



A certified GO TEXAN Farmers Market

## 2011-2012 Farmers Market at Imperial Market Rules and Regulations

11-11-11

Dear Vendor:

We couldn't be more pleased with the success of the Farmers Market at Imperial. After getting lots of feedback from the public and vendors, we have made the decision to extend the market year round. There will be four thirteen week seasons in 2011- 2012. Winter: December 17 - February 25 (except 12/24 and 12/31), Spring: March 3- May 26, Summer: June 2 – August 25, Fall: September 1 – November 24.

Our goal is to continue to provide a top-notch location and a well-run, organized market creating a great synergy and a festive atmosphere between our vendors and the community. With first preference given to local farmers and local products, inclusion of value added products, processed foods, prepared foods, artisans and select services will ensure the right mix of vendors for a first class market. To complement the vendors, the market will also feature local chef cooking demos and live entertainment.

Please review the attached rules and regulations. The vendor application is on our website. Any vendor selling a consumable food product MUST complete and return to the Chamber of Commerce a Temporary Food Permit Application for the City of Sugar Land. This permit application is also on the market website. Please be aware that the market covers any permit costs and provides the hand and ware washing stations for the market. However, all other health requirements are the responsibility of the vendor. Applications must be completed and returned to the Fort Bend Chamber of Commerce for consideration in the market.

I look forward to welcoming you to the Farmers Market at Imperial - Sugar Land and Fort Bend County!

Sincerely,

Keri Schmidt  
Fort Bend Chamber of Commerce  
President/CEO

For further information, please visit or contact:

<http://www.imperialsugarland.com/farmersmarket> [imperialfarmersmarket@gmail.com](mailto:imperialfarmersmarket@gmail.com)



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### Introduction and Mission

The Farmers Market at Imperial (the market) is presented by the Fort Bend Chamber of Commerce with the backing of local sponsorships.

Our mission is to serve the Fort Bend community by providing a gathering space to promote locally grown, in season, fresh, produce and products, making economic and educational connections between local farmers, local food based companies and urban residents.

The predominant product emphasis will be on farm products from the region, but the market will also, feature value-added products, processed foods, prepared foods, specialty items and select artisans. The Market Manager has the discretion to determine the optimal mix of vendors at each market.

### Definitions

Daily-fee vendor – any vendor who is permitted to sell at the market and participates in less than a full season paying on a week by week basis

FMI Committee – the market's committee, responsible for setting the policies of the market

Local Product – any product grown, produced or manufactured within 180 miles of Sugar Land

Market Manager – the Farmers Market at Imperial staff member who supervises the operations of the market

Producer – the farmer or grower of any raw agricultural product or the person who produces any value-added, ready to eat, or craft product.

Ready- to eat- product – any food or drink prepared on or off site and sold at the market

Season-fee Vendor – any vendor who is permitted to sell at the market and signs for space for the full season in accordance with the fee structure

Value-added product – a processed agricultural item that is ready for sale at the market, edible or inedible

Vendor – any vendor participating in the market

### Who May Sell/Participate the Market?

1. Participation in the Farmers Market at Imperial is determined by the FMI committee.
2. Farmers, growers and producers of local agricultural products providing:
  - The seller is the producer of local products being offered for sale, from land he owns or rents, with control over the production and harvesting of the products and a financial interest in the products. Family members, employees or designated agents are allowed to sell for the grower, but reselling is prohibited except when approved in advance.
3. Value-added vendors who use agricultural ingredients for processed items providing:



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- All products are produced, baked (in a certified kitchen) or manufactured (with a food manufacturer's license) by the seller. No purchase from other manufacturers for resale is allowed except when approved in advance.
- 4. Artisans and craft vendors with original works providing:
  - All art or crafts offered for sale are produced in whole by the seller. No crafts shall be permitted that are derived from kits and resale is prohibited except when approved in advance.
- 5. Ready-to-eat vendors with prepared food items
- 6. Services as approved by the FMI committee to provide services for the attendees
- 7. Non-Profit groups who provide information and education and are approved by the FMI committee.
- 8. Participating vendors shall allow market representatives to inspect their farm/kitchen/production facility prior to selling and from time to time.
- 9. Participating vendors/services and non-profits must hold all required permits, licenses and insurance policies necessary for their business operation.
- 10. All vendors must comply with all applicable city, county, state and federal resale and health regulations at all times and supply the Market Manager with current copies of applicable permits and licenses.

### What Products Can be Sold?

1. Goods and products offered for sale are expected to be of the highest quality. If, in the opinion of the Market Manager, a vendor offers inferior quality products, the vendor may be asked to withdraw the item(s) or to label and price them accordingly.
2. Agricultural products grown or produced by the seller, including but not limited to:
  - a. vegetables
  - b. fruits, nuts, berries
  - c. ornamental plants and flowers
  - d. eggs
  - e. milk and cheese (cheeses must be made using pasteurized milk)
  - f. meat and poultry
  - g. seafood, wild caught or farm raised
  - h. honey
  - i. edible plants, seeds and plant starts
  - j. fibers, wool, fleece, yarn
  - k. firewood
  - l. other agricultural products
3. Value-added products produced by the seller, including but not limited to:
  - a. prepared foods
  - b. jams, jellies, syrups
  - c. pickles, oils, vinegars, salsas
  - d. spices, seasoning mixes, sauces
  - e. coffee, teas
  - f. soaps, lotions, candles



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- g. baked goods
  - h. dried flowers and arrangements
4. Artwork and crafts must be high quality and original and examples must be available for review and approval by the FMI Committee.
  5. Vendors of other goods and services that may contribute to the mission and success of the market may be permitted at the discretion of the FMI committee.
  6. A product category, once approved by the FMI Committee, will generally be re-approved for the following season provided it is marked properly on the member's application. However, the FMI Committee reserves the right to deny an item or product at their discretion. If a vendor would like to sell products significantly different from their previously approved category, the new products must be approved by the FMI Committee.

