

Healthy Carolina Market Vendor Agreement

This document is to be signed and dated by each vendor participating at Healthy Carolina Farmers Markets, indicating they have received a copy of the *Healthy Carolina Farmers Market Rules, Procedures and Product Guidelines* that govern the market, and agree to uphold the purpose of the Healthy Carolina Farmers Market and abide by the rules, procedures and guidelines within.

I, _____(print name), have received a copy of the *Healthy Carolina Farmers Market Rules, Procedures and Product Guidelines* that govern the market, and agree to abide by the rules, procedures and guidelines within.

Signature_____ Date_____

Farmers Market

Rules and Procedures and Product Guidelines

2018-2019 Market Season

[This document outlines the purpose, rules, procedures and product guidelines of the Healthy Carolina Farmers Market. It is a tool for market management and vendors to understand the mission of the Healthy Carolina Farmers Market, market operations, and the rules and procedures. It will help to ensure the mission is upheld in a professional manner.]

Healthy Carolina Farmers Market

Rules and Procedures and Product Guidelines

2018-2019 Market Season

Statement of Purpose

The Healthy Carolina Farmers Market is a result of a collaborative partnership between Healthy Carolina, Student Government, Parking Services, and the South Carolina Department of Agriculture. It is intended to provide healthy, fresh produce and other assorted South Carolina (SC) products to the students, faculty, staff, and the surrounding community of the University of South Carolina. Both small and large vendors of produce and non-commercial food items will find a supportive outlet for the sale of their goods. Products sold must fit into one of three categories: fresh produce, locally grown or produced, and/or sustainable. The Healthy Carolina Farmers Market will encourage commerce, entertainment, and health on the campus of the University of South Carolina and the state of South Carolina as a whole.

The Healthy Carolina Farmers Market is dedicated to building a sustainable, regional foodshed and to educating people about the benefits of sustainable agriculture in the region. It emphasizes the direct connection between local food choices and the quality and health of our environment and daily lives. By providing farmers/growers with a direct market for their products, Healthy Carolina Farmers Market helps sustain the regional farm economy and helps ensure the future of farming in SC. The Rules & Procedures and Product Guidelines are used to ensure the integrity of all products sold at the Healthy Carolina Farmers Market.

Rules and Procedures

Producer-only Requirement

Healthy Carolina Farmers Market is a public service whose goal is to support local agriculture, and provide healthy fresh produce and other assorted South Carolina (SC) products to the students, faculty, staff and the surrounding community of the University of South Carolina.

A farmer/grower may be a sole proprietorship, a partnership, or a corporation and shall include family members and employees who assist in the production and/or sales/marketing of the farm products. A farmer/grower may not be a cooperative. **The re-sale of agricultural products by farmers/growers must be labeled accordingly.**

If you are not a farmer/grower, you may be considered eligible to sell at Healthy Carolina's Farmers Market as a Producer in one of the following categories:

Baker: makes freshly baked goods from scratch, using seasonal ingredients from SC as much as possible.

Cheese Maker: makes cheese and other value-added products from milk that is purchased from SC dairy farms. Or a dairy farmer who supplies milk to a SC Cheese Maker whose cheese is to be sold at market.

Pasta Maker: makes pasta and sauces from scratch, using seasonal ingredients from the SC.

Soap Maker: hand crafts soaps and/or other health-care products using seasonal SC ingredients.

Meat Processor: primarily operates a food processing facility that processes meat from SC farmers/growers.

Fisherman/Waterman: raises or catches fresh fish and shellfish, and uses local processing facilities for seafood products to be sold at market.

Regional Qualification

To sell at the Healthy Carolina Farmers Market at the University of South Carolina in Columbia, SC, all farmers/growers and producers must be from South Carolina.

Farmer/Grower and Producer Application & Market Fees

All farmers/growers and producers must pay a weekly market fee of \$10 for a ten-foot by ten-foot (10'x10') stall space. Farmers/growers and producers must give cancellation notice 24 hours prior to the market, or will be required to pay the weekly market fee of \$10. **All application fees must be paid by cash, check or money order payable in advance of the Market day or at the start of the Market day (10am).**

A check for the market fee should be made payable to “USC” and hand delivered at the start of Market day or mailed on a weekly basis to:

Healthy Carolina
University of South Carolina
1409 Devine Street
Columbia, SC 29208

No reimbursement will be made for fees paid if a vendor decides to not participate at the Market. The Market Manager shall consider reimbursement in case of illness or death. Vendors may call the Office of Student Government at the University of South Carolina concerning closure of Market due to inclement weather. Vendors shall be credited for fees paid if inclement weather causes cancellation of a Market day.

