



Policies and Procedures

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INTRODUCTION TO ATTLEBORO FARMERS MARKET, INC

The City of Attleboro for decades has had a summer Farmers Market. The early market was located in Gilbert Perry Square and in other areas in and around the Downtown Area. In 2011 a group of volunteers banded together to form a board to expand the Attleboro Farmers Market. In June of 2011 Attleboro Farmers Market, Inc was formed as a private volunteer board run organization charged with expanding, promoting and enhancing the Farmers Market in Attleboro. Market Manager, Heather Porreca is supported by a volunteer board of directors made up of a cross section of various talents from our community. The 2011 and 2012 seasons were held at 74 North Main Street Municipal Parking Lot. The 2013 and 2014 seasons were held at Finberg Field on Park Street in Attleboro. The 2015 season saw the Market move to Capron Park on County Street in Attleboro, where it remains today. This move is viewed as the long term permanent location for this successful market and located in the most beautiful park in the heart of the city. Recently, Attleboro Farmers Market, Inc. has been recognized by American Farmland Trust several times as Massachusetts top Farmers Market and in the top ten nationally.

MISSION

Attleboro Farmers Market, Inc (AFM) mission is:

To be an agriculture and food-based farmers market.

To give growers, producers, purveyors of farm related products and creators of other high value products alternative marketing opportunities.

To promote the sale of locally grown farm products.

To improve the variety, freshness, taste and nutritional value of produce available in the Greater Attleboro Area.

To provide opportunity for farmers and people from the community to deal directly with each other, rather than through third parties, and to thereby get to know and learn from one another.

To provide an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared food products.

To enhance the quality of life in the Greater Attleboro Area by providing a community activity which fosters social gathering and interaction.

To showcase various talents of local residents.

To preserve the unique agricultural heritage and the historical role in which Farmers Markets have played in one of the oldest settled areas of our Country.

ORGANIZATIONAL STRUCTURE

Board of Directors (Board)

Attleboro Farmers Market is run by a volunteer Board of Directors consisting of:

President

Treasurer

Secretary

Five at Large Voting Members

The Board Members Serve one (1) year terms and are re-elected at the annual season kick off meeting held in February or March of the upcoming

season. Volunteers of AFM are welcomed and encouraged to seek election of Board Positions.

Market Manager (Manager)

The Board appoints a Market Manager to execute the duties of the market.

The Market Manager is a volunteer position and must be a current board member.

In the absence of the Market Manager, a board member will be assigned as Temporary Market Manager by the President of the Board.

Boards Function

The Board of Directors for AFM functions are the following and not limited to any additional actions that promote, advance and preserve Attleboro Farmers Market, Inc.:

- Define the goals and mission of AFM
- Create, approve and amend Market Rules
- Approve vendors for participation in market on recommendation of market manager
- Set dates, times and area of operation
- Set fee schedule
- Approve expenditures in excess of \$100.00
- Define Market Managers Function/ Duties/ Authority
- Rule on Violations/Penalties/Grievances
- Collaborate on marketing and promotional strategies
- Any other task needed to support Attleboro Farmers Market, Inc.

Market Managers Function/ Duties/ Authority

- Selecting and registering both seasonal and daily vendors, submitting such vendors to the Board for approval.

- Assigning spaces at the market so vendors know where to set up and consumers know where to find their favorite vendors.
- Collecting the seasonal and weekly fees for the market space
- Handling day-to-day administrative duties.
- Enforcing market rules and regulations and administering penalties and fines.
- Answering inquiries and responding to complaints from customers and vendors
- Working with local media and promoting the market by advertising what it has to offer
- Making sure that the market complies with applicable local, state and federal regulations.
- Administering the financial and business affairs of the market.
- Interact with local officials, other businesses and the organizers of the market.
- And any other activity or duty that pertains to the smooth operation of this Farmers Market.

The market manager is responsible for enforcing all AFM rules and has final authority in resolving issues in a civil and efficient manner.

