

Peekskill Farmers Market
Guidelines for Participation
Saturdays 8:00 – 2:00 p.m.
May 4th thru November 16th, 2019

Who may sell at the Market?

Acceptable vendors are those who are bona-fide growers, producers of homemade products, or other vendors approved by the Market Manager or Governing Body.

Definitions

Bona fide Growers

The seller is the producer of the products being offered for sale, from lands he owns or rents, with control over the production, harvesting and marketing of the products, and a financial interest in the products.

Homemade Prepared Foods

All products are produced, baked or manufactured by the seller and are original in nature. No goods from mixes or purchased for finishing-off will be permitted.

Craftsperson

All crafts offered for sale are original in nature and produced in whole by the seller. No crafts shall be permitted that are derived from kits.

Vendor

Any seller or exhibitor participating in the market.

Seasonal lease

When a vendor signs for space for the season and makes payment in accordance with the established fee structure.

Daily Vendor

Any vendor who is permitted to sell at the market for less than the full season and is allowed to pay on a daily basis for any space used.

Governing Body

The Peekskill BID is the market's oversight committee, ultimately responsible for setting the policies of the market.

Market Manager

A person or persons empowered by the Governing Body to implement market policies and directives, and to oversee the operation of the Market.

Market Sponsor

Any governmental agency, nonprofit organization or association, or corporate donor, that lends its support to the market in any way.

Market Governance

1. The market is sponsored and overseen by the Peekskill BID (Business Improvement District), and managed by the Market Manager.
2. The Market Manager is responsible for the orderly and efficient conduct of the market, and for implementing and enforcing the Guidelines for Participation.
3. The Market Manager will represent the market and its governing body during market days and in community activities.
4. The Market Manager will assist the market's governing body with developing and implementing a market budget, establishing market policy, vendor recruitment, collecting fees, establishing the operational schedule, and advertising and promotion of the market.

Market Operations

1. The **Peekskill Farmers Market** outdoor season will take place every Saturday beginning May 4 and operate weekly thru November 16, 2019 on Bank Street between Main and Park Streets. Use 1 Bank Street, Peekskill for your GPS.
2. Operating hours 8:00 a.m. - 2:00 p.m.
3. Vendors may arrive as early as 6:30 a.m. to begin setup. Breakdown begins no earlier than 2:00 p.m. Vendors must be off premises by 3:00 p.m.
4. Rent: All vendors are required to pay rent for the space which they use.
 - Please make checks payable to **Peekskill BID**
 - Peekskill Farmers Market in the memo line
5. Vendors may leave early only under extenuating circumstances, on rare occasion and only with the permission of the market manager.
6. Vendors must notify the market manager as soon as possible if they will be absent for that market day. There will be no refund of the booth fee for that day if less than 24 hours notice is given.
7. Clean up: All vendors shall clean up their areas at the end of each market. All vendors must vacate the premises no later than 3:00p.m. Vendors shall be responsible for the cleanliness of their selling areas.

All vendors agree to bring a broom and trash can and keep the market area free of any debris generated by the market activity.

Market Selling Practices

1. All agricultural products may be sold at the market, including but not limited to locally grown fruits and vegetables, dairy products, meats, flowers, plants, honey products, maple products, NYS wine, spirits, cider and beer sold by local producer/winery, eggs, herbs and related products. Out of area products, such as seafood, are allowed on a case by case basis and approved by the Governing Body (the Peekskill BID).
2. Vendors must be located within a 250 mile radius of the market.
3. Vendors must sell, at minimum, 80% of their products that are grown or produced directly by that vendor. A few complementary items may be allowed at a vendor stall.

PLEASE NOTE All items being sold at your booth that are not made, or grown by you:

- Must be listed in your application and pre-approved in order to sell them, and
 - Signage must be clearly posted telling customers the name of the farm/producer of item
4. Craft vendors may sell products that they have hand produced themselves.
 5. Bakers who have baked the products themselves and who possess the proper licensing from the NYS Department of Agriculture and Markets, and their County Health Department.
 6. All applicable food safety regulations, federal, state, county and local, must be adhered to at all times.
 7. All applicable licenses and permits for products sold must be obtained and kept current.
 8. To ensure compliance with market rules, the Governing Body (the Peekskill BID) reserves the right to direct the Market Manager to inspect any vendor's farm or establishment with advance notice.
 - a. Inspections will be made only with the farmer/owner or their representative present, unless written permission is given.
 - b. Vendors must provide any help necessary to thoroughly document products and conditions recorded at the inspection.
 - c. The vendor will be notified in writing of the results of the inspection within seven days of the inspection.
 9. All vendors (both new and returning) will be subject to a thirty (30) day probationary period commencing on the first day of selling in the market.