Insurance

Vendors are encouraged to consider obtaining individual liability insurance for products sold.

Application Procedures

Market Agreement

All farmers/growers and producers must complete and sign a Healthy Carolina Farmers Market Vendor Agreement.

Product Guidelines

Farmers/growers and producers must abide by all applicable federal, state, and local health regulations in the harvest, preparation, labeling and safety of the product(s), s/he brings to market.

Fresh produce, plant items, flowers, baked goods, jellies, jams, preserves, and other non-commercial food items grown or produced in South Carolina may be sold. The Market Manager will resolve any doubt as to the suitability of any item. The sale or consumption of alcoholic beverages and tobacco products on the market site is prohibited. All products must be sold, displayed and stored from a surface above the ground. All vendors must utilize tables, shelves, cases or other structures for these purposes.

In order to allow the Healthy Carolina Farmers Market to adapt and expand to an evolving market, **vendors will now be allowed to sell craft items**. To maintain the vision and goals of the Healthy Carolina Farmers Market, the number of craft vendors will be limited by category. One vendor of each of the following categories will be allowed per market:

- Candles
- Soap
- Jewelry
- Clothing
- Pottery
- Art

Baked Goods: Farmers/growers who provide documentation of their certified baking facility may bring baked goods to market. No commercial mixes, crusts, or flavored fillings may be used. For farmers/producers at least 60% of ingredients in fruit or vegetable pies and tarts must be from their own production and other ingredients purchased from regional farmers/producers.

For Bakers, baked goods to be sold at market should highlight regional produce and seasonal ingredients. No commercial mixes, crusts or flavored fillings may be used in bakery products. Production must comply with local health ordinances.

Canned Fruits and Vegetables: Canned fruits and vegetables must be from the farmer/grower's own produce. If processed off-farm, the farmer/grower must supply to Healthy Carolina management the name, address and telephone number for the facility where the produce is processed.

Cider: Cider must be produced from the farmer/grower's own or leased orchard, but may be processed off-farm in a facility that ensures the cider is made with the fruit from that orchard. Contact information for the mill where the cider is pressed and processed must be provided to Healthy Carolina management.

Coffee: Coffee beans should be roasted locally. If serving prepared coffee, vendors must supply sweetening options that meet Healthy Choice Criteria: <35% calories from fat, <10% calories from saturated fat and <35% total weight from sugar (nuts and seeds excluded).

Dried Fruits and Vegetables: Dried fruits and vegetables must be from the farmer/grower's own produce and dried on his/her farm. If fruits/vegetables are dried off-farm, farmer/grower must supply information about location where they are dried.

Eggs: Eggs must be from the farmer/grower/s own fowl. **No res-sale of another farmer/grower's eggs is allowed by any farmer/grower or producer.**

Fish and Shellfish: Fish and shellfish must be raised or caught by the fisherman/waterman. Aquaculture must comply with local or federal health ordinances.

Flowers, Plants and Trees: Flowers, plants, bedding plants and trees must be from the farmer/grower's own farm or greenhouse. **No re-sale of flowers, plants and trees will be allowed by any farmer/grower or producer.**

Grain Products: Pasta, granola, baking mixes, meal and flour prepared by the farmer/grower or Pasta maker must be made from fresh and regional produce when available. Exotic, out of region ingredients (such as olive oil) may be purchased and used minimally and only as necessary. No commercial products or mixes may be used. Dried fruit for the granola must be produced by the farmer/grower or purchased from regional or Healthy Carolina Farmers Market farmers/growers. Eggs and fillings for the pasta must be from the farmer/grower's fowl or purchased from regional or Healthy Carolina Farmers Market farmers/growers.

Honey: Honey must be from the farmer/grower's own hives, but may be processed off-farm. The farmer/grower must provide the Healthy Carolina Farmers Market management with the contact information for the facility where it is processed.

Juices: Fruit and vegetable ingredients should be local and in season. Juices should meet Healthy Choice Criteria: <35% calories from fat, <10% calories from saturated fat and <35% total weight from sugar (nuts and seeds excluded).

Meats and Meat Products: All meat products must be 100% from the animals raised from weaning by the farmer/grower. Animals may be butchered or processed off-farm. Processing must comply with local, state and/or federal health ordinances.

Milk, Cheese, and Fresh or Frozen Dairy Products: Fresh milk must be 100% from the farmer/grower's own herd. Cheese, butter and other dairy products must be made by the farmer/grower. Flavoring agents (e.g. fruit or honey) used in the dairy products or cheese must be from the farmer/grower's own farm or purchased from SC farmers/growers.

