



Downtown Rogers Farmers Market Winter Market Guidelines

The DTRM Winter Market is split into the Holiday Market November through December and an online market that will run November through April 2019. Please be sure of which market you are applying for and reach out to the Market Manager with questions.

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 (DTRFM) 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 Executive Director.
- 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 9am to 1pm November through December, **excluding** the Saturday after Thanksgiving. Those interested in selling at the market can apply for 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 and do not increase competition with other vendors.



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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. Please reference Cottage Food Laws and the Arkansas Department of Health for regulations.

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.

- Crafts sold at the market will need to be approved by market management and committee. Please include photos of your products with this application or email to lhildreth@rogersar.gov.

Farm/Business Inspections & Craft Jury Process: Market management reserves the right to complete farm/establishment inspections to ensure that vendors produce the products being sold.

Market management reserves the right to turn down application for membership. If membership is denied then the booth fee will be returned.

Market Operation

1. Vendors may begin set up by 7:30 a.m. on Saturdays. Vendors must be ready to sell by the start of the market 9am and must stay until the end of the market day (1pm) 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.
6. If a vendor is not in his/her assigned space by 9am 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, with materials kept off of the floor to prevent damage.
9. Market management reserves the right to require removal of items/displays deemed discriminatory.



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10. 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.
11. 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.

Winter Market Sessions

Market Session	2018-2019 Dates	Fees
Holiday Market	November 3 – December 15	\$25
Winter Online Only	November 3 – April 27	\$30
Holiday and Online	November 3 – April 27	\$40
Daily	Dates:	\$10

Note: In addition to the vendor fee the Downtown Rogers Farmers Market charges a 7% commission for the physical market and 10% commission for the online market on total vendor sales for each market day.

Market Manager
Lauren Hildreth
301 W Chestnut
Rogers, AR 72756

lhildreth@rogersar.gov
479-640-7345