a second infraction, the vendor will be fined \$50.00. A third infraction will result in forfeiture of the privilege of selling in any of the WRFMA markets in the future. Any appeals must be directed to the Board of Directors. Vendors who have concerns regarding a violation of the Market rules by another vendor should complete a “Vendor Concern Form” which will be reviewed by the Market Manager and the Board of Directors. All Vendor Concern Forms will be kept confidential and will receive a timely written response from the Manager.

#### MISCELLANEOUS:

Selling at the market is a privilege administered at the discretion of the market manager and Association Board.

No animals except Seeing Eye dogs will be allowed with vendors at the market.

Smoking by vendors will not be allowed at the market.

The manager will make every effort to place vendors in a space desired but have the authority to move a booth space as market needs change.