



2016 Downtown Rogers Farmers Market Vendor Guidelines

Market Information & Governance:

The mission of the Downtown Rogers Farmers Market is to:

Enliven the community of Rogers by (1) connecting consumers directly to quality local farm products and handcrafts, and (2) contributing to downtown development by creating an inviting atmosphere for visitors and residents

1. The Downtown Rogers Farmers Market (DRFM) operates under the non-profit organization Main Street Rogers, Inc., (MSR) a non-profit preservation-based economic development program for downtown Rogers. Main Street Rogers will set and enforce all policies and procedures of the Downtown Rogers Farmers Market.
2. The daily operation of the market is overseen by the Market Manager, who is a person empowered by Main Street Rogers, Inc. to implement market rules and regulations. The Market Manager reports to the Main Street Rogers Board of Directors.
3. Any complaints during the market should be addressed in writing to the Market Manager. All complaints will be examined by market management in an attempt to resolve the issue.
4. Market days are Saturdays 8 a.m. to 1 p.m. May thru October. Those interested in selling at the market can apply for yearly memberships or as daily vendors. Daily vendors will be accepted based on the needs and availability of the market.

Who May Sell at the Market:

All vendors must make application to the Downtown Rogers Farmers Market and obtain approval before selling. Vendors are allowed to participate in the market at the discretion of Main Street Rogers, Inc. In the best interest of the market, Main Street Rogers, Inc. may revoke this privilege at any time.

The DRFM strives to maintain the following ratio of vendors: Farm Products (60%) Prepared Foods (20%) and Arts/Crafts (20%). See below for a description of items allowed in each category.

Farm Products: Products grown, raised, or produced through agricultural activity, such as fruits, vegetables, plants, flowers, seeds, or animal products, including prepared foods and craft items made primarily from farm raised/collected items.

Prepared Foods: Homemade, edible items including candy, baked goods, jams, jellies, granola and other ready- to-eat items. Use of as many locally produced ingredients as possible is strongly encouraged.



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Arts/Crafts: Non-edible handmade items such as carving, artwork, jewelry, soaps, lotions, wreaths, etc. Use of local materials is strongly encouraged.

From their written application, each DRFM vendor will be placed into the category that best represents that vendor's primary product(s). The majority of items brought to the market over the entire season should reflect that primary category. The Market Manager will monitor these categories over the course of the season. Vendors may bring additional items outside their original written application/vendor category only by written request and approval from the market management, to ensure these items meet the purpose of the market.

Guidelines for Selling

1. Items may not be purchased elsewhere for resale at the market unless from another member of the market. All items need to be produced within a 250 mile radius of Rogers, AR.
2. Items not produced by the vendor, their family, or employees must have written approval for sale from the market management. The producer of the item must be clearly labeled at the point of sale.
3. Compliance with all Arkansas Department of Health and Arkansas Agriculture Department guidelines and restrictions is the sole responsibility of each vendor. A helpful document provided by these governing bodies is available at:
<http://www.healthy.arkansas.gov/programsServices/environmentalHealth/foodProtection/Documents/FarmersMarketGuidelines.pdf>
Upon request, vendors must demonstrate their compliance with all guidelines.
4. Vendors are not permitted to bring live animals or pets for sale or show to the market.
5. Market management reserves the right to inspect the origin of items sold at the market to ensure that sales conform to market rules. All vendors are subject to on-site inspection to verify local production.
6. Produce sold at the market should be of the highest quality and freshness. Market management reserves the right to direct any inferior goods to be removed from display.
7. All crafts sold at the market must be original in nature – meaning component materials are sufficiently altered from their original state to demonstrate fine craftsmanship. No crafts will be permitted that are derived from kits. All crafts will be juried & approved by market management.



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8. It is the responsibility of the vendor to comply with sales & income tax requirements. More information about tax requirements can be found at www.atap.arkansas.gov or by calling the Arkansas Department of Finance and Administration at 501.683. 2827.
9. Smoking and/or consumption of alcoholic beverages by vendors on the market grounds is prohibited.
10. Children under 14 years of age must be supervised by an adult at the market.
11. Vendors participating in the Food Stamp Program, WIC Farmers Market Nutrition Program, and Senior Farmers Market Nutrition Program must adhere to guidelines of those programs.

Space Assignments

1. Vendors with membership will be assigned regular spaces by market management. In assigning vendor locations, the following will be taken into consideration: (1) how the featured product might contribute to the market, (2) specific needs such as electricity for meat & dairy vendors, and (3) reasonable requests from vendors. Daily vendors will be assigned open spaces by market management as they are available.
2. The following point system will be in place to allow for members to choose and retain their vendor spaces in following years.
 - Five (1) points for each year of membership
 - One (1) point for each Saturday market attended
 - Two (2) points for each weekday market attended
 - One (1) point per \$10 gross sales reported
3. Vendors may begin set up by 6:30 a.m. on Saturdays. Vendors must be ready to sell by 8 a.m. on Saturdays and must stay until the end of the market day to provide a full market to shoppers arriving throughout market hours.
4. Vendors may leave early only under extenuating circumstances and with the permission of the market manager.
5. Vendors must notify market management by phone or email no later than 24 hours before market opening time if they will be absent for that market day.
6. If a vendor is not in his/her assigned space by 8 a.m. on Saturdays, that vendor forfeits their right to that space for the day and may not be allowed to participate in market that day.



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7. If a market vendor fails to show up for 4 consecutive market days, without notification, they forfeit their right to their reserved space for the remainder of the season. Vendor will be required to obtain permission to return. Market Management reserves the right to fill the booth space with another vendor.
8. Assigned spaces are 10'x10', unless otherwise arranged by market management to accommodate special needs. Tables and chairs provided by the market are to be cleaned and place on racks at the end of market day.
9. Market management reserves the right to require removal of items/displays deemed discriminatory.
10. Vendors must post prices. While it is expected that prices will be fair to customers, the vendor, and fellow vendors; collusion among vendors to attempt to influence prices is prohibited.
11. Vendors cannot leave equipment i.e. tables, chairs etc. at the market, unless prior arrangements have been made with market management. Vendors are responsible for leaving their area clean at the end of each market day.
12. Each market day after unloading vending supplies and products, vendors are encouraged to park in the parking lot directly east of the main stage. This frees parking locations for potential customers in the lot closest to the market.
13. Food Trucks vendors must provide a copy of all applicable licenses to keep on file with market management.

Fee Structure

1. Vendors pay a one-time \$25.00 membership fee per year, or a \$10.00 fee per market day. After application approval, this fee is non-refundable.
2. In addition, vendors pay a daily commission of 7% of gross sales to the market manager at the manager's desk at the end of each market.