

2018

COTSWOLD FARMERS MARKET

Market Guidelines

Physical Location- 309 S. Sharon Amity, Charlotte, NC
(Physical address will not receive Mail)

Mailing Address- 115 Amrita Court, Charlotte, NC 28211

Market Manager-Mike Walker, mike@cotswoldfarmersmarket.com 704 975 5054

The Cotswold Farmer Market guidelines are intended to be fair and to uphold the purpose of the market as a **Farmers Market that promotes local farmers and local production of produce, fruits, meats, seafoods, poultry, cheeses, breads, pastries, and assorted organic products.** The CFM Board and Market Manager oversee the operation of the market. CFM may modify or add to these rules at any time to better serve the market's interests.

PURPOSE: The Cotswold Farmers Market is a project of Charlotte Providence Rotary Club and established in Jan 2016 to provide a community service, provide local products, to sustain farmers and producers in the Charlotte region, create Rotary awareness, and strengthen a sense of community in the Cotswold area. This market supports local farms as a viable part of the community by providing a place for local farmers and producers to sell their produce directly to consumers.

TIME AND PLACE: The Cotswold Farmers Market operates a weekly market from May through October from 8 a.m. - 12 p.m. on Saturdays only.

INCLEMENT WEATHER POLICY :The management reserves the right to change or cancel the Market due to hazardous weather or other unforeseen circumstances, following organizational procedure. The Manager will take a poll of all Vendors to determine if a majority of vendors have determined not to attend the market due to extreme weather. All vendors will be notified immediately of the decision to be closed due to weather. If inclement weather occurs during market hours, the vendors will be polled to determine if a majority will remain for the remainder of the morning. An announcement will immediately be made with the results of that poll, and action will occur accordingly.

APPLICATION PROCESS:

Existing and New vendors - the Market accepts applications for new and existing vendors for spaces created by selection at the beginning of each market year, relating to turnover, or by the desire to offer more variety/new products. The selection process is as follows:

- Vendor submits by mail completed Application with Application Fee included
- Applications are recorded in the date they were received, to set a priority list.

- Once the Vendor is accepted to be in the Market, a date will be determined within 30 days to set up a on- site visit from the Market management. If an existing vendor is returning, and their location has not changed since the last visit, the on-site visit will not be required. New vendors will receive an on-site visit. All vendors must be physically located within 100 miles of the market. International Vendors are excluded from this requirement. More details about International Vendors below.
- Approved Vendors will the receive an Acceptance Letter to be in the 2018 Market.
- The vendor will be invoiced for the 2018 Tent fees which will be due within 45 days of invoice receipt.

Returning Vendors - Market management must know how many committed vendors they will have for the upcoming season to determine space available for new vendor applicants. Returning vendors can renew their commitment by filling out an application for a **returning vendor deadline of Nov 1, 2017 - Nov 15, 2017**. History and performance of the previous year's activities will be a consideration in accepting a return vendor's application. Such actions of numerous missed market dates, quality of retail space, product mix, etc will be considered in the application process of existing vendors. Outstanding fees from the prior season must be paid before submitting a new application. If the existing returning vendor does not apply before Nov 15, 2107, their application will not take precedence over new vendor applications in product type or tent placement.

New vendors may submit applications from **Nov 15 - Feb 15, 2018**. All vendors are to review all applicable Market Guidelines before submitting applications.

The application fee of \$50 submitted with an application will be returned to the vendor if their application is not accepted. No application will be considered completed unless application fee is submitted with the application.

All Vendors are required to have general liability insurance (minimum \$1,000,000), which lists the Charlotte Providence Rotary Club as an additional insured or Certificate Holder.

Vendors selling qualifying foods are required to accept SNAP tokens/receipts for payment. The Market Manager/Treasurer will repay the vendor with all sales receipts, during the market day.

The privilege of being selected to be a vendor or continuing to be a vendor is at the sole discretion of the CFM Board and can be changed at any time for any reason.

