



GUIDELINES FOR ZEBULON FARM FRESH MARKET

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 Town of 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 from 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

Zebulon Farm Fresh Market Facebook Page: Zebulon Farm Fresh Market

2018 MARKET SEASON

April 21, 2018 – October 6, 2018

November 17 & 18, 2018 Special Holiday Farmers' Market (optional)

HOURS

Saturday: 9am – 1pm

LOCATION

The ZFFM will be held on the front lawn of the Zebulon Town Hall located on 1003 N. Arendell Ave. Zebulon, NC 27597

FEES

Prices: Weekly - \$100 for 25 weeks (every Saturday)

Bi-Monthly - \$65 for 13 weeks (every other Saturday)

Monthly- \$45 for 7 weeks (once every month)

Guest Vendor - \$10 per space per day (1 - 6 Saturdays a year)

Additional Space – An additional charge for additional space will be determined based on vendor activity in the market.

Make checks payable to: Zebulon Parks and Recreation Department

Mail or drop off application and fee to: Zebulon Town Hall, Parks and Recreation Department, 1003 N. Arendell Ave Zebulon, NC 27597

VENDOR INFORMATION

Applicants must commit to be at the Market on the days specified on the application. **All vendors must grow or make their own products. The Zebulon Farm Fresh Market is a growers' market. Farm visits may be conducted to verify that vendors are complying with these rules.** A few exceptions may be made to these rules, but any deviation must be approved by the market manager and the Zebulon Parks and Recreation staff. Applications are reviewed on a first-come, first-served basis. Application review includes quality and uniqueness of product, spirit of cooperation and consideration to avoid excessive duplication. The ZFFM reserve the right to reject a vendor for admission to the Market for any reason. 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 any vendor or to remove any item deemed inappropriate.

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. New 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.** Under new laws, the market manager must assume responsibility for compliance. More information and the application with the North Carolina Department of Revenue can be found at the link below:

<http://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 at all times during the weekly market.

IDENTIFICATION

Each vendor must identify the product and where each product was grown. The vendor may use any form of signage that is neat and appropriate for the market.

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.

SIGNS AND PRICING

Product information and point of origin must be identified in an attractive manner. (Ex, Sweet Potatoes from Nashville, NC) Prices must be posted at all times in an attractive manner. Prices should be fair and there should be no intentional undercutting.

SPACE RENTAL

Vendor fees entitle each vendor to a 10 X 10 ft. space. Vendors may rent more space for an additional cost. The ZFFM will provide tents. **The vendor must provide tables, table covering, vendor signage and chairs.**

SPACE ASSIGNMENT

Final space assignments for the 2018 season will be made in early April. 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 map, 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.

HOUSEKEEPING

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

Vendors are highly encouraged to have their own liability insurance for products they sell. ZFFM is not responsible if a vendor is sued.

PRODUCT INFORMATION

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 it was produced, where it was produced and under what conditions it was produced. All products must be of top quality.

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:

<http://www.ncagr.gov/fooddrug/food/homebiz.htm>

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:

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

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

All eggs must be produced by the seller. 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 45 or less but not frozen.

MEAT, POULTRY AND SEAFOOD

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.

Any farmer who transports or sell 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:

<http://www.ncagr.gov/meatpoultry/meathandlers.htm>

All meats being sold must comply with all State and Federal regulations and 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 or 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.

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, a list of ingredients in descending order of prominence by weight, the name, address of the manufacturer; and in some cases net weight, quantity and nutritional information. Information can be found at the link below:

<http://www.ncagr.com/fooddrug/food/foodlaw.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 food 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.

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 made 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

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