

# Swampscott Farmers' Market

## Market Application & Policies

### Swampscott Farmers' Market - 2019

Location: Swampscott Town Hall, 22 Monument Avenue

Date: June 9th – October, Every Sunday - 10AM-1PM



**Questions?**    **phone:** 781.596.8854  
**email:** [farmersmarket@town.swampscott.ma.us](mailto:farmersmarket@town.swampscott.ma.us)  
**web site:** <http://www.swampscottfarmersmarket.org/> (additional info available here)

#### **PURPOSE**

The mission of the Swampscott Farmers' Market is to provide a venue where local farmers, producers, crafters and artisans can come together to provide a variety of fresh local produce and related products directly to our community members. The Swampscott Farmers' Market aims to preserve and foster the wellbeing of our local agricultural system, protect farm open space from being developed, and to promote and advocate for healthy eating and maintaining a healthy environment while providing a wholesome social experience that helps build our local community.

#### **SEASON**

June through October the Swampscott Farmers' Market 2019 season will operate on the lawn at Town Hall, 22 Monument Avenue. Anyone wishing to set up a booth must submit an application to the Farmers' Market committee as soon as possible. Applications are screened for consistency with the goals of the market as well as available space. For additional information, please contact Danielle Strauss, Swampscott Town Recreation Director, at [dstrauss@town.swampscott.ma.us](mailto:dstrauss@town.swampscott.ma.us).

**INSURANCE:** The Market is covered by liability insurance through the Town of Swampscott. It is required that the farmers and prepared food vendors have their own liability insurance and provide the Town with copies of certificates of insurance indicating that they have sufficient coverage for any potential claims. The Town is not liable for the acts or omissions of any vendor or the sale of any goods at the Market.

#### **PRODUCER PRODUCTS**

Most products sold must be raised, grown, or made by the producer. Our aim is to nurture and support local farmers and ensure the freshest and highest quality foods possible for our customers. Re-sale of any product is generally not allowed, however, if you provide produce from other farms in the New England area please provide name/location. Only what is on the application can be sold at the Market. Any changes must be approved in writing by the Farmers Market Committee or Market Manager.

#### **NON-PRODUCER PRODUCTS**

The Swampscott Farmers Market is first and foremost a place for producers to have the opportunity to sell their products to local customers in accordance with the Market mission statement. The Market may also host non-profit and non-political organizations in accordance to Non-Producer policies.

**NON-PROFIT AND CIVIC GROUPS-** There will be no charge for non-profit and civic groups.

## FEE STRUCTURE

Fees will be collected weekly upon the close of the Market. Fees are only accepted by Check or Credit. No cash allowed. All vendors will be responsible for pay their fee even on slow or rainy days.

10' frontage (equivalent of one tent) – flat rate \$20.00

20' frontage (equivalent of two tents) – flat rate \$40.00

20% discount for full time vendors that pay for the full season by June 1st of the current year.

No refunds for cancelations.

## PRODUCT & SIGNAGE

All vendors **must post prices** for all items. In addition, **farm of origin** must be listed for any produce not grown on the vendor's farm. Vendors may label items organic only if they are certified as organic.

## HEALTH & FOOD - PERMITS

- A copy of their Food Establishment (kitchen) Permit from their hometown
- A copy of their Certified Food Manager's (e.g. "Serv Safe") certificate
- A copy of their allergen video certificate which can be obtained at this web site <http://compuworks.mybookstore.com/catalog/product/view/id/673/s/food-allergen-video-training-and-certification/>

## ATTENDANCE & SETUP

Farms and other weekly vendors are expected to attend every week or as committed per application. **Setup** may start at 8:30am, market staff will be on hand and **MUST** be completed by 9:45am. The market manager and staff will be there to check you in for the opening bell at 10am.

- **Rain or Shine**  
The market will be open rain or shine and only closed in the event that the weather is dangerous. We will be in contact with our vendors in that circumstance to determine a prudent course of action.
- **Start and Stop times**  
The market opens at 10 am; we request that there will be no sales before that time. The Market closes at 1pm at which time all vendors are expected to shut down promptly.
- **Late Arrivals**  
Arriving late will NOT guarantee your existing spot at the market. We will however gladly find a place for you. Please contact the market staff via email as soon as possible to inform us about your late arrival. [farmersmarket@town.swampscott.ma.us](mailto:farmersmarket@town.swampscott.ma.us) and [dstrauss@town.swampscott.ma.us](mailto:dstrauss@town.swampscott.ma.us)
- **No-show policy**  
We require notification by 5:00pm on the Saturday prior to market day if a vendor cannot attend the market. After 2 no-shows without notification we will charge the daily fee for each day missed. Our customers are very vocal when their favorite vendors go missing with no warning and logistically it makes maintaining the market difficult when vendors fail to attend with no warning.
- **Market layout**  
We will attempt to keep vendors in a consistent spot all season. However, due to the varying schedules of some vendors from week to week, special events, and late additions or no-shows we

sometimes need to make last minute changes to the market layout. In these cases, we cannot guarantee a given vendor will be placed in the same location every week.