Guidelines for Selling

1. You and your representative(s) are expected to have a professional demeanor at all times. This includes being polite and friendly to Market customers, and maintaining a presentation in keeping with market standards.

2. All vendors must have a sign clearly showing their name and location, and the price of every item sold must be clearly labeled/visible. This is a New York State requirement.
3. Each vendor will be responsible for all equipment and supplies for the setup of a booth. Displays should be constructed in such a way that they do not block customer walkways nor pose any other hazard to customers.
4. Vendors who provide samples and/or products that will result in waste material, such as cups, rinds, etc. must provide containers for waste disposal.
5. Vendors are required to keep their market space neat and clear of obstacles, litter and debris. Your space must be broom swept clean and any refuse removed at the end of each market day.
6. All produce displayed for sale must be at least 12” off the ground with the exception of heavy or large items such as pumpkins.
7. Sellers must clearly post prices. It is expected that prices will be fair to consumers, the seller and fellow sellers. Collusion among sellers to attempt to influence prices is strictly prohibited.
8. No tobacco products, smoking paraphernalia, or firearms are permitted at the market.
9. No hawking, proselytizing or amplified music is permitted at the market except as provided by the Market Manager with approval of the Governing Body (the Peekskill BID).
10. All products offered for sale must be of good quality and condition. The Market manager reserves the right to direct any inferior goods be removed from display. Failure to remove products deemed inferior will be reported to the Governing Body (the Peekskill BID) and may result in loss of market privileges.
11. Each vendor in the market must be directly involved with or knowledgeable about the production of the produce or products being sold at their market booth.
12. Selling of eggs at the market:
 - a. All eggs sold at the Peekskill Farmers Market must be produced by chickens directly under the care and control of the vendor selling the eggs
 - b. Chickens must be housed on property owned or leased by the vendor
 - c. Vendor may not sell eggs from a neighbor or relative's farm
13. All vendors must provide Proof of General Liability Coverage in the amount of \$1 million dollars. Your policy must name the following:

<u>Additional Insured</u>	<u>Additional Insured</u>
City of Peekskill 840 Main Street Peekskill, NY 10566	Peekskill Business Improvement District PO BOX 206 105 South Division Street, Unit 305 Peekskill, New York 10566

14. Vendors are responsible for the actions of their representatives, employees or agents.
15. Booth location will be assigned by the Market Manager.
16. Vendor fees will be assessed annually by the Governing Body (the Peekskill BID).
17. Vendors who commit to attend the market every week will be assigned their space for the duration of the season. These spaces will be reserved for the vendor, provided that all stall fees are kept current. Vendors are not guaranteed the same space in subsequent years and each location is subject to change.
18. Reserved market spaces must be occupied at least 30 minutes prior to opening of the market day. After that time, daily vendors will be permitted to set up in those spaces, as assigned by the Market Manager.
19. Vendors arriving late on market days may be assigned a temporary spot for that day at the discretion of the market manager.
20. Daily vendors will be assigned space by the Market Manager on a first come first serve basis, as space is available. Space in the market is not guaranteed.
21. As a general rule there will be no exclusivity agreements offered to any market vendors but, depending on product demand and market visitor counts, limitations may be placed on the number of vendors within a specific product category. This final determination will be made by the Governing Body (the Peekskill BID) and is subject to review at the beginning of each season.
22. Violations of the Guidelines will result in the following procedure:
 - First violation: Vendor receives verbal notification from market manager, notation in vendor contract file, and Governing Body (the Peekskill BID) is advised.
 - Second violation: Vendor receives written notification from Market Management of Second Violation, Governing Body (the Peekskill BID) is advised, and vendor is placed on final warning status.
 - Third violation: Governing Body (the Peekskill BID) is advised, vendor receives dismissal letter from Market Management and seasonal contract will be terminated.