

LANCASTER FARMERS MARKET

GUIDELINES

2024



ABOUT

The Lancaster Farmers Market is managed by Lancaster Fresh Market, Inc, an independent 501(c)(3) non profit organization whose mission is to champion the production and accessibility of local foods and products for the enrichment of our community.

Lancaster Fresh Market, Inc also manages the Keller Market House, an indoor, year-round retail marketplace at 134 S. Columbus Street in downtown Lancaster. For more information see KellerMarketHouse.org.

IMPORTANT INFO AT A GLANCE

Time of Market: Saturday 8:30 am - 12:00 pm

Market Dates: May 4 - October 5 (23 weeks)

+ Harvest Market November 23 (time of market may differ)

Location: City-Owned Parking Lot on the 100 block of West Chestnut St. in downtown Lancaster

Just around the corner from the Keller Market House and across the street from Double Edge Brewing Co. and the Fairfield County Records Building.

For online mapping purposes ONLY: 143 W. Chestnut St., Lancaster, OH 43130

Mailing Address: Keller Market House, 134 S. Columbus St., Lancaster, OH 43130.

Vendor Fees: Seasonal Fee: \$265

For vendors attending from 11 weeks up to all 23 weeks
(\$11.52/week if attending all 23)

Partial Season Fee: (6 - 10 weeks) \$25 per day (\$150 - \$250)

For vendors attending a minimum of 6 weeks up to 10 weeks

Vendors who are Friend of the Market Members at the Vendor Level receive \$20 off their vendor fee total for the season.

One-Time Weekly Space: \$25 per day

For new vendors wishing to try our market. If choosing to return, vendors will select and commit to one of the above options.

Harvest Market: \$25 per booth additional special market fee

Vendor fees are due in full by **Friday, April 19th**.

If you are joining mid-season, vendor fees are due in full at least one week before your first market date. Please make checks payable to "Lancaster Fresh Market, Inc."

Lancaster Fresh Market, Inc. • 134 S. Columbus St. Lancaster OH, 43130 • 740-277-6305

WHO SHOULD APPLY

Farmers, Producers, Processors and Artisans who are located in the state of Ohio are invited to apply.

Priority may be given on the basis of product diversity, proximity to the market, previous participation in the Lancaster Farmers Market or Keller Market House, environmentally responsible methods of production, and in the case of value added foods and artisan crafts, the local sourcing of ingredients.

Primary product categories will include: Vegetables, Fruit, Meat, Dairy, Eggs, Nursery, Flowers, Baked Goods, Candy, Canned Goods, Value Added*, Body Care and Artisan.

** "Value Added" are food or farm products in which the vendor has processed or "added value" to raw ingredients - for example, apple cider, baking mixes, jam, maple syrup, etc.*

Market management may allow the inclusion of other types of businesses and organizations that contribute to our goal of creating an engaging community experience and/or support our mission. These businesses shall not compete directly with existing market vendors and may include, but are not limited to, food trucks, neighboring downtown businesses, community organizations and market sponsors.

HOW TO APPLY & TIMELINE

March 22nd - For full consideration, applications are due by Friday, March 22nd. Applications received past this deadline will be accepted and reviewed on a rolling basis as space allows. A waiting list may be maintained in order to fill the market in the case of cancellations or changes in attendance.

Please mail or deliver completed application to: Keller Market House, 134 S. Columbus St., Lancaster, OH, 43130 or email to farmersmarket@kellermarkethouse.org.

April 1st - Notifications of acceptance will be made no later than Monday, April 1st.

April 19th - Upon acceptance to the market, market fees and copies of all applicable required documents are due by Friday, April 19th:

Upon approval, vendors must provide the following by April 19th:

- Applicable market fees. Checks payable to: Lancaster Fresh Market, Inc.
- Proof of Liability Insurance with Lancaster Fresh Market, Inc. listed as an additional insured.
- Copy of all required licenses & permits
- Copy of Organic or Certified Naturally Grown Certification (If applicable)

April 30th - After this date, market fees are non-refundable and non-transferable.

SHARING

Two vendors may share one space on the condition that both vendors apply and are approved independently. Vendors intending to share a space should indicate this on their application in the Notes section. It is the vendors' responsibility to determine their individual shares of the market fee and to jointly submit the entire market fee by the normal deadline. "Sharing" may include the concurrent use of the same space or attendance on alternate weeks. Sharing vendors may keep only one vehicle in the shared space at a time.

