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## 1. Definitions

**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.

## **2. History of the 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, Sabrina Maguire, beginning in 2021, 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 #1 Farmers Market and in the top ten nationally.

## **3. Attleboro Farmers Market, Inc (AFM) mission is:**

To be an agriculture and food-based farmers market and to promote the sale of locally grown farm products and to showcase various talents of local residents.

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

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 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.

#### **4. Board Organizational Structure and Functions**

Attleboro Farmers Market is run by a volunteer Board of Directors consisting of: President, Treasurer, Secretary, Market Manager and Vendor Coordinator

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. Board Terms

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.

In the absence of the Market Manager, a board member will be assigned as Temporary Market Manager by the President of the Board. ▪ 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.
- Ensure the market complies with applicable local, state and federal regulations.
- Administering the financial and business affairs of the market.
- Interact with local and state 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 who is using methods that are unsafe or does not agree with the mission statement of the market.

The Market Manager has the authority to remove any person or vendor from the market who violates operational rules of the market.

## **5. Operational Procedures and Rules**

### **Market Information:**

Market Day: Saturdays (20 total)

June 11- October 22, 2022

Hours of operation 9:00am-1:00pm

### **Vendor Rules:**

1. Set up 8:00– 8:59am for Vendors, Volunteers and Staff
2. Breakdown 1:00pm – No vehicles should be moving on the field before 1pm.
3. 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.
4. No sales prior to opening of the market, except for the manager, board members and fellow vendors.
5. Vendors shall have prices prominently displayed for all to view.
6. Vendor's shall display their name and address.
7. If selling seafood, vendors shall list the origin of any seafood products.

8. Vendors shall label poor quality, over ripened “2nds” as such.
9. Vendors are responsible for the proper removal of waste from the site.  
Trash receptacles provided by the market are for patron use only.
10. Vendors must comply with all federal, state, county and City laws and regulations.
11. Vendors must comply with Federal, State and Local Health Codes. A list of vendors is submitted to the Attleboro Health Department Thursday of each week. It is each vendor’s responsibility to ensure they are in accordance with all requirements.
12. Vendors are responsible for obtaining any form of permission or documentation required by these authorities having jurisdiction.
13. 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 produced by their farm and the remaining 20% may be produced by other local farms and advertised as such.
14. 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.
15. All vendors are responsible for paying any required local, state or federal sales or business taxes as it pertains to the goods they sell.
16. 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 to carry their own product liability insurance and provide a certificate of insurance

to AFM, Inc.

17. Added Value Vendors are responsible for any business certificates required by federal, state, or local laws and ordinances.
18. Designated space will be assigned by the Vendor Coordinator under the direction of the Market Manager.
19. Vendors are required to provide their own tables, chairs, tents, umbrellas, scales, merchandising displays, signage, coolers or any other apparatus/materials required to present and sell their products/goods.
20. Canopy weights are MANDATORY for all canopies. 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 continue without it. Each leg must have no less than 30 pounds anchoring each leg. Please read the Canopy Weight Rules section later in this document.
21. Designated space will be limited to approximately a 10x10 area and is assessed as a single fee.
22. If parking on the grass, please provide appropriate protection to the ground from dripping fluids from your vehicle.
23. Vendors shall dress in a manner that is acceptable and is appropriate for a family community event.
24. Smoking is prohibited in any selling space.
25. Payments will be collected as outlined on the application form and payable to Attleboro Farmers Market, Inc.
26. Please truthfully and responsibly advertise your growing methods and provide proof of growing methods to Market Manager upon request.



27. 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.
28. 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 of Directors.
29. Peddlers other than by definition stated above are prohibited.
30. Solicitations without prior authorization from the Market Manager is prohibited.
31. Multi-level Marketing (MLM), also called network marketing or referral marketing for products or services is prohibited.

## **Weather Guidelines**

The safety and well-being of market visitors, volunteers, and vendors is the main priority of the Board of Directors. Although many precautions can be taken, weather is one entity the Board cannot control.

The market will remain open in rain or shine, unless thunder and lightning occur. If you are visiting or selling at the Market when weather becomes questionable, please follow these guidelines:

- When there is a threat of lightning, people in the Market will be directed to return to their vehicles until 30 minutes have passed without thunder and/or lightning.

- If more than 60 minutes have passed and the storm continues, or the Market Manager can verify an extended storm cell's presence exceeding the remaining open hours of the Market, the Market will be closed for the day.

## **6. Attleboro Farmers Market, Inc Policies**

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

### **Canopy Weight Rules**

Tents/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. Most accidents at markets involve windblown tents and canopies.

AFM requires all vendors to minimize the risk of these accidents occurring by following rules for canopy safety. Canopy weights must be attached to vendor and market canopies at all times.

Sufficiently weighted canopies must have at least 30 pounds per leg. One canopy manufacturer recommends at least 30 pounds on each corner of a 10×10 tent. Umbrellas are not permitted. Weights for signs will vary depending on the size of sign.

All vendors who choose to erect tents or canopies at the market, including during the set up and break down periods, are required to have them sufficiently and safely

anchored to the ground from the moment they are opened to the moment they are taken down.

Any vendor who fails to properly anchor his or her tent/canopy will not be allowed to sell at the market that day, unless that vendor chooses to take down and stow their tent and continue to sell without it. Each leg must have no less than 30 lbs (pounds) anchoring it.

In certain inclement weather conditions, even properly secured tents/canopies can be precarious. If items need to be taken down during market operational time due to inclement weather, vendors should direct customers to maintain a safe distance away to avoid injuries.

WEIGHTS SHOULD BE SECURED IN A MANNER THAT DOES NOT CREATE ITS OWN SAFETY HAZARD: Remember, customers are interested in the goods and connecting to their families and friends. By following these rules when securing weights, the customers will remain safe from tripping. 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.

- 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 to tents/canopies
- Weights should be on the ground (NOT above people's heads)

## **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 weighs 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 or canopies 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.