



DOWNTOWN ORANGEBURG FARMERS' MARKET VENDOR HANDBOOK

As of March 26, 2017

ORANGEBURG DOWNTOWN FARMERS' MARKET VENDOR HANDBOOK

As of March 26, 2017

The Orangeburg Downtown Farmers' Market is primarily a farmer and grower market that meets the needs of the community. The Farmers' Market operates under the direction of the Downtown Orangeburg Revitalization Association. DORA is the lead agency for the Farmers' Market and handles all operations of the Farmers' Market with support from project partners including the City of Orangeburg, 1890 Extension, Clemson Extension and others. Market rules and regulations have been established to provide regulations specific to the Market and are subject to change. The rules and regulations are mandatory for all Farmers, growers, crafters and vendors (herein called "Producer-vendors") and are part of the participation agreement. Participation in the Market can be revoked in accordance with the Program Rule Violations section. (Please read this summary carefully before signing the Participation Agreement.)

Market Rules for Orangeburg Downtown Farmers' Market

- A. Mission: To provide a venue where local Farmers, producers, crafters, and artisans come together to offer a variety of fresh local produce and locally crafted products directly to the consumer. The Orangeburg Downtown Farmers' Market encourages direct communication between consumers and growers and fosters social gathering and community building.
- B. Dates of market: The Orangeburg Downtown Farmers' Market will open for seasonal operation in May and run through August 2017.
- C. Times for market sales: The Market will open each Tuesday at 3:30 pm and close at 6:00 pm unless otherwise determined by the Market Manager or Advisory Board. Vendors must arrive in time to be ready to sell at the official opening time. Approved vendors may set up after 2:30 p.m. and shall be completed by 3:15 p.m. Hours of operations: One hour prior to start of market - vendors arrive & set up, no earlier 30 minutes prior to start of market - all vehicles must be off site, no exceptions.

3:30 pm – Orangeburg Downtown Farmers Market opens.

6:00 pm – Orangeburg Downtown Farmers Market closes 10 minutes after closing time – vendor vehicles may return to event site for loading once approved by on-site Department of Public Safety officers.
- D. Spaces: The Market Manager will assign locations. Space preference will

be on a first come basis. The Farmers' Market will provide spaces to participants as long as they are available. Priority may be given to vendors that commit to the entire season. Spaces must remain clean and barrier free. Littering is prohibited. All refuse should be taken with you or disposed of in the proper containers provided by the Farmers' Market. There could be a penalty for failure to dispose of refuse properly. Each vendor is entitled to 10 feet of frontage space. Vendors must keep merchandise and tables neatly within the designated stall space unless authorized by Market Staff. Vendors are responsible for keeping their own spaces clean and attractive during and after the Market. The standard set up includes a 10x10 tent and one six-foot table. Please be aware that the tent is meant to assist in shading from the sun from you and your products – not protection from the rain. If you have an item that is easily damaged by rain, please make the appropriate arrangements before attending on weeks when rain is forecasted. Please come prepared with your own site supplies such as additional tables, chairs, etc.

- E. Vendor attendance/Late arrival: Vendors must notify the Market Manager (Ali Weathers 843-532-4544) 24 hours in advance if they are unable to attend any Market for any reason. This is to allow for ease of vendor placement. In emergency situations (such as illness, death, or vehicle problems) vendors should contact the Market Manager via telephone. When the Market Manager gives approval to open the market, vendors must be at their tables prepared to sell, so as to prevent disruptive behavior such as carrying of products across the Market or moving vehicles during times customers are present.
- F. Cancellation of the Farmers' Market: The Farmers' Market Manager will cancel the Market in the event of heavy rainfall, thunderstorms, hurricane or tornado warnings. If the Market is cancelled, a message will be on the manager's voicemail indicating such by 1 pm the day of the Market.
- G. Producer-Only rules and exceptions: The goal of the Farmers' Market is to support local agriculture in Orangeburg County. As such, all products displayed should be produced by the producer-vendor who sells them. A producer-vendor may be a sole proprietorship, partnership, cooperative or corporation. Exceptions can be made to the local producer rule on a case-by-case basis for products that are not available within the local area. These cases must be brought to the Market Manager in the vendor's application.

“Local” in this case means within a one hundred (100) air mile radius of Orangeburg, SC, with preference given to producer-vendors closest to Orangeburg County.

“Vendor” may be the actual producing individual, an immediate family member, another producer member, staff or employee of the producing individual’s farm.

H. Allowable products: Producer-vendors shall submit a product plan with their application at the beginning of each season, indicating the crops and products they plan to sell at the Market.

