

# **2012 Woodstock Market on the Green**

## **Market Rules**

### **1. Eligibility of Vendors**

Products should be locally grown or made and produced by the vendors or their immediate representatives. The Market Committee of the Woodstock Area Chamber of Commerce (WACC) will consider the following questions when jurying a potential vendor:

- a) Are the products grown or made locally by the vendor in Windsor, Windham, Rutland, or Orange counties?
- b) Is the crafter/artisan or prepared food vendor who is applying currently represented by a gallery or shop in Woodstock?
- c) Are the products home or shop made?
- d) Do the products have a homespun quality?
- e) Will the products benefit the market as a whole?
- f) Is the applicant a member of the Woodstock Area Chamber of Commerce (WACC)? (Not required.)
- g) Is the vendor willing to commit for the whole season?
- h) Do the prepared foods utilize local ingredients?
- i) If a previous vendor, has vendor adhered to market rules?

### **2. Market season and hours of opening**

- a) The Market on the Green begins June 13 and goes through October 10, 2012.
- b) The Market on the Green is open to vendors for setup beginning at 1:15 PM on Market day.
- c) The Market is open for selling between 3 and 6 PM. Vendors are expected to be prepared for opening at 3 PM and stay until closing at 6 PM.
- d) The Market will be open, rain or shine unless dangerous thunderstorms are predicted.
- e) Each vendor is responsible for having his or her space vacated and clean by 7 PM

### **3. Eligibility of products**

- a) Only local products grown or produced in Windsor, Windham, Orange or Rutland Counties may be sold.
- b) Products must be of high quality and may include agricultural products, prepared foods, or crafts. All products are subject to the jurying of the Market Committee of the WACC.
- c) In order to maintain a balance of products sold, vendors must indicate the percentage of products offered for sale based on the following three categories which are defined as such:
  - Agricultural products consist of food, fiber, plants or flowers that were grown by the vendor. This includes value-added agricultural products that are composed of 50% or more of ingredients or raw products that were grown on their own farm or property.
  - Prepared foods include foods and beverages prepared by the vendor and that do not meet the definition of agricultural products. Food vendors are encouraged to source local ingredients as much as possible.
  - Crafts are non-agricultural and non-food products that are crafted by the vendor.
- d.) Vendors who wish to sell additional products during the vending season that are not listed on their application, will need to submit a written request to the Market committee for approval.
- e) All craft items will be juried by the Market Committee before being accepted to assure quality & suitability for a farmers' market in Woodstock. Crafters will be juried on an annual basis without preference to previous vending. Each vendor who has been approved to sell crafts may only sell their crafts for ½ of the market season unless they are invited as a substitute vendor on given weeks.
- f) The Vendor must have grown all plants for at least six weeks prior to being brought to market.

#### 4. Conditions of Sale

- a) Products must be sold by the grower or producer themselves or by an employee thereof.
- b) Vendors selling by weight must provide their own certified scales.
- c) Each vendor is responsible for any licensing or certification required for products sold in Vermont.
- d) Collection and payment of applicable Vermont sales tax is the responsibility of each vendor.

#### 5. Allocation of space & vending fees

The Market Coordinator and the Market Committee of the Woodstock Area Chamber of Commerce shall allocate space under the following general guidelines:

- a) In allocating space the Market on the Green will maintain a vendor ratio as far as possible of agricultural products (60%), prepared foods, (20%) and crafts (20%).
- b) Vendor applications are due by March 1, 2012.
- c) A **\$50 deposit must accompany applications** and is non-refundable once you are accepted into the Market. The deposit will be returned to applicants who are NOT accepted as reserved vendors.
- d) Full and half season vendors must pay for their space regardless of attendance. No refunds will be given. The Market must be paid directly (no subletting). There are 18 markets in the 2012 season.
- e) Reserved vendors will receive written notification of acceptance into the Market by the Market Coordinator. Payment of the balance of **vending fees** will be due as follows:

**Full Season vendors\*** who pay up-front by the first market will receive a discount and will owe \$180 (after the deposit paid with their application).

