



DTR Farmers Market Guidelines

Market Information & Governance:

The mission of the Downtown Rogers Farmers Market is to:

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

- 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.
- 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.
- 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.
- Market days are Saturdays 8am to 1pm May through October and 10am to 2pm November through April. Those interested in selling at the market can apply for yearly, seasonal, online market 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 submit an application to the Downtown Rogers Farmers Market and obtain approval before selling. All vendors are subject to approval by the Farmers Market Committee and 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.

- Each vendor will be placed into the category that best represents their primary product(s). 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 manager, to ensure these items meet the purpose of the market.

The DTR Farmers Market strives to maintain the following ratio of vendors: Consumable goods including Farm Products (60%) and Prepared Foods (20%); non-consumable Arts/Crafts (20%).

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-consumable handmade items such as soaps, lotions, wood working, artwork, knit items, jewelry, wreaths, etc. Use of local materials is strongly encouraged.

Downtown Rogers Farmers Market Seasons and Sessions

Depending on the vendor's products, availability, and seasonal restrictions, there are multiple opportunities to sell with DRFM throughout the year. Pending application and approval, vendors are expected to participate in the full session for which they register. Please see the *Fee Structure* section for more information.

- Summer Season- Saturdays May through October 8am to 1pm
- Winter Session I- Saturdays November through January 10am to 2pm
- Winter Session II- Saturdays February through April 10am to 2pm
- Winter Online Only- Saturdays November through April 10am to 2pm
 - Vendor drop off is on Friday and must be scheduled with the Market Manager in advanced

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 100 mile radius of Rogers, AR.
2. Items not produced by the vendor, their family, or employees must have written approval for sale from market management. The producer of the item must be clearly labeled at the point of sale.
3. Vendors are encouraged to have their own insurance, but it is not required. Ask the Farmers Market Manager for resources or information.
4. Compliance with all Arkansas Department of Health and Arkansas Agriculture Department guidelines and restrictions is the sole responsibility of each vendor. Upon request, vendors must demonstrate their compliance with all guidelines.

A helpful document provided by these governing bodies is available at:

<http://www.healthy.arkansas.gov/programsServices/environmentalHealth/foodProtection/Documents/FarmersMarketGuidelines.pdf>

5. Vendors are not permitted to bring live animals or pets for sale or show to the market.
6. 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.
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.



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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

Approved seasonal/session vendors will be assigned regular spaces by market management at the best of their ability to accommodate requests, veteran vendors, special needs, and optimal market flow. Market management reserves the right to move and place vendors at their discretion to best serve consumers, vendors, and Main Street Rogers, Inc. In assigning vendor locations, the following will be taken into consideration:

- Specific needs such as electricity for temperature sensitive products
- Daily vendors will be assigned open spaces by market management as they are available
- The following will be taken into consideration for vendors to choose/retain their spaces
 - Years of participation
 - Saturday market attendance (consistency)
 - Gross sales reported

Market Operation

1. Vendors may begin set up by 6:30 a.m. on Saturdays in summer and 8:30 a.m. during winter. Vendors must be ready to sell by the start of the market (8am summer, 10am winter) and must stay until the end of the market day to provide a full market to shoppers arriving throughout market hours.
2. Seasonal and session vendors are committed to selling for the entirety of that term unless pre-approved by the market manager. For those who sell seasonal produce, vendors are expected to communicate availability with the market manager.
3. Vendors may and are encouraged to schedule planned absences in advanced (i.e. vacations).
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.



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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 the market that day.
7. After three unscheduled absences, vendor status at the market will be reviewed and forfeit their right to their reserved space for the remainder of the season. 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. Booth space is to be tidied, while tables and chairs provided by the market are to be cleaned and placed on racks at the end of market day.
9. Market management reserves the right to require removal of items/displays deemed discriminatory.
10. 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.
11. Vendor parking is in the lot to the west of the market on 1st Street or the lot at Arkansas and Elm (behind the Frisco Stage). Parking is not allowed at the south/Cherry Street entrance to the building. This frees parking locations for potential customers in the lots closest to the market.
12. Vendors must post vendor names and 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.
 - Market management will do their best to assist vendors in pricing products to encourage sales based on demographics and keep vendors from "outpricing" each other.
13. Food Trucks vendors must provide a copy of all applicable licenses to keep on file with market management.
14. Food trucks are expected to post and adhere to their hours of operation, unless previously approved by the market manager.

Fee Structure

- Vendor fees are due by March 31 for summer session and September 30 for winter sessions.
- 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.

| Market Session | 2018-2019 Dates | Fees |
|--------------------|-------------------------|------|
| Summer | May 5 - October 27 | \$50 |
| Winter 1* | November 3 - January 26 | \$20 |
| Winter 2* | February 2 - April 27 | \$20 |
| Winter Online Only | November 3 - April 27 | \$30 |
| Year-Round | Renewed annually in May | \$80 |
| Daily | | \$10 |



DTR Farmers Market Guidelines

Please include this signed page with your application.

- I have read, understand, and agree to the Downtown Rogers Farmers Market Guidelines.
- I understand that the Downtown Rogers Farmers Market and Main Street Rogers, Inc. have the right to revoke the privilege to participate at any time.
- If I have any questions or concerns, I will address them in writing with the Market Manager.
- I agree to conduct myself and my business ethically to contribute to the growth of the Downtown Rogers Farmers Market and fostering a sense of community.

Print Name: _____ Farm/Vendor Name: _____

Signature: _____ Date: _____

Market Manager
Lauren Hildreth
301 W Chestnut
Rogers, AR 72756

lhildreth@rogersar.gov
479-640-7345

Si necesitas ayuda en Español, envíe un correo electrónico al gerente del mercado

Yog tias koj xav tau kev pabcuam Hmoob, thov email tus neeg saib kev ua lag luam