The desired ratio of vendors is as follows:

- 50% - farmer/grower
- 30% - processor/commercial
- 20% - crafter

Products should fall into one or more of the following categories:

1. Vegetables/Fruits/Herbs grown by the farmer/grower, including mushrooms. No more than 50% of a vendor’s total product mix should come from another “local” farm. The same applies to dried fruits and vegetables. Please see Item M for the 50% rule.
2. Food concession vendor is a person who sells food that is freshly made and available for consumption on-site. Vendors must meet all SCDHEC regulations.
3. Cut flowers, which were grown on the grower’s own farm or greenhouse.
4. Jams, honey, maple syrup, and other value-added products which are freshly made from scratch by the vendor (not using store-bought mixes), using seasonal ingredients from their farm or another “local” farm. Processing must comply with local and state health codes. (See note at the end of rule number 5.) Sauces, salsas, canned vegetables and fruits must be processed by a licensed processing facility. Cider or other juices must be produced from the producer-vendor’s own

fruits or that of other "local" producers, but may be processed off-farm. Vendors should be prepared to provide the Market Manager with the name and contact information of the processing facility when asked. Must come from a SCDA or SCDHEC permitted facility.

5. Fresh baked goods from scratch (not store bought mixes). Eggs, fruit, herbs, vegetables, or meat used as ingredients in the baked goods are encouraged to be grown by the producer or purchased from a "local" grower. Baked good vendors must register with the South Carolina Department of Agriculture.

6. Soaps/Candles/Body Care products, which are hand-crafted using seasonal ingredients from their farm or another "local" farm. Any herbs (or their essential oils), milk, honey, or other natural products included in the products should be grown by the producer vendor or purchased directly from another "local" producer. Candles and soaps should be naturally-based from a product grown in the "local" area (milk, honey, etc., NOT soy or other product of unknown origin).

7. Woodcrafts (including birdhouses, arbors, planters, or other garden accessories), which are handcrafted by the vendor.

8. Wools and pelts/fleeces which are from the farmer's own animals. Wool and yarn should be spun by the producer-vendor. Carding, cleaning, and processing of pelts may be done off-farm, but the vendor should be prepared to provide the Market Manager with the name and contact information of the facility when asked.

9. Potted plants, shrubs, or annual bedding plants which are raised from seed or cuttings, NOT purchased plugs that are repotted for re-sale.

10. Artisan Crafts produced by vendors with their own hands. A majority of the tools and equipment used by the crafter to produce their products must require skill, person handling and/or guidance by the crafter. *No commercial items, no imported items, no manufactured items, and no second hand items may be resold by crafters.*

Acceptable items include: herbal products, garden art and furniture, pottery, candles, botanical and floral products, abused metal work, wrought iron garden art, and crafts made from agricultural materials such as goats' milk, eggs, and beeswax. Items such as photographs, paintings, etc. will be considered on an individual basis with regards to subject matter and space availability.

Items must be original, unique, actual work of the crafts person, family member or partner. All products must be high quality, safe and an enhancement to the Market. All products must be pre-approved by the Market committee. No imports, novelties, franchise products or items made from craft kits may be sold at the Market.

Other farm-related products not listed here, may be sold through a provisional arrangement. Permission to sell a product not included in the above listed items should be requested from the Market Manager prior to sale at the Market.

I. Vendor membership: Eligible producer-vendors must sign a Participant Agreement and abide by the rules and regulations. Eligible producers must sign a crop plan indicating where the crops are being grown and listing of crops being grown and intended to be sold at the Farmers' Market. For a new season, previous full-time vendor members in good standing will receive first priority, followed by late joiners in good standing, then by applicants in the chronological order of their application. The Market Manager and/or Board of Directors reserve the right to refuse Market participation to any applicant.

Submitting false information on a crop plan or participation agreement may result in immediate expulsion from the market.

J. Vendor Membership Fees: Vendor fee for Farmers' Market is \$5.00/week and should be submitted to the Manager on site prior to the start of sales. Vendor fees are non-refundable.

K. Insurance: The Farmers' Market does not carry insurance to cover the individual Market Participants. The Market Participants are responsible for their own personal, general and product liability insurance.

L. External regulations: Vendors are responsible for compliance with applicable city, county, state and federal regulations and supplying the Market Manager with proof of such. Regulations such as (but not limited to):

1. Agricultural business license.
2. Approval seal on weighing devices granted by the SC Department of Agriculture.
3. State sales tax collected as required.
4. Organic certification on claimed products as required.

5. Food safety, sanitation, health permits and labeling issues that apply to the item (SCDHEC).
6. State inspection of nursery stock required for selling whole plants for replanting (packs or pots).

