

## **Norwell Farmers' Market at the South Shore Natural Science Center 2013 Vendor Rules, Policies and Guidelines**

### **MISSION:**

The mission of the Norwell Farmers' Market (NFM) is to provide access to fresh, local seasonal produce, meats, seafood, cheeses, and prepared foods that are locally sourced, for the greater south shore community. The market promotes local food literacy, educates the public on the seasonal availability of fruits and vegetables, and helps consumers to prepare healthy meals, by providing fresh, local ingredients. The market also serves as a meeting place where people with the shared interest of eating locally grown and produced foods.

The Norwell Farmers' Market is held at the South Shore Natural Science Center (SSNSC), a branch of the South Shore YMCA. The mission of SSNSC is to provide natural science experiences that educate, excite, and commit every generation to conserve the environment and to encourage responsible use, stewardship and enjoyment of our natural resources.

### **MARKET OVERVIEW:**

**Location and Times:** The market is held outside at the South Shore Natural Science Center located at 48 Jacobs Lane in Norwell, Sundays from 12 noon to 4:00pm, from June 23 - October 13, 2013; rain or shine (see below for weather exceptions).

#### **Membership Fees:**

Full Member: \$150 for entire season (17 weeks);

Partial Season Member: \$75 for 4 consecutive weeks (seasonal fruits & vegetables);

One Day Member: \$25 per day.

**Management:** Market Manager (MM) Chris Jacobs, South Shore Natural Science Center 781-659-2259 x203, [cjacobs@ssymca.org](mailto:cjacobs@ssymca.org).

### **GENERAL MEMBERSHIP REQUIREMENTS:**

**Norwell Farmers' Market (NFM) members are: farmers, gardeners, hobby growers, herbalists, beekeepers, fishermen, meat and poultry producers, cheese makers, earth based artisans, fine food makers and local food related businesses, and family friendly entertainment.**

**MEMBER SELECTION:** The Market Manager (MM) and Member Selection Team (MST) invite applicants to participate based on common mission goals, available space and the need for a specific product. The team may make membership exceptions for the good of the market. The Market Coordinator (MC) oversees all activities at the market and members agree to comply with MC requests. **NFM membership is an invited privilege and comes with no explicit rights.** Fairness based on adherence to these policies is implicit; failure of a member to meet the expectations of these guidelines will result in loss of membership.

**DISPUTES:** Members are expected to respectfully resolve any minor disputes with one another. Grievances between members that cannot be resolved should be brought to the attention of the MC. *Please be aware that Market set-up is a very busy time. If the dispute is not urgent, please wait until the MC can give you his/her full attention.* Grievances between a member and either the MC or MM will be resolved by the MST.

**PRODUCER ONLY:** ALL farmers and growers will grow and bring to market their own fruits, vegetables, herbs, flowers and plants. Value added farm products must be made from locally grown resources, and must comply with BOH regulations (see below). Exceptions may be made on a case by case basis.

**CARRIED ITEMS:** Vendors are allowed to carry a token number or amount of products that they have not grown, produced or made. All such items must be directly related to the vendor's product line and be proved in advance by the MM or her designee.

**LOCALLY SOURCED ingredients/materials are the foundation for all non-farm memberships.** Local is defined as Massachusetts with special emphasis on southeastern Massachusetts. Exceptions may be made for under-represented New England farm foods. Bakers (no baking mixes, please) and Cooks are encouraged to source their raw ingredients, as available, from NFM farmers. This encourages promotion between members, and draws a direct connection between locally grown and locally produced foods for NFM customers. Members selling value-added products are further expected to provide a list of local sources on their annual application.

**ORGANIC PRODUCE:** Massachusetts law states you may label your produce organic ONLY if you are certified. Organic producers must include Bay State certification with membership application to label items as "organic".

**MEAT PRODUCTS:** All meat products must be from animals raised from weaning by the farmer. Processing must comply with all local and federal health ordinances.

**SEAFOOD:** Seafood that is either fished directly from the water, or purchased at wholesale is permitted, providing that it is sustainably sourced and fished from New England waters. Product must be labeled as to origin.

**NON-FOOD VENDORS:** Non-food memberships are limited, and are subject to a jury review. Memberships will be based on the product's appropriateness and suitability for the NFM.

**INSURANCE:** Members selling prepared foods are required to provide a certificate of liability insurance, (naming SSNSC as insured. The NFM, SSNSC, and SSYMCA will assume no liability for loss or injury caused by products sold by any vendor member.

**SIGNAGE/LABELS:** Each member's space shall be identified with the farm or business name, and all prices clearly marked for each item. Locally sourced ingredients should be highlighted with signage/labels.

**PERMIT AND LICENSE REQUIREMENTS:** All members selling food products and processed food other than farm products (fresh uncut fruit and vegetables, unprocessed honey, maple syrup and farm fresh eggs) must comply with the Massachusetts Department of Public Health Food Protection Program Policies, Procedures and Guidelines as stated in bulletin no. RF-08. (For more information, please use this link.)

<http://www.mass.gov/eohhs/docs/dph/environmental/foodsafety/farmer-market-guidelines.pdf>

Sellers must apply for a Temporary Food Establishment permit from the Norwell Board of Health (BoH) and receive the permit before selling at the Norwell Farmer's Market. All permits must be kept on hand at the market. The Norwell BoH requires Serv Safe and Allergen Awareness Certifications to be submitted with the application. Please contact Brian Flynn at the Norwell Board of Health 781-659-8016.

**SMOKING** is **not** allowed on the grounds of the NFM/ SSNSC.

**ANIMALS, including dogs, are not** allowed on the grounds of the NFM/SSNSC, with the exception of service animals. Anyone bringing an animal to the market will be asked to leave.

**CORN FESTIVAL:** SSNSC's 37<sup>th</sup> Annual Corn Festival is scheduled for Saturday & Sunday, September 21 & 22. Full NFM Members will be permitted to sell on Sunday, September 22 and must be available for the duration of Corn Festival hours (10am – 4pm)

**MARKET DAY REQUIREMENTS:**

**RAIN/SHINE:** member attendance is mandatory, regardless of rain/shine. In the event of hazardous weather, market cancellation notification will be made via email and posted on Facebook. In the rare case of absence, please contact the MM at least two days in advance, so a visiting vendor can fill the spot.

**SCALES:** Must have a current seal from a municipal department of weights and measures.

**TABLES, CHAIRS, TENTS, AND ANCHORS:** are supplied by members. Tents not adequately secured/weighted will need to be taken down. All of your displays must fit within the allotted 10 x 10 space.

**VEHICLES** are allowed during set-up **ONLY** and must be removed from the field prior to the opening of the market.

**TRASH REMOVAL** and single stream recycling is provided. Please place in appropriate dumpsters. NFM strives to be a zero waste farmers' market. Eco-friendly packaging is highly recommended. Composting is available.

**MARKET DAY SET-UP:** Set-up begins at 11:00am.

**SALES:** The market day begins at 12:00 noon. No sales will be made before the start of the market day. Members are expected to stay until 4:00pm even if sold out, and to leave the field in a clean condition at the end of the market.

I have read and understand the Norwell Farmer's Market 2013 Vendor Rules, Policies, and Guidelines. If accepted as a vendor, I agree to adhere to these rules, policies, and guidelines.

Signed: \_\_\_\_\_ representing \_\_\_\_\_ Date: \_\_\_\_\_  
Your Name Business