



**GUIDELINES FOR ZEBULON FARM FRESH MARKET
2019 Market Season**

ABOUT THE FARMERS' MARKET

The Town of Zebulon was awarded a grant from The John Rex Endowment to provide funding for three years to upstart a farmers' market in Zebulon. In 2017, the Zebulon Town Council voted to appropriate funds to the Zebulon Farm Fresh Market in order to continue the mission started by the John Rex Endowment. The mission of the Zebulon Farm Fresh Market (ZFFM) is for all people in our community to become educated about and benefit of locally grown food. Our aim is to help all socio-economic groups, from the farmers, to the local consumer, to those less fortunate who might need assistance through the local food bank. Therefore, EBT and WIC will be accepted at the ZFFM.

Zebulon Farm Fresh Market Website:

www.townofzebulon.org/services/parks-and-recreation/farm-fresh-market

Zebulon Farm Fresh Market Facebook Page:

www.facebook.com/zebulonfarmfreshmarket/

2019 MARKET SEASON

Saturdays, April 27, 2019 – October 12, 2019

2019 Season Vendor Kickoff Meetings – April 23, 2019 @ 6pm or April 24, 2019 @ 1pm

Holiday Farmers' Market – Dates TBD

HOURS

Set Up: 7:30am – 8:45am

Market Open: 9am – 1pm

Break Down: cannot begin until 1pm

LOCATION

Zebulon Town Hall-Front Lawn

1003 N. Arendell Ave. Zebulon, NC 27597

Application Process

The application process includes the following:

1. Submission of completed application. A completed application includes the signed and dated Liability Waiver. Any required permits or certificates must be submitted with the application in order to be considered.
2. Payment must be included with application.
 - a. Make checks payable to:
Town of Zebulon
 - b. Mail or drop off application and fee to:
Zebulon Parks and Recreation Department
1003 N. Arendell Ave
Zebulon, NC 27597
3. Application review and notification of approval.

Applicants must commit to be at the Market on the days and times specified on the application. Applications are reviewed on a first-come, first-served basis. Application review includes quality of products, uniqueness of product, and consideration to avoid excessive duplication.

FEES & PAYMENTS

10' by 10' vendor booths	Fee
Weekly (25 weeks, every Saturday)	\$100
Bi-weekly (13 weeks, every other Saturday)	\$65
Monthly (once per month)	\$45
Daily (per Saturday)	\$10
Daily (May 4 th & June 15 th)	\$20
Commercial Vendor Daily (per Saturday)	\$25

VENDOR INFORMATION

Growers' Market Vendors:

The Zebulon Farm Fresh Market is a growers' market. Vendors must be the original producer of all items sold. Therefore, all vendors selling products at the ZFFM must grow, produce, create, or add value to the products they sell. Farm visits may be conducted at any time during the market season to verify that vendors are complying with these rules.

Commercial Vendors:

The ZFFM does permit commercial vendors. A commercial vendor will only be allowed to advertise their business. They will not be allowed to sell any products at the Market. The commercial vendor rate is \$25 per Saturday.

EXCEPTIONS TO GROWER'S MARKET RULE

Vendor Partnering:

Vendors may partner with another North Carolina farmer to bring products that otherwise would not be available in our region. Such partnerships must be specified on the application and approved by Town of Zebulon staff. A Market vendor will be limited to only two partnership items. Signage must be provided stating the name and location of the farm that grew/produced the item.

Seafood, Coffee & Bottled Drinks Vendors:

Exceptions will be made to the grower's market rule, regarding the following items; seafood, coffee and bottled drinks. Seafood may be sold at the Market by an approved seafood dealer. All Seafood resold at the Market must be purchased for resale by the dealer from North Carolina-based fishermen or aquaculture operators. Coffee and bottled or can drinks may be sold only if approved by the Market staff.

SPACE RENTAL & ASSIGNMENT

Vendor fees entitle each vendor to a 10 X 10 ft. space. Vendors may rent an additional 10 x10 space for an additional vendor fee. The ZFFM will provide tents. **The vendor must provide tables, chairs, table covering, and vendor signage.** Upon acceptance into the Market, vendors will receive an email or phone call. Location for each vendor will be based upon tenure at the ZFFM and expected attendance. A vendor confirmation packet will be available

the week prior to the Market opening. The packet includes a layout, schedule, unload and breakdown information. Only registered vendors will be permitted to conduct business at the Market. All vendors are expected to participate in the Market for the day's full schedule. No vendor will be permitted to leave early without prior approval. Vendors will not be allowed to park their vehicles in the front circle or the side parking lot of town hall. All vendor must park their cars in the parking lot behind town hall or an adjacent lot during Market hours. Limited use of electricity is available upon request. With the exception of food vendors, generators are not allowed.