M. Fifty Percent Rule: Farmers/growers must grow fifty percent of the items for sale under your tent or in your space. Produce you purchase from another source, even another farm, shall not be considered part of 50% (e.g. if you harvest and sell 4 items, you can sell 4 purchased items.)

N. Market signage:

- a. Producer-vendors will display a sign identifying the name and location of their farm or business. The Downtown Orangeburg Farmers' Market will provide this sign.
- b. Producer-vendors agree to display notices adjacent to purchased produce. This sign will be displayed so that customers can easily see it. Information to include on the sign will be: name of item, the words "purchased from" and location.
- c. Producer-vendors who only sell what they grow may display a sign indicating to the public that all items you sell are grown by you.
- d. Producer-vendors listing "organic" produce, or calling their produce "organic," must display a sign giving their organic grower's certification and their certifier's organization, unless exempt from certification. Proof of exemption from organic certification should be available for the Market Manager's inspection if so requested.
- e. Producer-vendors should clearly separate and label organic and non-organic produce in the same display.
- f. All items must be priced with Market approved signage. A product price signage template will be available if needed.
- g. Signs must be posted before sales begin. All signs, with the exception of the sign identifying the name and location of the farm/business, and will not be provided by the Downtown Orangeburg Farmers' Market.

O. Local Season Rule:

1. If an item has come into season locally (grown within the boundaries of the Orangeburg/Calhoun/Bamberg County region that is produced on a commercial basis) then it can no longer be purchased by a vendor and resold at the Market. The Market

Manager has the authority to remove questionable items. This rule remains in effect until it is determined that the season is over in the local area. Additional farm checks can result if an item is questioned.

2. Farmers and growers are encouraged to notify the manager as soon as an item can be harvested locally. The Farmers' Market Manager, the 1890 Extension Service and the Clemson Extension Service will make final determination in any controversy.

P. Organic Produce: Organic growers must show proof of certification from a recognized certifying group such as CFSA or OCIA. All growers must show proof of certification of the operation to the Market Manager within 30 days from the start of the Market. Failure to show certification will result in suspension from the Market.

Q. Food Vendors: The following rules apply to food vendors participating in the Farmers' Market.

1. Food vendors must have a current application that has approved by the SC Department of Health and Environmental Control (DHEC) and food items prepared for sales must have been prepared in a DHEC approved kitchen. The vendor must provide a recent copy of their DHEC inspection report to the Market Manager prior to Market participation.
2. Food service vendors must meet all criteria of DHEC. A brochure is available by calling DHEC in Orangeburg at 803-435-2592.
3. Production of home canned foods, i.e. pickles, chow-chow, jams, jellies, and honey must carry a label of DHEC approval: name of product, net weight (or count), ingredients in order of predominance and the preparer's name and address.
4. Compliance with the Health Department and Department of Agriculture is the sole responsibility of the vendor and must be evident on food products sold. Baker and or vendor assume all liability.
5. The Market Advisory Board reserves the right to amend or suspend any of the above rules with the exception of those specified by DHEC/SC Department of Agriculture regulations.

R. Market behavior: Producer-vendors are independent entrepreneurs with a

common stake in creating a vibrant marketplace. Producer-vendors are asked to follow the Farmers' Market Code of Conduct.

1. Abusive, profane, threatening, or harassing language or actions towards Market Staff, Farmers' Market Advisory Board Members and other Market Participants and the Market customers will not be tolerated.
2. Individuals knowledgeable of the items for sale must be working at each producer-vendors space.
3. Children under the age of 14 will not be allowed to sell unless an adult who is knowledgeable of the items accompanies them.
4. Producer-vendors will be dressed appropriately for working with the public.
5. Fraudulent, dishonest, or deceptive merchandising will be punishable pursuant to the Violation of Market Rules.
6. False packs and incorporating the exposure of the best products at the top of a package with inferior product packed below will be considered fraudulent and punishable pursuant to the Violation of the Market Rules section of this summary.
7. Pets will NOT be permitted in the Market area.
8. Solicitation for products, services, or charitable contributions, not specifically addressed as a market commodity, or by vendors other than market vendors, will not be permitted, except with special permission granted by the Orangeburg Downtown Farmers' Market.
9. Children under the age of 6 shall not be permitted in the Market area unless accompanied by a responsible adult.
10. All producer-vendors will be responsible for the action of their employees and/or agents.
11. Possession of firearms, fireworks, gambling, use of alcohol or drugs, or disorderly conduct by a Market participant or his/her employees or agents shall constitute a Violation of Market Rules.
12. The selling of live animals (i.e. livestock, domesticated animals) including

pets is not allowed.