The market manager has the authority to deny any person the privilege of operation at the market that who, in their judgment, is using methods that are detrimental to the market.

The market manager has the authority to remove any person or vendor from the market who violates rules of the market or owners of the property the market operates on.

OPERATIONAL PROCEDURE RULES

Definitions of Terms used in Rules:

Carrying- allowing farmers to sell produce raised by other farmers

Crafts- Non-food items made by vendors, if allowed may be subject to special procedures for selection and approval by board, also referred to as "added value items"

Farm Visits- Process where the market manager visits the vendor's farm to determine whether products sold at the market is "farm raised"

Hold Harmless and Indemnification Clause- Agreement by vendor to financially protect market organizers from liability arising at the market.

Market Manager- Person designated to run the market on a day-to-day basis

Peddlers- Vendors who buy products at wholesale and resell the items at the market

Proof of Insurance- A form a vendor obtains from an insurance carrier indicating the type of insurance coverage and listing the Market as a covered party

Product list- List of products the farmer plans to sell within the best of their ability

Prepared foods- Ready to eat food, such as take away meals and snacks.

Processed foods- Products such as but not limited to Jams, cider, vinegar, popcorn, baked goods.

AFM- Attleboro Farmers Market, Inc

Vendor- a farmer or other person designated by the management as having the right to participate in the market.

RULES :

1. Market Day: Saturday
2. June 15- October 19, 2019
3. Hours of operation 9:00 am-1:00 pm
4. Set up 8 am – 8:59 am, Vendors, Volunteers and Staff Only
5. Breakdown 1:00 pm
6. Tardiness will subject the vendor to loss of assigned spot for the day or suspension from the market for that day. This is at the discretion of the market manager or designated lot coordinator
7. No sales prior to opening of the market, except for manager, board members and amongst vendors prior to opening
8. Seller shall have prices prominently displayed
9. Display sign of sellers name and address
10. Poor Quality, over ripened "2nds" shall be labeled as such.
11. Vendors are responsible for the proper removal of waste from the site. Trash receptacles provided by the market are for patron use.
12. Vendors must comply with all federal, state, county and City laws and regulation and are responsible for obtaining any

form of permission or documentation required by these authorities having jurisdiction.

13. Designated space will be assigned by the vendor coordinator under the direction of the Market Manager
14. Vendors are required to provide their own tables, chairs, tents, umbrellas, scales, merchandising displays, signage, coolers or any other apparatus required to present and sell your products.
15. Canopy weights are MANDATORY. No exception. Umbrellas also require weights. Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the market that day, unless the vendor chooses to take down their canopy and sell without it. Each leg must have no less than 40 pounds anchoring each leg. Please read the canopy weight rules form attached to this document.
16. Designated space will be limited to approximately a 10x10 area and is assessed a single fee.
17. Produce Farmers may have their truck with them at the vending area. All other vendors must discuss vehicle usage in vendor area with market manager and vendor coordinator. Please provide appropriate protection to the ground from dripping fluids from your vehicle.
18. Health Practices must conform to the Federal, State and Local Health Codes. A list of vendors is submitted to the Attleboro Health Department each week on Thursday. It is the vendor's responsibility to assure they are in accordance with all requirements.
19. Please dress in a manner that is acceptable and is appropriate for a family community event.

20. No smoking in any selling space.
21. Payments will be collected as outlined on the application form and payable to Attleboro Farmers Market, Inc.
22. Please truthfully and responsibly advertise your growing methods and provide proof of growing methods to Market Manager upon request.
23. Please report all grievances to the market manager. With the exception of extreme emergencies, grievance assessment will not be given during a market that has already opened for the day. The market manager reserves the right to remove persons or vendors from the market if necessary; however will most likely deal with the grievance at the close of market that day and with consultation of the board.
24. Approved vendors of AFM may use AFM's logo found on the AFM website. Any alteration of the logo must be approved by the board
25. Farm Vendors are subject to farm inspection by the Market Manager and or Board. Farm Vendors are required to conform to the 80/20 rule in which 80% of the produce displayed must be produce by your farm, the remaining 20% maybe produced by other local farms and must be advertised as such.
26. Prepared Food Vendors must obtain proper documents from local authorities, display the documents as required by the local health department. Prepared Food Vendors are subject to inspection by the local health department or designated agent.