CUSTOMERS PAYMENT METHODS

The ZFFM accepts MasterCard, Visa and Snap/EBT cards. Cards are swiped at the ZFFM information booth and customers receive tokens to spend at the Market. EBT tokens are in \$1 increments and credit card tokens are in \$5 increments. All food vendors at the ZFFM must accept EBT tokens as a form of payment for qualifying food items. All vendors must accept credit card tokens as a form of payment for any item sold at the Market. The reimbursement of tokens will be paid monthly by the Town of Zebulon.

INFORMATIONAL SIGNS AND PRODUCT PRICING

Vendors must have an in-depth knowledge of each product. For example, a vendor must be able to inform a consumer on the type of product, when, where and under what conditions it was produced. All products must be of top quality.

The vendor may use any form of signage that is neat and appropriate for the Market. Product information, point of origin, and price must be identified in an attractive manner. (Ex, Sweet Potatoes, Nashville, NC, 2 for \$1). Prices should be fair and there should be no intentional undercutting.

PROFESSIONALISM & HOUSEKEEPING

Vendors (families and staff) must conduct themselves in a courteous and professional manner. Vendors must treat all customers, Market team members, and fellow vendors with respect at all times. No loud or aggressive promotion is permitted. Non-compliance with Market rules will result in loss of vendor privileges. The ZFFM reserves the right to reject a vendor for any reason or to remove any item deemed inappropriate. Security of merchandise is the vendor's responsibility. Vendors must have permits and certifications posted at all times during Market hours. Vendors must keep their area neat, clean and free from debris. Each vendor will be responsible for cleaning up their area at the end of the day. Failure to do so will result in a \$10 fine.

INSURANCE & Liability

Vendors are highly encouraged to have their own liability insurance for products they sell at the ZFFM. By submitting a signed application, you have released the Town of Zebulon of any liability.

ORGANIC GROWERS

All products sold as organic must meet the requirements of the National Organic Program. **A copy of each vendor's certification must be on file with the ZFFM and the vendor must have a copy of the certification on display with them every week at the Market.**

The link to apply as an organic grower is:

www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateA&navID=NationalOrganicProgram&leftNav=NationalOrganicProgram&page=NOPNationalOrganicProgramHome&acct=AMSPW

PERMITS

Vendors wishing to sell non-produce items must apply for and receive registration from the North Carolina Department of Revenue before being approved at the Market. By law, NC regulations specify that managers of "specialty markets," those that have vendors other than produce sellers, must keep a daily list of each vendor onsite. The list must include each vendor's name, permanent address and a copy of the registration. **A copy of each**

vendor's certificate of registration from the North Carolina Department of Revenue must be on file with the ZFFM. The vendor must have a copy of the certification on display with them at the Market every week. More information and the application with the North Carolina Department of Revenue can be found at the link below: www.dornrc.com/taxes/sales/specialty.html

Anyone wishing to sell prepared foods, baked goods, canned goods, meat, poultry, eggs, seafood, or dairy products must meet North Carolina Department of Agriculture regulations. If you do not have the proper inspection, registration, certification, etc. you will not be allowed to sell these products. Approval certification must be in a visible place during the weekly Market.

PREPARED FOODS

All prepared items sold, must meet State and local regulations including inspection of seller's kitchen by North Carolina Department of Agriculture health inspectors and labeled in compliance with regulations. **A copy of each vendor's certification must be on file with the ZFFM and the vendor must have a copy of the certification on display with them every week at the Market.** The link to apply as a home-based food business is: www.ncagr.gov/fooddrug/food/homebiz.htm

BAKED GOODS

All prepared baked goods must meet State and Federal health regulations including the inspection of the seller's kitchen by NCDA health inspectors and labeling in compliance with the regulations. **A copy of the inspection form must be on file with the ZFFM, and the seller must have a copy of the certification on display every week at the Market.** The seller of baked goods may package these items in and NCDA/Health Dept. approved facility.