S. Violation of Market Rules: Any violation of Market Rules, the laws of the State of South Carolina, or the laws of the City of Orangeburg may result in the following disciplinary action.

1. First offense is a verbal warning from the Orangeburg Downtown Farmers' Market Manager.
2. Second offense is a \$25 fine.
3. Third offense is a one-week suspension from the Market.
4. Fourth offense is expulsion from the Market for the remainder of the season. The Orangeburg Downtown Farmers' Market Advisory Committee automatically reviews expulsions. Their decisions are final.

T. Clean up: Producer-vendors must clean up the area around their vehicles and/or sales area before leaving. Spaces must remain clean and barrier free. Littering is prohibited. All refuse should be taken with you or disposed of in the proper containers provided by the Farmers' Market. There could be a penalty for failure to dispose of refuse properly.

U. Products Not Accepted: The Farmers' Market is committed to showcasing locally grown produce and high quality crafts designed and made by local artisans. With this in mind the Farmers' Market will not accept the following items at the market:

1. Nationally distributed packaged foods including sodas, water, sports drinks, fruit juices, alcohol of any kind, and canned and bottled beverages or any kind
2. Energy drinks
3. Commercial items
4. Vendors cannot be a part of a national franchise, or corporate chain
The Market Manager has the final say in determining if an item is not acceptable for sale at the Farmers' Market.

V. Educational and community activities: One space will be made available free of charge for educational activities relating to sustainable agriculture and for non-profit community groups. This space will be made available on a first-come, first-served basis, but must be approved and booked by

the Market Manager in advance. These featured groups will be asked to help set up and take down, tents, tables and chairs for the market in return.

W. Hold Harmless Clause:

I HEREBY AGREE TO INDEMNIFY AND HOLD HARMLESS THE ORANGEBURG DOWNTOWN FARMERS' MARKET, ITS EMPLOYEES, OFFICERS, AGENTS AND/OR CONTRACTORS FOR AND AGAINST ANY AND ALL DAMAGES, LOSSES, SUITS, LIABILITY AND/OR CAUSES OF ACTION RESULTING FROM PROPERTY DAMAGE, AND/OR FROM PERSONAL INJURY, INCLUDING DEATH, OF MYSELF ARISING OUT OF OR IN ANY WAY CONNECTED WITH OUR PARTICIPATION IN THE ORANGEBURG DOWNTOWN FARMERS' MARKET, EXCEPT TO THE EXTENT THAT SUCH DAMAGE OR INJURY IS CAUSED BY THE GROSS NEGLIGENCE OR WILLFUL MISCONDUCT OF THE ORANGEBURG DOWNTOWN FARMERS' MARKET, AND COVENANT NOT TO SUE OR TAKE ACTION AGAINST THE CITY OF ORANGEBURG, ITS EMPLOYEES, OFFICERS, AGENTS AND/OR CONTRACTORS EXCEPT AS SET OUT HEREIN. I FURTHER PERMIT THE ORANGEBURG DOWNTOWN FARMERS' MARKET TO USE PHOTOGRAPHS OF ME FOR MARKET PUBLICITY.

ALL VENDORS PARTICIPATING IN THE ORANGEBURG DOWNTOWN FARMERS' MARKET MUST ABIDE BY THESE RULES. THE ORANGEBURG DOWNTOWN FARMERS' MARKET OR THEIR REGISTERED AGENT SHALL ENFORCE ALL RULES AND REGULATIONS. PERMITS TO PARTICIPATE IN ANY MARKET CAN BE REVOKED.

2017 – Orangeburg Downtown Farmers' Market Vendor Interest Form

I have read, understand, and agree to comply with the 2017 Orangeburg Downtown Farmers Market rules and regulations should I be selected to participate as a vendor. I understand the violations and sanctions, including the grounds for suspension and disqualification, which are set forth in the handbook. I understand that DORA can revoke selling privileges. I further understand that this is a vendor interest form and not a contract for entry into the Market. I understand that a confirmation form will be mailed should I be chosen to participate in the 2017 Market.

Business Name:

Contact Name:

Street Address:

City: _____ State: _____ Zip: _____

_____ Mailing Address (if different):

Day Phone: _____ Evening Phone: _____

_____ FAX: _____ Cell _____

Phone: Email:

_____ Best way to reach you: Phone Email Mail Vendor/ Product Type: *(Please circle all that apply)* _____

Please contact Ali Weathers, Market Manager with any questions or concerns. 843-532-4544 or weathersali@gmail.com. Thank you!

PLEASE SUBMITT ALL SIGNED DOCUMENTS TO THE DORA OFFICE OR TO ALI WEATHERS AT PO BOX 445 Bowman, SC 29018 no later than April 28th, 2017.