PRODUCT GUIDELINES

The Lancaster Farmers Market is a producer only market. Vendors must grow, produce, prepare or process the products they sell. Reselling of farm auction, produce terminal, produce wholesaler, or flea market items is strictly prohibited, as well as participation by network or multi-level marketing companies.

Exceptions to the producer only rule may be granted in rare instances with prior written request and approval in the case of local products that are not already represented at the market in sufficient volume. Exceptions will be granted for the current market season only and may be considered in the case of crop failure to maintain product diversity. To request exemption, vendors must provide: name and description of the item, location where it is produced, and whom it will be purchased from. If approved, these items must be clearly labeled at market with their producer's name and place of origin. To apply, please request exemption form from market manager.

Market management will strive to include a healthy diversity of products in the market and may deny approval of vendors or certain products to prevent market saturation. Vendors shall list all products they wish to sell in their application. Vendors may be approved for some products, but not others. Vendors wishing to add a different type of product mid-season other than those indicated on their application must submit a written or email request for approval at least one week prior.

All products must meet legal requirements in regards to processing, licensing and labeling, and must be pre-approved before being sold at the market. No live animals are to be sold or given away.

Artisan craft products shall be integrated into the market and will be juried by a panel selected by Lancaster Fresh Market, Inc. Artisan products shall not make up more than 25% of accepted applications. Artisan items must be handcrafted, and preference will be given to those incorporating homegrown, natural and local materials. Artisan applications shall include pictures of relevant work.

RULES & REGULATIONS

Farmers Market Vendor Advisory Committee

Market management will work under the direction of the Lancaster Fresh Market, Inc. board of directors and in conjunction with a Farmers Market Vendor Advisory Committee. The Vendor Advisory Committee is comprised of three returning vendors who plan to attend for at least half of the upcoming season's market days, and is elected by the body of returning market vendors. One of these committee members shall also sit as a vendor representative on the board of directors.

Enforcement of Guidelines and Grievance Procedure

Any complaints or grievances should be directed in writing via email or mail to market management in a timely manner. Any vendors accused of wrongdoing must also respond in writing, upon request by market management. Market management decisions shall be final.

Grounds for removal from the market include, but are not limited to:

- Failure to obey city, state or federal laws and regulations
- Failure to obey market rules and regulations
- Creating an unsafe or disruptive atmosphere for fellow vendors and/or customers
- Excessive absence or tardiness

INSURANCE REQUIREMENTS

Lancaster Fresh Market, Inc. is not responsible for any loss or damage incurred by vendors. Vendors must carry \$1,000,000 general liability insurance naming Lancaster Fresh Market, Inc. as an additional insured. If you need help securing insurance, please contact market management for resources.

LICENSING & PERMITS

It is the vendor's responsibility to obtain all necessary licenses, permits and certifications prior to attending market. Vendors are responsible for providing a copy of current licenses based on the rules and regulations of the county health department of jurisdiction, ODA and USDA. This may include, but is not limited to: Mobile Retail Food Establishment License, Mobile Food Service Operation License, Home Bakery License, etc. All vendors must comply with laws, ordinances and regulations set forth by the applicable local governing bodies, the State of Ohio and the United States. Vendors selling products by the pound must use a certified scale, sealed by Fairfield County Weights & Measures.

PUBLIC HEALTH

Market management will work with the Fairfield Department of Health and other regulatory bodies to create a safe environment for market customers, vendors, staff and volunteers. Compliance with safety guidelines as determined by Lancaster Fresh Market, Inc. is mandatory.

INSPECTION

The Lancaster Farmers Market expects and promotes an honest and transparent relationship with vendors and customers. Market management reserves the right to inspect any vendor's farm, production site or business establishment to ensure honesty in regards to production and sourcing.

ON MARKET DAY

Keller Market House

Public restrooms and running water are available inside the Keller Market House. The market house will open to vendors one hour before the start of the farmers market.

Space Assignment

Spaces will be assigned by the market manager. We will strive to maintain consistent locations for seasonal vendors; however, market management reserves the right to reassign spaces on a temporary or permanent basis for the good of the market as a whole. Changes in location or assignment for weekly vendors will be communicated by the day before market if at all possible.

