

Operating Guidelines for the Wendell Farmers' Market

Mission Statement

The Wendell Farmers' Market's primary mission is to encourage, support, and promote the entrepreneurial efforts of local, independent, and small-scale farmers seeking to sell farm products directly to the consumer and operating independently from large corporate or factory farms. Inherent in this mission is serving the community and the consumer who benefit from the availability of these farmers' products. Secondary goals are to educate the consumer about the many benefits to the individual, the community, and the environment of buying locally produced food, and to enhance and enrich the community and culture of Wendell.

Operation

The Wendell Farmers Market is open from 8:30 am to 1:00 pm on Saturdays, April through the Saturday before Thanksgiving in November. (The precise dates may vary slightly each year, depending on other activities downtown and the availability of the space). Exact dates will be posted on the web site of the WCC. The Farmers Market is located at the Women's Club parking lot on S. Cypress Street and Second and Third Streets.

The Wendell Farmers Market will operate in a manner consistent with the spirit of the goals of the Wendell Chamber of Commerce and in cooperation with the downtown community. The WFM ("WFM") will be operated and governed by the Wendell Chamber of Commerce ("WCC") through a board appointed by the WCC. All decisions made by the WCC Farmers Market Board (hereinafter "Board") are deemed final; however, members of the WCC may attend and be heard at the Board's meetings.

Who May Sell

- 1) Only vendors approved by the Board may sell at the market. Vendors will be required to complete an application with applicable fees and submit it to the Board for approval no later than 30 days prior to the vendor's anticipated beginning date.
- 2) Approved vendors are responsible for staffing their booth, stand, or stall at the market. A vendor may arrange for a representative to staff his or her booth.

What May Be Sold

- 3) Only farm products, value-added farm products, and a limited number of certain craft items may be sold. (Permission to sell any product is subject to the market guidelines in addition to any applicable restrictions imposed by law.)

farm products

fresh produce or other freshly harvested plant products, fresh animal products, live plants

Examples: fruits, vegetables, nuts, grains, cut flowers, bedding plants, fresh eggs, wool, honey, meat from farm animals

value-added farm products

edible products made almost entirely from farm products, from the parts of plants or animals raised on the farm, or from the by-products of farm activities

Examples: dried herbs, preserves, jams & jellies, pickles, home-made baked goods

craft items

At the discretion of the Board, and with consideration given to the mission and spirit of the market, the market appearance and atmosphere, and the goals of the Town of Wendell for the downtown community, approved craft items may sold at the WFM. These will be limited to hand-crafted items made by a vendor at home or on the farm. Artwork or craft items produced from local materials, relating to farming, and/or intended to supplement farm income will be given preference by the Board. The approval of craft items for sale at the WFM is recognized as an inherently subjective process, and the Board is entrusted with that responsibility. The Board welcomes input from the general Chamber membership regarding the approval of any application to sell craft items. Artisans producing craft items are encouraged to include information about the sources of their local materials or the history of their craft.

Baked goods

At the discretion of the Board, with consideration given to the mission and spirit of the market, market appearance and atmosphere, approved baked goods made from scratch and using fresh products may be sold. Baked goods must be labeled with a list of ingredients and be dated with the date the product was made.

- 4) Only products listed on the member vendor's approved application may be sold, unless special permission is given by the Board.
- 5) All items for sale at the WFM must have been raised, grown, made, or produced within 75 miles of downtown Wendell.
- 6) All items for sale at the WFM must have been grown or produced by the vendor whose name and address appear on the application form.
- 7) Each vendor will determine his or her own prices. Prices must be clearly marked or posted.
- 8) To safeguard the reputation of the WFM, all member vendors should abide by state and local fire and food safety and health regulations. It is the responsibility of each vendor to be aware of and to maintain compliance with any such regulations that apply to his or her products and maintain proper documentation at their booth.

Finances

- 9) The Board will charge a reasonable fee to cover the costs of services provided to the vendors and customers of the WFM. The fee will be paid to the Wendell Chamber of Commerce on a monthly basis. Funds generated from the fees will be used at the direction of the WCC Board of Directors for such purposes as it deems appropriate.

Use of the Facilities

- 10) Selling spaces will be assigned by the Board in its discretion. The Board will consider safety, customer expectations, pedestrian traffic flow, product presentation and general appearance of the market, vendor commitment, seniority, and vendor preferences in assigning selling spaces. Any disputes will be resolved by the Board. Any vendor whose inventory requires special facilities or care must provide such facilities for its own use. Copies of the guidelines used by the Board to allocate selling spaces are available at the Board meetings and upon request.
- 11) Vendors are required to set up their booths, stands, or stalls by 8:00am. Vendors should have all items removed from the vending area by 2:00 pm. With the exception of vehicles from which the vendors are selling their products, all vehicles must be removed from the market parking lot by 8:00am. Vendors are asked not to park on the street but in spaces reserved for vendors and marked by the Board.
- 12) Each vendor is responsible for providing and securely anchoring tents, tables, canopies, etc. and cleaning up the area around his or her selling space both during and after the market. Use of the market space is a privilege that may be revoked if a vendor fails to keep the area safe and clean.
- 13) Each vendor is responsible for complying with Wake County and Town of Wendell codes regarding fire safety and building permits. A copy of regulations applicable to the use of tents, canopies and other items will be made available to each vendor upon request.

Vendor Participation

- 14) In signing and submitting an application form to the WFM, the individual vendor is making a commitment to sell at the market during the season. Vendors who only intend to sell for part of the season are welcome, but for planning purposes, they must let the Board know in advance when they will not be there.
- 15) Vendors are invited to attend meetings of the Board and may appear and speak at the meetings. Vendors have no voting power unless they have been appointed to the Board by the WCC.

Board of Directors

- 16) A five-member Board of Directors shall be selected by WCC Board of Directors. Any WCC member may nominate him- or herself for a seat on the Board of Directors. The board members are elected for two-year staggered terms beginning November 1st and continuing through October 31st of the year in which that board member's term expires. The first Board will serve with staggered terms of 2 members with one-year term, 2 members with two-year terms and one member with a three-year term. In addition to the appointed and voting Board members, the WCC shall designate a person from the WCC Board to serve as an ex officio member. One Board member will serve as secretary with the responsibility of providing regular written reports of the activities and status of the Wendell Farmers Market to WCC Board of Directors.
- 17) The responsibilities of the Board of Directors include, but are not limited to, approving both vendor applications and items to be sold, appointing a market manager, obtaining publicity and advertising for the market, obtaining required permits for the market, planning special events, managing the

WFM's records and finances, settling disputes among vendors when necessary and appropriate, clarifying both the letter and the spirit of the market guidelines, representing the market in communications with the Town of Wendell and other duties as needed. The Board has some latitude and discretion in exercising its authority in order to fulfill these responsibilities in a manner consistent with the mission and goals of the WCC, the downtown community, and the Town of Wendell.

18) All WFM vendors and WCC Board Members will be given reasonable notice of all planned WFM board meetings.

19) These guidelines may be amended as needed with the approval of a simple majority of the WCC Board of Directors.

Adopted this the 26th day of March, 2009.

Ad Hoc Farmers Market Committee

Marjorie K. Lynch
Carla Hull
Brenda Johnson
David Williams
Camille Simms