OR

Sellers of baked goods may store and sell products from clean covered bulk containers. Vendors choosing to sell from bulk containers may remove food from containers using clean tongs or utensils, single use gloves, or single use wax paper sheets. The baked goods should be placed in a single use bag or container and then handed to the customer. Single items may be handed directly to the customer on a sheet of wax paper. Customers will not be allowed to self-serve from bulk containers.

BAKED GOOD LABELING

A label must be affixed to the package of all baked goods. The label must include the name of the product, the name, address of the manufacturer, net weight, and a list of ingredients in descending order of prominence by weight. Information can be found at the link below: www.ncagr.gov/fooddrug/food/homebiz.htm

OR

Baked goods sold in bulk and handed directly to the customer should have ingredient placards post on bulk container for the customers to see. Packaged foods are regulated by the Department of Agriculture and Consumer Services under the provision G,S. 106-121(13a) which defines packaged as any container or wrapping in which any consumer commodity is enclosed in use for delivery or display of that consumer commodity to retail purchasers. Labels are required on self-serve packages set out on display, but are not required when the vendor hands out packages ordered by the customer.

MEAT, POULTRY AND SEAFOOD.

Any farmer who transports or sells meat or poultry products at the Market must register as a meat handler with North Carolina Department of Agriculture and Consumer Services. **A copy of the meat handler certification must be on file with ZFFM and the seller must have a copy with them every week on display at the Market.** The link to apply as a meat handler is: www.ncagr.gov/meatpoultry/meathandlers.htm

Vendors who sell meat, poultry or seafood must comply with State and Federal laws designed to ensure that the meat and poultry products are wholesome and safe for human consumption and properly labeled. All meats being sold must be labeled in compliance with these regulations. Product labels must include name of the product, ingredients, inspection legend, net weight, farm name and address, processors ID and safe handling statement. All required labeling must be done by the processor. The seller is not allowed to change or add any other label to the product that could be viewed as a misrepresentation of the product once it has left the processing facility. Price, UPC codes, farm name and contact information may be added as long as it does not obscure the original label. Meat handlers are not allowed to open and repackage any meat product. The North Carolina Department of Agriculture and Consumer Services strictly monitor and enforce these laws and regulations. All meat and/or poultry, while on premises, shall be stored and displayed under active refrigeration.

MILK AND MILK PRODUCTS

Vendors who sell milk or milk products must comply with State and Federal laws designed to ensure that the milk products are wholesome and safe for human consumption and properly labeled. All milk and milk products must be produced by a Class A dairy. All cheese must be produced by a Class A or Class B dairy.

EGGS

A producer marketing eggs of his own production may not exceed 30 dozen per week. Eggs must be labeled as ungraded. Eggs shall be clean, unbroken and free from foreign odor. Refrigerated eggs must be maintained at a temp of 41° or less but not frozen.

CROSS CONTAMINATION

Vendors are responsible for strictly segregating the foods handled at the Market to ensure there is no cross contamination. Vendors selling meat, poultry, seafood, eggs, compost, ready to eat foods or baked goods must take extra precautions to ensure that cross contamination does not occur. **No ice or water that comes in contact with meat, poultry, fish, seafood, milk, cheese or eggs may be deposited or allowed to drain on the Market premises.**

ARTISANS

North Carolina is full of talented artisans and the ZFFM welcomes a select number of artisans who handcraft their items. Examples of such artisan products include pottery, woodwork, stained glass, all-natural soaps, farm raised spun yarns, and basketry. Handcrafted, uniquely made items constructed with raw materials such as plants, animals, or forest products will be considered. Preference will be given to applicants with locally sourced materials. The item must show evidence of manual skill obtainable only through a significant period of experience and dedication. Market artisans are strongly encouraged and requested to actively demonstrate your handmade craft while participating at the Market. Three photos of such products must be included with a vendor application for review and acceptance by the Zebulon Farm Fresh Market staff. Any product considered objectionable will be removed immediately. The ZFFM reserve the right to remove any item deemed inappropriate.

CONTACT INFO

Market Manager: Maurine Brown
Zebulon Municipal Complex
1003 N. Arendell Ave. Zebulon, NC 27597
919-823-1816
farmersmarket@townofzebulon.org

Market Manager Office Hours:

In Season: Monday & Thursday – 10:30 AM-3:30 PM, Saturday 7:00AM-4:00PM
Off Season: Monday & Wednesday – Friday 10:30 AM-3:30 PM.