



Farmer's Market Rules and Regulations

UPDATED 2/1/2024

All vendors who wish to participate in the Westhaven Farmers Market must agree to follow the rules and regulations of the WFM. These rules are enforceable and mandatory; they are not advisory. The Board of the Wilco Events, who oversees the WFM, reserves the right to deny the application of any vendor for any reason unrelated to race, gender, religion, national origin or sexual orientation. As rules and regulations evolve, every effort will be made to provide notice of changes to existing vendors.

Market Manager Authority to Set Hours

The Market Manager has the authority to change the market hours at any time. The Market will be held rain or shine. In the event of closure due to severe weather, the market manager will call or text you. Please make sure a valid cell number is included on your application.

Market Opening and Closing

Vendors should be set up by 15 minutes before the start of market. If you are not set up by 4pm, a \$10 late set fee will be added to your booth fee. The WFM does a Facebook Live video starting at 3:50 to showcase the market, its vendors and their goods. It's extremely important that vendors are there and set up to be featured.

Each vendor is required to stop selling at the close of the market and have everything loaded for removal one hour after the close of the market.

Each vendor must leave his or her selling area clean and in orderly condition. All refuse and unsold goods must be removed from the market area by the vendor. All boxes and trash from each vendor must be removed and transported by the vendor. Onsite trash disposal is not provided. Vendors will be assessed a fee (\$100-\$5,000) for cleanup if the market has to clean up after you.

In general, vendors are **required** to stay until the market closes even if they have sold all of their goods. The Market Organizer must approve exceptions to this policy in advance.

A Market representative is responsible for officially opening and closing the market each day.

Fees/Sales Reporting

Farm Spread will be used for all sales reporting and fees. The booth fee is \$10 per market for each booth space the vendor uses. An additional fee is assessed based on the vendor's total GROSS sales for that market day. (Sliding scale available on the Vendor App). You must disclose your total gross sales for the market day. The booth fee and sales fee are due at the end of that market day. No exceptions.

Vendors who report sales of \$50 or less for 3 markets will be put on probation. The vendor will need to attend a review of their business, product, marketing and set up with the WFM management team. Our goal at the Westhaven Farmers Market is for our vendors to be as successful as possible.

Booths/Facilities

Outside booth space is based on a standard 10x10 pop-up tent.

Vendors who are going to miss a particular market day(s), the vendor must notify the Market Manager before Sunday at midnight. Notice after midnight Sunday before a market will be charged a Late Cancel Fee of \$20. Vendors will be charged a \$50 fee to re-enter the market if they miss a market date without any notice. Vendors who continually miss the market will forfeit their rights to their booth space.

Vendors must supply their own tables, chairs, etc.

Each vendor must have adequate weights/tent stakes on their tents for the safety of all persons in the market. If the Market Manager finds your tent without weights, you may be asked to take your tent down for the remainder of the market.

All vendors must have a tabletop sign or banner clearly showing their name and location.

Nothing, including signage, will be allowed to extend outside the designated booth space dimensions.

Vendors are responsible for any costs associated with damage to the park. A WFM representative should be notified immediately. The WFM will work with the Westhaven Foundation and HOA if there will be any charges for the damages.

Sanitation

All vendors must adhere to sanitary procedures for selling produce and value-added items. All vendors must dress appropriately. Shoes and shirts are required.

Vendors who provide samples and/or products that will result in waste material, such as cups, rinds, and corn cobs, must provide containers for waste disposal.

Prohibited Items

Smoking and alcoholic beverages are not allowed in the market.

Children

Vendors who choose to bring children to the market are asked to ensure that the conduct of the minors is appropriate and not disruptive to customers or other vendors.

Pets

Pets are not allowed in the market by vendors or customers. Only Service animals are permitted.

Pricing

Pricing of goods sold at the market is the sole responsibility of the individual vendor.

Fraudulent, dishonest, or deceptive merchandising or collusion to set prices among vendors may be grounds for forfeiture of the right to do business at the market.

ALLOWED VENDORS AND PRODUCTS

Market Manager's Discretion

Acceptance of vendors will be at the discretion of the Market Manager. Acceptance is based on quality of the product(s) and the relevance of the product(s) to the overall diversification and mission of the Market.

Producers Only

Only producers may sell at the market. Farmers who wish to sell at this market must submit an application to the Market Manager that certifies that they grow their own produce and/or proteins or make their value-added product. Each vendor in the market must be directly involved with and knowledgeable about the production of the produce or products being sold at the market.

A producer is defined as the person who grows or makes the product. This may include the producer's immediate family, partners, employees, or a local cooperative. Any false representation of a product will be grounds for expulsion from the market. The producer's name must be clearly displayed in each booth.

Locally Produced

All produce and protein sold must be locally grown. Locally grown means that the product must have been grown/raised within a 150-mile radius of Williamson County, TN or within the State of Tennessee. Allegations of sidestepping this regulation will be vigorously investigated and may result in expulsion from the market.

Live Animals

The sale of live animals is not allowed in the market.

Farmer Value-Added Products

Farmers may sell any farm products, including value-added products. At least one ingredient or material in any value-added goods sold in a farm vendor's booth must have been grown on the producer's farm.