27. Added Value Vendors are responsible for any business certificates required by federal, state or local laws and ordinances
28. No peddlers other than by definition stated above are allowed.
29. All vendors are responsible for paying any required local, state or federal sales or business taxes as it pertains to the goods they sell.
30. All authorized vendors participating in the Attleboro Farmers Market hereby agree to indemnify and save Attleboro Farmers Market, Inc harmless from any loss, cost, damage, and other expenses, including attorney's fees, suffered or incurred. Each vendor is required carry his/her own product liability insurance and provide a certificate of insurance to AFM, Inc.
31. No Solicitations without prior authorization
32. Please list the origin of any seafood products.
33. Multi-level Marketing (MLM), also called network marketing or referral marketing for products or services is prohibited

WEATHER GUIDELINES

We take the safety of visitors, volunteers and vendors in the Market seriously, trying to control as much as we can to avoid harmful incidents. However, the weather is one thing out of our [control](#) and, as everyone who lives here knows, it's New England. Weather can change rapidly from a sunny day to a downpour, sometimes with wind and lightning.

If it is raining, bring your umbrella and stroll between the raindrops, the Market will be open! Our produce vendors work rain or shine and so do

we. However, if the rain is coming along with a good dose of thunder and lightning, our first priority is to make sure everyone is safe. If you are planning out your visit and severe weather is in the [forecast](#), make sure to check our Facebook Page and Instagram frequently. We will post any weather announcements there.

If you are in the Market when weather is an issue, please follow these guidelines:

- For the threat of lightning, people in the Market will be directed to their vehicles until 30 minutes have passed lightning/thunder free.
- If more than 60 minutes have passed and the storm continues, or the Market Master can verify an extended storm cell's presence exceeding the remaining open hours of the Market, the Market will be closed for the day.

Hopefully these safety steps will be rarely used. In the event they are, your attention to the guidelines will help get everything into [order](#) quickly, so once the weather passes, we can pick up where we left off.

ATTLEBORO FARMERS MARKET, INC POLICY'S

This section is reserved for future expansion, definition and amendments of the previous section- "OPERATIONAL PROCEDURE RULES", should such definition be required.

Tent, Canopy and Umbrella Weight Requirement

Most accidents at markets involve windblown tents, canopies and umbrellas. We require all vendors to minimize the risk caused by canopies by following rules for canopy safety. Canopy weights must be attached to vendor and market canopies at all times.

All vendors who wish to erect canopies (including umbrellas) at the market, including the set up and break down period, are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the market that day, unless that vendor chooses to take down and stow their canopy and sell without it. Each canopy leg must have no less than 40 lbs (pounds) anchoring each leg.

In certain inclement weather conditions even properly secured canopies can be precarious. If canopies need to be taken down in the middle of market due to inclement weather, vendors should direct customers to move out of the way so they are not injured.

WEIGHTS SHOULD BE SECURED IN A MANNER THAT DOES NOT CREATE ITS OWN SAFETY HAZARD

- Weights should not cause a tripping hazard
- Weights should be tethered with lines that are clearly visible
- Weights should have soft edges to avoid causing cuts and scrapes
- Weights should be securely attached
- Weights should be on the ground (NOT above people's heads)

Canopies are used at markets to shield vendors and their product from sun and rain, but unpredictable winds can come up at any moment creating a safety hazard if the canopy is not properly secured. Sufficiently weighted canopies will have at least 40 pounds per leg. One canopy manufacturer

recommends at least 40 pounds on each corner of a 10×10 tent. 50 pounds should be used for umbrellas. Weights for signs will vary depending on the size of sign.

