

Hernando Farmers Market Guidelines

The Hernando Farmers Market is sponsored by the City of Hernando to provide local agriculturalists with a retail outlet for their products, to provide the citizens of the area with an opportunity to purchase local farm products while improving the health of the community and grow the local economy through agriculture.

The Hernando Farmers Market consists of three types of vendors: Farm, Cottage Food and Artisan. All vendors are required to submit an application each year. Submitting an application does not guarantee any vendor a space. Applications are managed by market staff via Manage My Market.

Acceptance to the farmers market may be determined by the following: product type and diversity, reservation type and dates requested, prior acceptance and compliance with the Hernando Farmers Market rules and compliance.

Items permitted for Sale: *All items will be sold at the discretion of Market Management.*

A farm vendor is defined as the person who grows and may include the producer's immediate family, partners, and employees.

Cottage food vendor is someone who bakes, cooks, cans, pickles, dries or makes candy and certain **low-risk foods** defined by the cottage food law. In Mississippi, cottage foods must be sold in person directly from the cottage food producer to the end consumers and cannot be sold over the Internet, by mail order, or at wholesale or to a retail establishment; however, this does not prohibit the advertising of cottage food products over the Internet, including through social media. In addition, cottage foods made in Mississippi may be sold only in Mississippi. Cottage foods made in other states may not be sold in Mississippi. For additional information please refer to the cottage food law located on the Hernando Farmers Market website.

Vendors who are approved as a 50/50 vendor or 50% cottage food products and 50% agricultural products must have agricultural products available to sell at each the farmers market to keep their status. The Hernando Farmers Market is an agricultural focused market and we aim to have 50% or more agricultural producers than cottage food and crafters combined.

Organic & Prepared Foods: Growers using the label "organic" in any representation of their product must have a copy of their organic certification on file with market management. If planning to sell prepared foods or certified organic products, a copy of any license or permit is required.

Products to be sold must be approved as listed on the application. Products allowed include: All varieties of locally grown produce, plants, flowers, trees or seedlings, including but not limited to: raw vegetables, fruits, edible plants, eggs, honey, cheese, shelled peas and beans (must be brought to the market cool and kept cool), nuts, herbs, spices, bedding plants, acidified foods, condiments, preserves, jellies, jams, pastries, baked items, spreads, dried/fresh flower arrangements, poultry, fowl, sausages, milk, seafood, meat, and cut firewood. Non-native Mississippi grown plants may be sold as a convenience to market goers.

Farm products requiring refrigeration: Eggs, meat, milk or other products requiring refrigeration and on display outside of refrigeration/cooler CANNOT be sold to customers and a sign must be placed at the display reading, **“For Display Only.”**

Vendors selling products by weight must have certified NTEP scales in accordance with state law. A certification sticker (with current year) must be displayed on the scale. Please contact Mississippi Weights & Measures Division at 601-359-1149 for approving scales for use at the market.

Quality control is one of the most important factors for the Hernando Farmers Market. Routine inspections may be conducted. If your product is found unfit to sell at the market, the market staff may ask you to discontinue sales of the item immediately. Vendors who repeatedly attempt to sell unfit items or produce may be asked to leave the market.

The Hernando Farmers Market staff has the right to physically inspect crops and production areas of Farm/Backyard Garden vendors at any time without advance notice.

The Hernando Farmers Market has a zero-tolerance policy concerning resale. Any vendor found selling products that he/she did not grow or make will be banned from the market.

Non-profits: Non-profit fundraising sales may be permitted by the Market Director at his/her discretion.

Artisan: Crafts are incidental to the purpose of the market, which is primarily an agricultural operation. Not more than 10% of the total number of vendors registered at the market may be craft or artisan vendors. Vendors or members of the vendors’ households must make all the craft items sold at the market.

Crafters may only represent their products and cannot share a booth with farm or cottage food products. Craft vendors are required to upload a copy of their Mississippi sales tax permit designating them as a City of Hernando business. The following crafts are generally permitted at the market: wood carving, weaving, pottery, doilies, wreaths, baskets, candles, soap, lotions, wood planters and arts and crafts related to the kitchen and garden. Other items may be allowed at the discretion of the Market Director.

Local arts and crafts produced by the vendor are permitted for sale at the market. New applicants please upload a few pictures with application. New non-farmer selections will be made on the basis of quality, originality, variety of products at market and market space availability. **Absolutely no resales are permitted. No franchises or independent distributors.**

Services: Services incidental to the making of food or to improve the farmers market may be permitted at the discretion of the Farmers Market Management.

Season and Fees: The market will be held every Saturday rain or shine. In the event of extreme weather market management will communicate changes on the Hernando Farmers Market Facebook page.

Dates: Saturday's, Mid April-October (Except for the A'Fair-May and Water Tower Festival in Sep)

Hours: 8:00 am – 1:00 pm

Stall fee: \$15 for a 10 x 12 space

Week-to-week: \$15.00 per week with payment paid one week in advance to reserve stall space.

Annual Fee: Full season is \$15.00 per space less 15% discount off the total.

Refunds: There are no refunds for no shows.

Hernando Christmas Farmers Market: Second Saturday in November. Christmas Farmers Market requires a separate application. Stall Fees are paid on **ManageMyMarket.com**. There are no cash payments for stall fees.

- First priority for booth space will be given to those who plan to sell each Saturday for the entire market.
- Returning annual vendors may reserve the same booth space from prior year if annual fee is paid by April 1.
- Annual Fee reserves the stall space for the entire season. Vendor is assigned to the interactive map for the entire season.