**Full Season vendors\*** who choose to pay in two installments will owe \$90 by the first market (after the deposit paid with their application) and \$140 by the first market of the second half season (August 15<sup>th</sup>).

**Half Season vendors\*** will owe \$90 (after the deposit paid with their application) which is due by the first market at which they are to vend.

**Substitute vendor** fees will be \$20 per market that you attend: due the day you vend.

Failure to pay vending fees by due date will be considered a violation of Market rules.

Make checks payable to the **Woodstock Area Chamber of Commerce**.

\* Chamber members who are accepted as vendors will receive a 20% discount.

- f) A waiting list of unreserved/substitute vendors will be maintained. In the event that a reserved vendor is unable to attend on a given market day, the Market Coordinator will contact a vendor from this waiting list to utilize the space for that day. The Market Coordinator will collect the daily vending fee (\$20) from the substitute vendor on that market day

#### 6. Regulation of Structures

Our Woodstock Green is small by comparison to other village greens and has the unique attribute of being in the middle of a major east/west highway (Route 4) while surrounded by some of Woodstock's most elegant and historic homes. Special care must be taken with our plantings so no vehicles will be allowed on the Green for this event.

- a) Stall space is rented on the basis of square plots ten feet on each side. Vendors must provide their own tables and a canopy if desired. No large stakes may be driven into the ground. No permanent structures are allowed.

- b) Spaces will shift week to week from close to the rail and then close to the path so to preserve the lawn. The Market committee will assign vendor spaces.
- c) All booths, stands and displays are subject to Market Committee approval.

**7. Parking – (non-adherence will be considered a market rule violation)**

- a) UNLOADING: Vendors will have eight reserved parking spaces at the west end of the Green for unloading. As soon as product has been unloaded, the vendors will need to move their vehicles to the parking lot of the Elementary School on School Street (or in a designated area during the school season) for the duration of the market.
- b) **Metered and non-metered spaces near or around the Green are not to be used by vendors during the Market and must be left for customers in order to maximize attendance.**
- c) Vendors may again park in the spaces at the west end of the Green to load products and tables back into their vehicles at the conclusion of the Market.

**General Market Regulations**

- a) Each vendor must keep his or her space and surrounding area clean. Vendors who sell items that may be consumed at the market must provide their own trash receptacles. Barrels at either end of the Green provided by the Town of Woodstock are for customer use only.
- b) Consumption of alcoholic beverages is not permitted at the Market except for tastings offered by an approved Vermont wine vendor.
- c) Vendors are not allowed to smoke near the market booths during market hours as it detracts from the market's wholesome atmosphere. Please move to the other end of the Green if you wish to smoke.
- d) Vendors are required to notify the Market Coordinator by telephone at least 24 hours in advance if they are unable to attend the Market so that a replacement can be contacted.
- e) Vendors are required to report their sales totals at the end of each market day or by the following market. The reporting will be anonymous and confidential. This will assist the committee in market analysis, guide future improvements, and is a requirement for the Market to qualify for NOFA (Northeast Organic Farming Association) funding.

**Enforcement**

All vendors are expected to know and follow the Rules of the Woodstock Market on the Green or will be subject to permanent dismissal from the market. If a vendor is not complying with Market Rules, the below steps shall be taken in the order in which they appear. The violations can be of the same Rule or of different Rules. The Market Coordinator has the responsibility to monitor market operations and vendor compliance during each market.

- On the first offense, a verbal warning will be given to the vendor stating which guideline has been violated and noting the specific nature of the violation. Written documentation of the verbal warning will be provided to the Market on the Green committee.
- On the second offense, written warning will be issued to the vendor stating which guideline they have violated and noting the specific nature of the violation. Written documentation will be provided to the Market on the Green Committee and the WACC Board of Directors.
- If a third offense occurs, the vendor will be asked to leave the market and not return for the remainder of the season; there will be no refund of fees paid; participation in future seasons will be determined by the Market on the Green committee.

Questions? Contact Lalita Karoli, Market Coordinator at (802) 457-2508 (please leave a message)  
Or Cathy Emmons at (802) 457-1520

Revised (1/26/12)