### **PARKING**

Parking on the lawn is not permitted. Vehicles must be parked in legal parking spaces on the surrounding streets **unless prior arrangements have been made**. Please contact us if you need to park a vehicle on the lawn.

### **NO HAWKING**

Business must be conducted from inside the booth. No farm, non-farm vendor, or educational group may approach attendees outside their booths. Only performers may wander the marketplace.

### **COUPONS**

We recommend that farms/vendors themselves be certified to accept Massachusetts Farmers' Market coupons. Farmers must apply to MA Dept. of Agricultural Resources by mid-May (Only farms may accept Farmers' Market coupons, and only for fresh produce). Senior coupons and WIC vouchers should also be accepted. The market is registered with both programs.

### **UTILITIES**

We will provide a portable restroom; electricity is available only by prior arrangement.

### **OTHER**

The Farmers' Market Committee may sell products to complement the market. We will not compete with market vendors.

Tents & Tables- Weekly and every other week vendors must provide their own tents and tables. The Farmers market will provide tables and tents on a case by case basis to civic groups.

### **CODE OF CONDUCT**

All vendors and volunteers must sign and adhere to the Swampscott Farmers Market Code of Conduct.

### **APPEALS AND GRIEVANCES**

Appeals and grievances must be made in writing to the Farmers Market Committee. The Committee will take no more than 10 days from receipt to make its decision.

### **LEGAL**

Vendors must be in compliance with all local, state & federal laws and regulations.

### **EXCEPTIONS**

The Farmers' Market Committee may make exceptions to any of these policies, but is expected to do so only on rare occasions and with notification to all vendors. Grievances, must be made in writing to the Farmers Market Committee.



## Application SFM 2019 Season

Please mail to: Swampscott Farmers' Market  
Town of Swampscott  
Recreation Department  
Attn: Danielle Strauss  
22 Monument Avenue  
Swampscott, MA 01907

Farmers and Processed Food Vendor please check one:

Full Season \_\_\_\_\_ Part Season \_\_\_\_\_

Dates of attendance if NOT every week \_\_\_\_\_

Season: June 9th – October 27, 2019

Name of Farm, Processed Food Vendor \_\_\_\_\_

Address: \_\_\_\_\_

Home phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Business or Cell phone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_ Web site \_\_\_\_\_

**FEE STRUCTURE - please circle your selected frontage.**

**Payment must be made by check or credit card only. No cash permitted.**

(20% discount for qualified vendors that pay the full season before June 1<sup>st</sup>.)

No refunds for cancellations.

10' frontage (equivalent of one tent) – flat rate \$20.00

*(or full season discount \$336)*

20' frontage (equivalent of two tents) – flat rate \$40.00

*(or full season discount. \$672)*

The standard booth width will be 10 feet wide. Vendors are responsible to bring their own table, tents and weights (mandatory)

Items to be offered (continue on back of sheet if necessary): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



**I have read the Market Policies and code of conduct and agree to abide by them in the spirit of this Farmers' Market and recognize that failure to adhere to them may result in penalties including termination:**

Signature(owner/farm/business/\_\_\_\_\_Date\_\_\_\_\_

## **SWAMPSCOTT Farmers Market Vendor Code of Conduct**

All Swampscott Farmers Market vendors must follow the Code of Conduct:

1. Practice patience and understanding
2. Demonstrate sensitivity to people of all ages, ethnicities and diversities
3. Treat customers with courtesy, respect and honesty
4. Assist other vendors whenever possible
5. Treat market staff, volunteers and other vendors with respect and understanding
6. Notify market manager immediately of any unsafe conditions
7. Resolve conflicts in an unobtrusive and non-confrontational manner
8. Do not treat any person in a manner that is rough, menacing, vulgar, profane or abusive.
9. Practice safe and responsible behaviors at all times, including while driving on and off site, loading and unloading
10. No vendor may be under the influence of illegal drugs or alcohol while participating at the market
11. No smoking or vaping

Cooperation is expected. Members must be willing to follow Market rules and be willing to cooperate with management and other farmers and vendors, many of which may be direct competitors. Any member that does not follow the rules, or who regularly shows an inability or unwillingness to cooperate or is otherwise disruptive to the upbeat activities of the market may be temporarily or permanently evicted from the Market by The Town of Swampscott.

The undersigned acknowledges that you have read and fully understand the Swampscott Farmers' Market Vendor Code of Conduct. I agree to fully read and understand all market/vendor rules and regulations. I understand fully that I will forfeit my right to vendor at the Swampscott Farmers' Market if am found in non-compliance.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent Signature (if under the age of 18)

\_\_\_\_\_  
Date