



2021 Wilson Farmers & Artisan Market Operational Guidelines & Code of Conduct

Guidelines

1. 2021 market season:
 - a. Opening day, Saturday, April 24, 2020
 - b. Closing day, Saturday, September 4, 2020
2. 2021 market hours:
 - a. Saturdays, 8:00am to 12:00pm
3. All vendors must apply and be approved for vending through ManageMyMarket.com. Application process includes verifying that vendors grow, produce, and/or hand-craft the products they sell. Application approval may require a one-week waiting period.
4. Produce should be grown by the vendor locally in North Carolina within the "market certified area", defined as a 100 mile radius from market vending location. Exceptions may be made for certain foods such as seafood, pumpkins, and apples. Other foods will need to be approved by the Market Manager.
5. Once a vendor's application is approved by the Market Manager and they have paid the membership fee, they are considered a Wilson Farmers & Artisan Market vendor for that season.
6. The annual membership fee is \$40. The daily market fee is \$5 for each 10x10 space. Each vendor is allowed no more than two stall spaces.
7. Vendors who wish to try the market before becoming a member may attend one market and utilize one 10x10 space for a fee of \$10.
8. Vendors must confirm their attendance no later than Thursday before each market day via email to farmersartisanmarket@wilsonnc.org. Vendors who do not show will still be charged their \$5 stall fee, unless proper attempts were made to contact the Market Manager. Emergency situations will be taken into consideration.
9. All vendor requests for stall assignments will be taken into consideration and all attempts will be made to honor said requests. A stall assignment is considered occupied only when both the vendor and products are present. Market Manager makes all final stall assignments.
10. Vendors must park in designated area (view map on ManageMyMarket.com). Vendors may temporarily park on South Street while unloading, but must move their vehicles prior to the start of the market. Vendors may not block the customer loading zone.
11. Each vendor is responsible for providing all supplies such as tables, table clothes, chairs, display baskets, etc. Vendors must return unsold products, containers, and/or waste to their homes/places of business for proper disposal. Vendors are responsible for cleaning their market space at the end of each market day.
12. Each vendor must display a well-made and clearly legible sign that includes a business name and location (city/town).
13. Prices must be clearly visible for all items.
14. For products sold by weight, vendors will provide scales that have been inspected for accuracy by N.C. Dept. of Agriculture, Standards Division.
15. Regular programming, including entertainment, recreational, and educational activities will be scheduled at the discretion of the Market Manager. Programming will comply with any

government or CDC restrictions. Market Manager welcomes programming suggestions from vendors.

16. In the event that fewer than six vendors sign up or show up on any given market day, the market may be canceled at the Market Manager's discretion.
17. All vendors should have liability insurance.
18. Vendors assume all liability arising from the sale or use of their products, displays, tables, equipment, and other items that are sold or used on the property of the market and hereby agree to indemnify and hold harmless the Wilson Farmers & Artisan Market, Vollis Simpson Whirligig Park & Museum, City of Wilson, Wilson Downtown Development Corporation, Wilson Downtown Properties, and other vendors from any and all liabilities, claims, losses, costs, damages, or expenses (including the cost and expense of defending any claim) arising or alleged to arise out of vendors' sale or use of its products or property at the market.

Specific Product Limitations

1. The sale of homemade baked goods, candy, jelly, jams, preserves, and honey produced by the vendor is generally allowed, provided required inspections and certifications are satisfied.
2. Vendors selling food items that are prepared or cooked off-site are required to provide evidence of an educational kitchen inspection performed by the Food and Drug Protection Division of the North Carolina Department of Agriculture. These food items must be labeled with the vendor's name and its ingredients. This requirement does not include honey.
3. The sale of value-added agricultural products such as homemade ice cream, cooked popcorn, nuts, fruits and vegetables are permitted, provided the primary raw agricultural ingredient was actually produced by the same vendor.
4. The sale of ready-to-eat items such as sandwiches and beverages are permitted at the discretion of the Market Manager.
5. The sale of freshly processed items (fruit juices, etc.) are permitted.
6. The sale of quality handmade artisan and craft items are permitted such as jewelry, soap, pottery, wood products, etc. At least 3 photos of these items must be uploaded onto the vendor's profile on managemymarket.com. The allowance of said items must be approved by the Market Manager.
7. Produce/Seafood Partners – Vendors must be the original producers of all items sold unless previously approved by Market Manager to have a Produce/Seafood Partner. See Produce/Seafood Partner Form for qualifications and more information.

Code of Conduct

Be kind. Please be courteous of other vendors during the market. **Shouting, bickering, and profane language are prohibited and will not be tolerated.** You will be asked to leave the market if this behavior occurs. You will be suspended from further markets at the Market Manager's discretion.

Be customer-focused. Treat your customers how you would want to be treated. Create a welcoming environment.

Be welcoming. Presentation is everything. Please use a table cloth and set your merchandise in a prominent/eye-catching manner. A great display and welcoming demeanor will draw clients to your booth and help you have a successful sales day at the market.

Be mindful. Please do not address issues or concerns directly with your neighboring vendors during the market. All comments and concerns should be addressed **privately** with the Market Manager or Market Administrator either in person, by phone 252-373-0524, or by email farmersartisanmarket@wilsonnc.org **only**.

Be timely. Please be set up and ready to serve customers at 8:00 AM. If tardiness becomes a continued issue, you may be suspended from the market. Extenuating circumstances will be taken under consideration.

Be courteous. If you are unable to make it to a market day, please contact the Market Manager within 48 hours of the market. You will be charged for your reserved space(s) if you do not notify the Market Manager within 48 hours before the market. If an emergency situation occurs, please make a courtesy call or text to the Market Manager. The fee may be waived at the Market Manager's discretion.

Be efficient. If you know you will be selling produce/seafood from other farms/regions, please submit produce/seafood partner forms **at least one week** prior. You will not be permitted to sell this produce/seafood without the approved form.

Be responsible. Please do not leave your stall unattended. Customers want prompt service and you alone are responsible for your produce/products.

Be safe. Follow all CDC and Wilson Has My Word guidelines fully and consistently without having to be asked. **See the attached Wilson Has My Word guidelines.**