Set Up & Parking

Vehicles should be in their final spots by one half hour before market begins. Regular vendor spaces will include room for one vehicle. Each regular vendor space with parking will measure approximately 10 ft by 30 ft. Vendors may request, pay for and occupy up to two spaces. Some vendor spaces will not include room for a vehicle. Assignment to these spaces will be communicated in advance if at all possible. These vendors will be able to pull up to their spot to unload and then will park their car elsewhere on site.

Tent

Vendors are responsible for providing their own tent or canopy, if desired. Tents must be in good working order and weighted down at all times.

Signage

Each vendor is responsible for displaying a sign which provides the name of their business and location of their business. Any vendor using the term 'organic' must submit a copy of their organic certification with their application and have it available at market.

Giveaways

Any items outside your usual product categories given away for free must be approved by market management to prevent unfair competition with fellow vendors. This does not apply to free samples of your own products.

Early Sales

Vendors may not sell before the opening bell at 8:30 am sharp. This ensures a fair experience for all vendors and customers and allows vendors to safely and reasonably finish their market preparations.

Departure

Vendors may not tear down until the market ends at 12:00 pm. Vendors are responsible for cleaning up their space and removing all debris after each market. Any vendor failing to leave their space in acceptable condition will be subject to a \$25 fine.

Pricing

Pricing must be clearly displayed. Prices should reflect fair market value and dropping prices at the end of the day is strongly discouraged. Vendors shall follow guidelines set forth in the Ohio Administrative Code, Chapter 901: 6-7 Packaging and Pricing of Food and Nonfood Products (<http://codes.ohio.gov/oac/901:6-7>)

Conduct

All vendors are expected to act in a professional manner. Vendors may not bully, disrespect or publicly disparage other vendors, products, volunteers, customers, market staff or any other market participants. This type of behavior may result in permanent expulsion from the market with no redress. The Lancaster Farmers Market is a non-smoking venue. This includes the period of set-up and tear down.

Special Events

A few times each season, the Lancaster Farmers Market hosts 'Market Bar' events, which involve a temporary liquor license on the market premises during market hours. Participation in market those days shall include participation in related special events.

CANCELLATION POLICY

Market is rain or shine. In the case of inclement danger that may pose a threat to safety, market management reserves the right to cancel the market. If market must be cancelled before market hours, vendors will be notified via email and/or phone/text as provided on the application.

We encourage all vendors to attend as many weeks of market as they are able. We find that vendors do better when they attend regularly. Having a fuller and more consistent market helps everyone!

If a vendor is unable to attend market, they must notify market management by the Saturday one week before. This allows market management the opportunity to fill empty spaces to maintain a vibrant market for the good of the market as a whole. Failure to communicate absence in a timely manner may result in a \$25 fee, which represents the loss of potential income to the market. Vendor may reschedule for another available week in place of the week cancelled without incurring further fees.

In case of emergency, you must still notify market management via email or phone at your earliest reasonable convenience, but will not be subject to a fee.

Vendors who arrive late more than once or who fail to provide notification of a non-emergency absence will no longer be given preference for a consistent location. Vendors missing three markets without advance notification may be removed from the market.

NUTRITION BENEFITS & INCENTIVE PROGRAMS

Our market accepts SNAP/EBT benefits as well as a nutrition incentive program to encourage Ohio Direction Card SNAP users to purchase more fresh fruits and vegetables (Produce Perks). We also participate in the WIC Farmers Market Nutrition Program. Vendors with qualifying items will be required to participate and must follow all applicable rules with regards to accepting these forms of payment and any others added.

MARKET DATA

Market management will collect vendors' overall sales data. We will do everything possible to respect your privacy. Information will be kept anonymous, and only used in the aggregate. This is crucial for us to show the economic impact of the market, especially for potential funding opportunities, and to gauge our success overall and of specific efforts. This is also necessary for our participation in and application for grants that will help us to improve the market and increase your business.

CONTACT INFO & FIND US ONLINE

Market Manager: Erin Harvey

Email: farmersmarket@kellermarkethouse.org

Phone: 740-277-6305

Website: www.KellerMarketHouse.org

Facebook: facebook.com/lancasterohfarmersmarket

Instagram: @lancasterohfarmersmarket