Vendor Signage:

1. All vendors must have a sign or banner with the name of their business that is visible to the public at their booth.
2. Farmers must prominently and conspicuously display, at the point of purchase, the name and complete business address of the farm where the produce was grown, on a banner, sign or placard and is no smaller than 8 ½" x 11" to meet the requirements of the Food Safety Modernization Act (FSMA).

Vendors should arrive at least 30 minutes prior to opening time.

All vendors must be set up and ready to do business by 8:00 AM. The courthouse square is a public space and spaces CANNOT be held for vendors if they are running late. Many shoppers arrive early to get in and out of the market and may park in your space if you do not arrive early.

Late Fees: **\$15 fee to be collected prior to the next market day** and before the vendor can return to market if the vendor arrives after the stated opening market time. Your booth space will be in jeopardy for that week and you may be asked to occupy an alternative vending space.

Due to the market's liability insurance requirements, vendors will not begin selling until the market officially opens. Please secure tents when windy days are possible and secure extension cords so that they are not a trip hazard.

Early Departure Fee: \$15 fee to be collected prior to the next market day and before the vendor can return to the market if the vendor leaves early. Cottage food and crafters should bring enough product for customers to shop throughout the market day. It is unprofessional and confuses the shoppers when vendors leave prior to closing time. Farmers who sell out of agricultural products prior to the end of the market must notify market management that they have sold out prior to leaving the market. If an extreme circumstance arises that requires the vendor to leave early, the vendor must first consult market management.

Vendors are required to stop selling at the close of the market and have everything loaded for removal one hour after the close of the market. Vendors are responsible for all clean-up of the area they are assigned. The area should be clean and free of all debris, including leftover product and trash.

The Hernando Farmers Market welcomes children under 18-years of age to sell at the market. Vendors with children under the age of 18 must be accompanied by an adult at their stall.

Only "whisper-type" generators are allowed in the market. Market management will determine whether any generator is too loud for use during market hours.

Soliciting of any kind is not allowed during market without prior approval of Market Management. This includes advertising for other events or businesses by anyone not associated with the Hernando Farmers Market.

Gleaning:

Food gleaning at the end of the market is established whereby groups from The Society of Saint Andrews and other non-profit organizations approved by market management, accept and collect donations of food and distribute to people in the community who need it.

Sales Taxes and Permits:

Craft vendors and vendors providing a service are required to upload a copy of their Mississippi sales tax permit designating them as a City of Hernando business. The vendor will be responsible for determining what items are taxable and for collecting their own sales taxes.

Vendors selling food products that are grown, made or processed in Mississippi are exempt from sales tax at this MISSISSIPPI CERTIFIED MARKET. Mississippi Farmers and Cottage Food Vendors do not need to obtain a business permit for selling at the Hernando Farmers Market.

All vendors are responsible for being aware of and abiding by any and all Federal, State and Local laws regulating the sale of his or her product to the general public. **It is the responsibility of each vendor to investigate all governmental regulations applicable to his or her individual product lines and sales endeavors, and to abide by all such regulations.**

Food Handling:

It is the responsibility of each vendor to follow safe food handling procedures in order to assure the public's health, safety and welfare. Each vendor growing or raising food for sale or selling fresh food or food that has been processed must have a **Certificate of Attendance from a Food Safety class given by the DeSoto County Extension Service, ServeSafe or Produce Safety Alliance (PSA) Training** in order to participate in the **Hernando Farmers Market**. The class is held annually in the Spring before the market opens. **Anyone selling acidic canned products must have attended the Acidified Canning class sponsored by MSU (662-469-8480).**

Vendor Conduct:

Vendors shall conduct themselves in a courteous manner. Music, either live or recorded, may not be played at the vendor booths, although the Farmers Market management may provide music, cooking demonstrations and other activities. Yelling, loud profanity, threats, violence, harassment or any other disturbance of the market's peace will not be permitted.

Smoking:

The City of Hernando has adopted a smoking ban ordinance to protect the health and welfare of its citizens; smoking is prohibited in public places and places of employment. **Smoking or using tobacco products in the selling area is not permitted.**

Violations:

Any complaint against any vendors-- whether by a guest of the market or by another vendor--- will be addressed by the Market Management. Decisions made by market management are final.

If the Market Manager determines that a vendor is in violation of any provision that may interfere with the smooth operation of the market, penalties may be applied, including being permanently expelled from the market.

Market Management:

The Market Director's job is to coordinate all of the weekly activities and to implement the market's rules and policies. The Market Director acts as a conduit for information between the vendors, market staff, shoppers, sponsors, and community partners.

The Market Manager will check in with vendors each Saturday to direct new vendors to their stall spaces, check vendor attendance, and work closely with the Market Director to implement market rules and policy.

Conflict/Complaint Resolution:

Any complaints filed with the Hernando Farmers Market staff about producers not following these rules will be investigated. Complaints from other vendors must be in written form and may be left with one of the market managers on-site at market or via email to the Market Director.

If an infraction of these rules and regulations is noted, an oral warning will be given to the vendor in question. The second warning will be written and the infraction must be corrected by the next market attendance or the vendor will not be allowed to return to the market.

Disclaimer:

The market reserves the right to modify these rules and regulations at any time. **The market reserves the right to refuse the application of any vendor at any time and for any reason.**

Agreement to Rules:

The vendor is responsible for reading these rules and signing a statement accepting said rules.

I have read these rules of the Hernando Farmers Market and agree to abide by them or relinquish my right to participate in the Market.