**West End Farmers and Artisans Market**

**(WEFAM)**

**Policies and Procedures**

**Mission**

The West End Farmers and Artisan Market is a market that exists to develop community by providing an outlet for local farmers, artisans and consumers to gather and cultivate the local economy while promoting a healthy lifestyle. We pursue vendor practices, programs and partnerships that have environmental, social and economic integrity.

**Vendor Application**

* All vendors must complete and sign a WEFAM application **yearly**.
* All vendors, returning or new, must submit an application fee of $10 with their applications.
* Vendors are required to submit a complete list of all products they wish to sell with their applications and receive preapproval from market manager before selling any product. If a vendor wishes to add product to their original list, they must submit additions to the market manager **in writing** for approval a minimum of one week before they wish to sell the product
* All vendors must provide WEFAM market manager with copies of all relevant documents (liability insurance, organic certifications, Certified Naturally Grown, Candler’s licenses, certified kitchen licenses, etc.) with their applications. Copies are to be available in vendor booths. Vendors must be aware of what licenses and certificates are required for their product.
* Orientation Meeting: All new vendors are required to attend a vendor orientation meeting or a scheduled site visit prior to attending the market.
* Business License and all proper Dept. of Health or Dept. of Agriculture licenses are required for all Vendors and a copy must be presented with application yearly (specific license depends on the vendor category).

**Vendor Fees\***

Week-to-week $15

Monthly $52 ($13/visit)

Season (29weeks) $310 ($10/visit)

\*Opportunities do exist for you to use volunteer hours and in-kind donations to pay for your market booth and support WEFAM’s mission to build community around food. Contact the market manager for more information.

Vendor fees are based on a 10X10 booth space. Tents may be no larger than

10X10. Booth or stall location will be determined by the market manager.

**Dates and Hours of Operation**

WEFAM will operate on Sundays from 2PM to 6PM, April 20th thru November 23rd, 2014. Vendors are expected to be ready for sale at 1:45PM, and to operate until 6PM. The market space will be available for set up at 1 PM and breakdown until 7PM. Sales may only be made during the listed hours of operation. All vendors will break down at the same time unless prior arrangements have been made with the market manager.

**Attendance**

If a vendor cannot participate in the market any week, the vendor is required to notify the market manager via e-mail or telephone the Thursday evening prior to Sunday at the latest as to their inability to attend the market for that week. Priority and seniority will go to vendors who maintain a consistent and regular presence at market.

**Booth and Parking**

1. All vehicles must be out of the market areas by 1:45PM.

2. Vendors are responsible for their own tables, tents, money and materials.

3. Vendors must clean their space of any debris or trash prior to leaving the market.

4. All vendors selling by the pound must use a scale certified by the Georgia Department of Agriculture. Scale certification is available free of charge by the Department of Agriculture.

**Sales Reporting**

Vendors partnering in the EBT program will settle each day with the market manager. The purpose of collecting this data is to aid in the management of the market. EBT tracking is required to qualify for participation in grant efforts. Sales data can show the effectiveness of directed promotion and marketing efforts. Total sales data for the market helps show potential sponsors the viability of the market as a means to reach customers for their business.

All information related to a specific vendor is kept confidential. Only aggregate data on the entire market and types of vendors (vegetable, processed, art, etc…) will be used for marketing purposes.

**Participation**

* WEFAM welcomes growers of produce and other related agricultural, horticultural and natural products; Georgia producers of value-added items; Georgia artisan and crafts persons; and any other category deemed acceptable by the market manager. Vendors must make or grow all products sold at the market. Items purchased for resale by vendors are strictly prohibited.
* There may be a farm or business inspection for all participants.
* The market reserves the right to prohibit anyone from selling at the market.
* It is recognized that the market participants sell as individuals, but the market is a cohesive unit. Its success depends on the cooperation and joint effort of all the vendors as a whole.

**Market Manager**

* A market manager will be on site each day the market is open. In absence of the market manager, an appointed representative will serve as manager.
* The market manager will make all on-site decisions relating to market management.
* The manager may deem any vendor’s business to be unacceptable and refuse to allow that vendor to participate in that day’s market.

\*The West End Farmers Market does not discriminate on the basis of age, disability, gender, race, sexuality, national origin, or religion.