ALWAYS BE PREPARED

You should always have your canopy secured to the ground. It is not enough to have the tools necessary to secure your canopy on hand if you do not employ them. Strong gusts can come up without warning anywhere, at any time. After your canopy takes flight and causes damage it is too late to decide to secure your canopy. You should assume winds will come. Indeed, they often do.

Always secure canopies. During setup and breakdown periods canopies are vulnerable to wind. Stay alert. During the peak business hours of markets, the mere presence of hundreds of shoppers, along with the tight configuration of all the vendors, creates a disruption in the flow of wind, reducing its force through the market. But at setup and breakdown times, the shoppers are gone, the solid block of vendors is disrupted, and you are at some point in the process of setting up or taking down your canopy. You must be sure to completely secure your canopy as soon as you set it up, and take down your canopy as soon as you remove its weights at the end of the day. Do NOT let yourself be interrupted by ANYTHING in the middle of this process, as a half-secured canopy is as dangerous, if not more dangerous, than an unsecured canopy.

CANOPY WEIGHTS

The safety of farmers market shoppers should be the goal of every market's staff and vendors. In general, outdoor markets are statistically among the safest places in our country. Nevertheless, canopy weights needlessly continue to pose hazards at many farmers markets. Perhaps this is because we are not looking at how we set up our canopies and stalls each day from the perspective of the customer. After all, we are used to being the vendor or manager. But take a minute to really think about it

from the customer's point of view. The average customer is looking at the bountiful tables filled with every sort of fresh fruits and vegetables, processed foods, crafts and so on. In other words, they are looking straight ahead, not down!

Canopy weights should be located on the ground and customers are not looking around them. Thus, if the canopy weights are in the path of the customer, the customer will trip over, kick, or entangle with them. Therefore, we need to anticipate this ahead of time, and place canopy weights carefully, using materials that are least likely to injure.

EXAMPLES OF GOOD CANOPY WEIGHTS

- Filling an empty bucket (2.5 gallon works great) with cement and tying this to each corner of the tent with a rope or bungee. It is NOT sufficient to place the bucket on the feet of the canopy.
- Filling buckets/containers with sand/cement that can be anchored or secured with a rope or bungee; these include canvas bags or plastic buckets/containers that have a handle through which a rope or bungee can be secured.
- Sandbag weights that are specially made for securing canopies and weigh at least 24 pounds. These sandbag weights are vertical and can be strapped the legs of the canopy.
- PVC pipe capped and filled with cement can be hung on the inside of canopy poles as long as it is secured so that it does not collide with customers.
- The best weights are strapped to the bottom of each leg, and then tethered via a bungee to the top corner of the canopy, thus lowering the center of gravity of the canopy. In a strong gust of wind, even canopies secured with enough weight, can be broken if the weights are not suspended from the top corners of the canopy.

EXAMPLES OF BAD CANOPY WEIGHTS

- Gallon water jugs are not heavy enough for large gusts of wind. One gallon of water weights 8 pounds. One gallon of water on each corner would be the equivalent of a 3 year old child trying to hold down a 100 square foot parachute.
- Tying tents, canopies or umbrellas to tables, coolers or vehicles provides tripping hazards and frequently does not provide adequate weight. Vendor safety is just as important as customer safety.
- Sandbags that cannot be placed upright and securely tied to the tent or canopy should not be used.
- In addition to not providing enough grip to prevent a canopy from taking flight in a strong gust of wind, tent stakes are barely visible to shoppers and can cause a serious tripping hazard to an unsuspecting customer.
- Never use cement blocks! They are hard, easy to trip over, and are very effective toe and shin breakers.
- At all costs, avoid stretched out cords and lines. Customers and their children will get them wrapped around their arms or legs, causing them to trip and fall, and perhaps pull over your displays in the process.