Non-Farm Vendors

Non-farm vendors must also prepare an application for the Market Manager along with a sample or photos of the product(s) they wish to sell. Non-Farm vendors must make the product they wish to sell. Selections will be made on the basis of quality, originality, and space availability. The Market Manager must prescreen all items during scheduled screening days only. Priority will be given to farm vendors at a ratio determined by the Market Manager.

Ambush Marketing

Ambush marketing is not allowed at the market. No one will be permitted to hand out promotional materials unless they are a named sponsor with a booth at that particular market day.

INSPECTION OF VENDORS

Market Manager Inspections

No wholesale brokers will be allowed. All market vendors should prepare for a site visit by the Market Manager during the growing season. Failure to allow a site-visit once given reasonable notice may be grounds to revoke your right to vend.

HEALTH AND SAFETY REGULATIONS

It is the responsibility of each vendor to abide by all state and federal regulations which govern the sampling, production, labeling, or safety of the product the vendor offers for sale at the market. Failure to comply may result in forfeiture of the vendor's booth. If you have any questions on this matter, please speak with the Market Manager, the Tennessee Department of Agriculture Regulatory Services, or the Williamson County Health Department.

All processed foods must comply with all applicable state and federal health and safety regulations. A copy of the commercial kitchen certificate or domestic kitchen certificate must be displayed in the booth at all times. Proper labeling must be used as defined by the proper authority. Documentation of certified scales must be displayed in the booth. Proper labeling pertaining to organically grown produce must be displayed.

Insurance

All vendors must provide proof of General Liability coverage at a minimum of \$1,000,000. A current Certificate of Insurance must remain on file with the market. Wilco Events PO Box 153, Nolensville, TN 37135 must be added as an additional insured and noted in the additional remarks on the COI.

Market Management

The Market Manager's job is to coordinate all of the weekly activities and to implement the market's policies. The Market Manager also acts as a conduit of information between the vendors, customers, community partners, and the governing body. The Market Manager has complete authority to interpret and implement policies at the market site.

Quality control is one of the most important factors at the market. Routine inspections may be conducted. If your product is found unfit to sell at the market, the Market Manager may ask you to discontinue sales of this item immediately. Vendors who repeatedly attempt to sell unfit items or produce may be asked to leave the market.

Grievance Policy

Any vendor or customer with complaints regarding policy or implantation of policy can request a meeting with the Market Manager and will be contacted in a timely manner to schedule a meeting.

Vendor Code of Conduct

WFM Vendors are required to conduct themselves at all times in a manner that befits their status as vendors of the Westhaven Farmers Market. Moreover, their conduct should not bring the market into disrepute.

It is essential that vendors act with honesty and propriety. Their duties should be carried out in a manner that preserves and enhances public confidence in their integrity and the integrity of the market.

As a community organization, the Market places great value on the varied cultures, beliefs, and backgrounds of its board members, vendors, staff and customers. Courtesy, respect, and tolerance are expected in all our dealings with our customers, board members, market staff and fellow vendors.

Vendors (and their representatives) agree to:

- Practice patience and understanding
- Demonstrate sensitivity to people of all ages, ethnicities and diversities
- Treat customers with courtesy, respect and honesty

- Assist other vendors whenever possible
- Treat market staff, volunteers and other vendors with respect and understanding
- No use of abusive or threatening language, circulation of rumors, or file false or frivolous reports that affect the reputation, integrity, or smooth operation of the market.
- Notify market manager immediately of any unsafe conditions
- Resolve conflicts in an unobtrusive manner
- Do not bring dogs or other animals to the market
- Practice safe behaviors at all times, including while driving on and off site, loading and unloading
- All products offered for sale must be safe, have a decent life expectancy and exhibit quality of construction.

Compliance

All complaints must be addressed in writing to the Market Manager.

Complaints against another vendor must be accompanied by a \$50 “good faith” check. The Market Manager will then conduct an investigation and/or farm inspection against the accused vendor. If the complaint is found to be valid, the \$50 “good faith” check will be returned. If the complaint is found to be unfounded, the check will be forfeited and deposited in the market’s general funds with a letter of explanation sent to the complainant.

All other complaints will be reviewed by the Market Manager in an attempt to resolve the issue. If the manager is unable to resolve the complaint, then a written follow-up may be made to the market’s governing body. The governing body will address the complaint at the next regularly scheduled meeting. If the complaint is of an immediate nature, the Market Manager may ask for a special convening of the market’s governing body to address the complaint. The decisions of the governing body are final.

The submission of an application for admission to the market serves as the vendor’s agreement to abide by the rules of the market as established by the market’s governing body and enforced by the Market Manager. Violations of the rules of the market may be grounds for warnings, dismissal from the market, or both.

- The first violation of the rules will result in a verbal warning by the Market Manager. Documentation of the warning will be kept on file by the Market Manager.

- The second violation of the rules will result in a written warning, given by the Market Manager. A copy of the letter will be kept on file by the Market Manager, along with any documentation of the violation.
- The third violation of the rules will result in dismissal from the market.

At the discretion of the Market Manager, when a violation occurs that jeopardizes the health of a customer, another vendor, market management, or the overall health of the market, the manager may convene the market's governing body to request a suspension of the compliance procedure and call for immediate dismissal from the market. The decision of the governing body is final.