For Cheese Makers, all milk purchased for dairy products or cheese must be from SC farmers. The Cheese Maker must provide contact information for the farms from which they are buying milk.

Pestos, Flavored Oils, Mustards and Vinegars: Pestos, flavored oils, mustards and vinegars must be prepared by the farmer/grower using his/her own produce. Exotic, out of region, ingredients (such as olive oil) may be purchased.

Preserves, Jams, and Fruit Butters, Syrups and Purees, Salsas: Preserves, jams and fruit butters, syrups or purees and salsas must be prepared from the farmer/grower's own fresh fruits and vegetables. These items may be processed on or off-farm.

Produce: All produce, defined as vegetables and fruits, offered for sale at the market must be grown by the farmer/grower or labeled as re-sale.

Soaps and Herbal Products: Soaps and herbal products include fresh and dried herbs, creams, spritzers, powders, lip balms and scrubs. These items must be made by the farmer/grower or Soap Maker. Soaps and herbal products should highlight regional produce and seasonal ingredients. Exotic, out of region, ingredients (such as oils and essential oils) may be purchased.

Wool and Pelts: Wool and pelts must be from the farmer/grower's own animals, but may be carded and cleaned off-farm. Wool/yarn must be spun by the farmer/grower. No more than 25% of exotic, out of region, fibers may be added to the yarn during processing and spinning. For pelts, animals may be processed off-farm.

Other Farm Products: Other farm products sold at the market must be homemade of material grown, processed or gathered predominately by the farmer/producer. These products include compost, mulch and custom potting mix.

Snow Cones: Syrups used for snow cones should contain all natural ingredients and meet Healthy Choice Criteria: <35% calories from fat, <10% calories from saturated fat and <35% total weight from sugar.

Specialty Agriculture Products: At the discretion of the Healthy Carolina Market management, specialty agricultural products may be offered for sale by a Specialty Producer who has a partnership agreement with a farmer/grower in the region.

Prepared Foods: A limited amount of prepared foods may be approved for sale at Healthy Carolina Farmers Markets, but no foods will be prepared from scratch at market and then sold at market. Farmers/growers and producers may only sell prepared foods (e.g. soup, chili) that are made with ingredients from the region or their own farms and are prepared in advance of market in an approved sanitary kitchen facility.

Market Operations and Procedures

Set-Up, Clean-Up, and Breakdown

Set-up starts at 9:00 am or other time as designated by the Market Manager, but must be completed by 10:00 am. Vendors may not arrive before 8:00 am. ****ABSOLUTELY NO VEHICLES WILL BE ALLOWED BEYOND THE GATES AFTER 10 AM****

Latecomers may be denied admission or admitted and located at the market management's discretion. Vendors may pull their vehicles in between the gates on Greene Street during set-up and clean-up hours only. After setting-up vendors must legally park their vehicle in either assigned parking areas or another legal parking space. Vendors are responsible for removing all garbage from their stall space area. Stall spaces are to be left in the same condition as when rented. Breakdown starts no later than 2:00 pm and must be completed by 3:00 pm.

Hours of Operation

The Market shall operate on a designated date each month, from the hours of 10:00 am to 2:00 pm or other similar timeframe as determined by the Market Manager. Vendors can set up no earlier than 8:00 am and must be completely set-up by 10:00 am. All vendors must remain at the Market site until 2:00 pm (unless product has sold out) and must vacate the Market site by 4:00 pm.

Vehicles

Vehicles shall not be utilized as a display or dispensing area for Market goods unless it is a refrigerated unit for perishable items. No vehicle may remain running during Market hours other than for purposes of refrigeration of product. A single parking decal will be provided for each vendor. Such decal should be displayed in the windshield of the car and parking should only occur in designated areas.

Market Space Assignments

Market management has full authority to assign exhibit space. Requests for particular sites will be given consideration but management reserves the right to assign and locate all vendors. Stall space will be assigned by 5:00 pm on the Monday preceding Market day for all vendors whose fees are paid.

Number of people assigned to each vendor space

Each vendor shall have at least one person, but not more than three persons, managing the space at the Market. ****REMINDER – ONLY ONE PARKING DECAL WILL BE PROVIDED PER VENDOR****

Vendor Equipment and Supplies

Each vendor is responsible for providing and removing any and all equipment and supplies he or she requires when conducting business on the Market site. Each Vendor will be provided: a 10' x10' space, 2 tables, 1 chair and 1 parking space. Vendors are responsible for additional tables, chairs, tents, products and equipment they might need, as well as items necessary for clean-up.