## Market Operations

1. The market is located at Imperial Sugar Land 198 Kempner, Sugar Land at northwest of the nearest intersection of Brooks and Kempner Streets in Sugar Land. The market operates during the dates and times specified in the application packet for each year's market.
2. The Market Manager is responsible for the daily operations of the market and enforcing the rules and regulations.
3. Vendors may arrive as early as 6:30 am to begin setup. Vendors selling consumable food products must be in place for inspection by the health department at 8:00 am. Vendors shall not begin to transact business with the general public until the designated market opening time, however vendor to vendor sales are allowed before opening. Vendors must stay through the close of the market and have their market sites dismantled, packed up and cleaned one hour after the market closure. Exceptions will be considered by the Market Manager. *Repeated lateness, absence or early exit may result in the loss of assigned location or removal.*
4. Vendors are required to notify the Market Manager no later than 8:00 AM on market day of their intended absence at the market. Failure to do so will result in forfeiture of stall fee and affect future approvals.
5. Cancellation of the Market or early closure due to dangerous or severe weather conditions shall be at the sole discretion of the Market Manager.
6. A completed application and temporary health permit if applicable **must** be received by the Tuesday prior to the Saturday market.
7. A standard stall at the market is 10 X 10 feet. Expanded spaces are available with assignments made at the discretion of the Market Manager.
8. Vendor stalls are available on a FIRST COME FIRST SERVE basis. While the FMI tries to keep vendors in the same approximate areas from week to week, same stall spaces are not guaranteed. A completed application and Temporary Food Permit from the City of Sugar Land, if applicable, **must** be received by the Tuesday prior to the Saturday market.
9. Artisan and craft vendors may not apply for consecutive markets providing for a week on week off presence at the market.
10. Ready to Eat vendors and Artisan/Craft vendors must pay prior to market attendance with cash, check or credit card. All others may daily at the market with cash or tokens or in advance with cash, check or credit card or daily at the market in cash or tokens.



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11. Each vendor must provide a sign identifying, at a minimum, the name and location of their farm or business. Vendors are responsible for all equipment and supplies for the setup of their booth. Displays must be organized and appealing.
12. Vendors will determine their own pricing.
13. Free samples may be offered to customers provided this is done in a sanitary manner and is in accordance with local Department of Health requirements. Exception to this include fresh fruit and eggs.
14. All vendors must keep their stall in a safe, clean and hazard free condition. At the end of the sale day, the vendor's area must be clean and any refuse taken home by the vendor or disposed of as directed by the Market Manager. Public trash barrels are for customer use only.
15. Vendors are expected to follow the highest business and ethical standards at the market. Each vendor shall remain on his own market space when selling products. Sales should be conducted in an orderly business manner. No shouting, hawking or other objectionable means of soliciting shall be tolerated. Vendors shall exhibit courtesy and cooperation to customers and other vendors. Fraudulent or dishonest practices are prohibited and will be a basis for removal by the Market Manager.
16. Consumer inquiries regarding pesticide and herbicide use and other farm practices must be answered factually without misleading information. The FMI Committee and Market Manager reserve the right to limit vendors' claims regarding farm practices that cannot be verified.
17. Disagreements with customers, fellow vendors and the Market Manager must be handled in a respectful manner so as not to disrupt the market.
18. Illegal discrimination is not permitted at the market.
19. No smoking or illegal drugs are allowed at the market.
20. Individuals working in the place of vendor owner must be informed of all the market rules and regulations and the vendor is responsible for resolving any problems that may occur in their absence. These individuals must demonstrate thorough knowledge of the products they are selling.
21. FMI will sell tokens with a value of \$1 each to market attendees with credit card or check. Vendors shall accept the tokens for sales along with their other means of payment along with their other means of payment. Tokens shall be brought to the information booth at the end of the market and vendors will be given cash in exchange.
22. Vendors are required to submit the provided settlement sheet with a best estimate of gross sales figures for each market day. Settlement sheets should be returned to the Market Manager or left at the information booth. No individual information will be released. These figures will help the market gauge total sales, growth, effectiveness of marketing, etc.

### **Non Compliance and Penalties for Violation of Rules and Regulations**

1. Non-compliance with market rules or a violation that jeopardizes the mission of the market, the health of a customer, vendor or others will result in disciplinary action at the discretion of the Market Manager and may include exclusion from the market for a period of time or termination of the vendor's participation in future markets.



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2. All complaints by vendors need to be submitted to the FMI Committee or the Market Manager in writing. At such time, the Market Manager will review the complaint and address the issue and respond in writing to the parties involved.
3. If a vendor has a complaint which they feel the Market Manager has not sufficiently addressed, they may appeal in writing to the FMI Committee.
4. Minor issues between vendors should be addressed in a respectful manner to work out an agreeable solution.

**The advocate for business excellence in Fort Bend County**