Product Display

The use of canopies, awnings, and sun-umbrellas are encouraged. Some tents may also be rented from the Market Manger depending upon availability for \$10/tent.

Signs

All signs must remain within the allotted vendor's exhibit space and must not block traffic or pedestrian ingress or egress, or interfere with other vendors' display or views. No soliciting or political or religious activities shall be permitted within Market area. Displays of public interest, such as nutritional, health or consumer information, may be displayed with the permission of the Market Manager.

Permit Display

All vendors must display their permit pass in order to occupy a stall site. Permits shall remain on display during Market hours.

Market Attendance

A minimum attendance of 80% of market days is required for a full-time farmer/grower and/or producer to be considered for admission to the Healthy Carolina Farmers Market the following season and to hold the farmer/grower or producer's assigned place at the market. This minimum attendance requirement may be waived at the discretion of the market management.

Farmers/grower or producers not able to attend a market day should telephone 803.777.1650 and speak to Dianna Colvin, at least 24 hours in advance, so the market setup can be modified and/or the space filled on a temporary basis.

Market Sales and Reporting

Vendors are responsible for acting as their own treasurer, including the collection and remittance of sales tax. Vendors are responsible for all permits required by the state of South Carolina, Richland County, or the City of Columbia to sell their products. Vendors will also be asked to complete a market report at the end of each market day, indicating both volume of product sold and dollars in sales generated from business at the Market that day. This information will be collected and utilized by the Market Manager in evaluating the success of the Market.

Market Food Samples

Food samples must be prepared behind the farmer/grower or producer's market stand and presented in a safe and sanitary manner, according to the state Department of Health code and the direction of Healthy Carolina Farmers Markets management. The farmer/grower or producer must provide trash receptacles for the disposal of any sampling materials such as cups, spoons or toothpicks.

Administration of Rules and Procedures

South Carolina Department of Health and Environmental Control (DHEC)

All vendors are required to be in compliance with state laws and permitting regulations. DHEC inspectors do visit the market and it is the responsibility of the vendor to be in compliance.

Advisory Committee to Healthy Carolina Farmers Market for Rules, Procedures & Produce Guidelines

In order to ensure that the producer-only Farmers Market created and operated by Healthy Carolina of USC continues to promote the viability of agriculture in South Carolina and to remain flexible for emerging situations related to all farmers/growers and producers, an Advisory Committee was created August 2009.

This Advisory Committee will work with Healthy Carolina Farmers Market managers and staff to review and recommend changes to Healthy Carolina Farmers Market “Rules, Procedures & Product Guidelines” on an annual basis. The Advisory Committee will also serve as a committee to encourage growth and development of the Healthy Carolina Farmers Market.

Rule Violations

The Healthy Carolina Farmers Market management has the responsibility and authority to direct farmers/growers and producers to comply with the Healthy Carolina Farmers Market Rules and Procedures. Complaints regarding violation of rules may be referred verbally or in writing to the market management for resolution.

The Market Manager is responsible for enforcing the Market rules. Possible violations will be discussed and resolution attempted. Vendors selling prohibited items will be asked to remove those items from sale or leave the Market. Unresolved problems will be referred to the Department of Agriculture. Continued violations will result in being banned from the Market with no reimbursement of fees paid. Any vendor challenging another vendor’s product’s legitimacy or conduct must file a written complaint with the Market Manager, giving the name of the vendor and the product or situation they feel may not be in compliance with Market policies. The complainant must date and sign their name to the complaint and the Market Manager will attempt resolution. If resolution is not attainable, the complaint will be referred to the Department of Agriculture.

Penalties for violations may include a warning, temporary suspension, or permanent exclusion from the Healthy Carolina Farmers Market, depending on the severity of the offense. If violations of the Market Rules and Procedures or other rules result in suspension or exclusion from the Healthy Carolina Farmers Market, no refund of fees will be made.

Violation	1st Offense	2nd Offense	3rd Offense
No show without calling to cancel	Written Warning, Market Charge of \$10 enforced	Written Warning, fine of \$10 in addition to standard Market fee of \$10	Management will review participation in market
Arriving less than 30 minutes prior to market opening	Written Warning	\$5 fine	Management will review participation in market
Selling products not pre-approved by management	Written Warning	\$5 fine	Management will review participation in market
Non-compliance with local health department regulations	Vendors are subject to the consequences prescribed by DHEC		Management will review participation in market