Definition of Vendor Categories (see 2018 CFM application for fees):

- 1) Prime Season Vendor: May through October Markets, Saturdays only for 26 weeks

- 2) Partial Season Vendor: 13 week Vendor who has arranged to have another 13 week vendor to fulfill the full 26 week season. The Market Management is not responsible for locating “pairs of vendors” to fulfill the 26 week season. Each partial vendor must pay their own fees, including an application fee. Dates for each partial vendor must be determined by the two vendors who make up the pair. Management will only accept their schedules and not be involved in suggesting their schedules. CFM can possibly assist in finding another partial vendor, but there is no obligation. Partial Vendors are still required to pay \$50 Application Fee

- 3) Daily Vendor: A vendor who requests to fill in as day vendor only. Availability will be made public by the Market Manager as soon as a space becomes available

Applications are kept on file and a waiting list is maintained.

CFM Management will evaluate applications and make announcements of acceptance/denial within three weeks of receipt of CFM Application.

Site visits are required to all vendors and will be made prior to acceptance for the market. Submission of kitchen inspections, meat handler’s licenses, copy of liability insurance, etc., are required with the application.

SECONDARY FARMERS: If a full or partial vendor, represents other farmers/producers in their space, those secondary farmers/producers will be visited as well as the primary vendor. That secondary vendor, will also be required to have all necessary licenses, inspections etc, as if they were a full time primary vendor. Signage providing the names and locations of those secondary producers will be required in the booth space of the primary vendor. Secondary vendor may not comprise more than 25% of the Primary Vendors tent space.

VENDOR MEETINGS AND COMMUNICATION

Attendance at the Spring Vendor Meeting is **mandatory** for prime season and partial season vendors. This has become a real issue with vendors not attending. **If the primary owner cannot attend, another primary spokesman of the company must be in attendance! If this is not adhered to, your tent placement in the market may be affected.**

Vendor communication from CFM is through email. Vendors without email must keep apprised of vendor announcements by phoning the Market Manager or asking at the Market on Saturdays. Special meetings may be called as determined by the CFM.

During the market season, continuous contact must be made with the Newsletter Editor weekly, in order to keep your product choices, special sales, and promotions, etc. up to date. If there is no communication from the vendor it is assumed that no information is required to be modified or announced in the weekly newsletter during the active season.

If at any time your website is updated or modified, it is the vendor responsibility to notify the Newsletter Editor and the Market Manager in order to update the weekly newsletter vendor list as well as the CFM Website, both having links to your website.

ELIGIBLE VENDORS ARE:

- PRIMARY VENDORS who are Farmers (growers) of produce located within a 100 mile radius of CFM.
- SECONDARY VENDORS (within 100 miles of market) as requested by a Primary Vendor and approved by CFM management. This vendor can only participate in the market within the Primary Vendor's tent space. The Secondary Vendor is only allowed 25% of the Primary Vendor's allowed tent space.
- Farmers (producers) of meats, cheese, other dairy products and eggs (see attached addendum for Meat Producers) all located within a 100 mile radius
- Bakers - makers of locally baked goods, cakes and pastries, with facilities within a 100 mile radius.
- Makers of specialty local, consumable products such as canned goods or prepared foods (see inspected kitchen and rules for prepared foods); our preference is for locally sourced ingredients to be utilized as much as possible. NC Grown products are to prominently labeled.
- Makers of soaps and body care products located within a 100 mile radius.
- Gatherers of wild herbs, fruits and mushrooms located within a 100 mile radius. Fishers of fresh caught fish or shellfish caught in NC/SC waters, or, by approval, approved sellers of fish or shellfish caught by another fisher from NC/SC waters.
- **INTERNATIONAL VENDORS.** A special area within the market will include International vendors only and will contain signage indicating "International Flavors". An International vendor is defined as:
 - 1.) an individual who sales a product(s) grown outside of the continental USA. Proof must be offered that the product(s) is indeed grown in a foreign locale. It should typically be a product type that is not typically grown in the USA.
 - 2.) an individual of a foreign culture or heritage who prepares a food item associated with a foreign country or culture. The individual seller can be a US Citizen, but must be of their foreign lineage as it relates to their product.

- Candies or confections made by the seller.
- Preserves, pickles, relishes, sauces, vinegars, jams or jellies made by the seller or secondary seller by using the facility of inspected kitchens and with proper licenses.
- Fresh prepared foods (e.g. salsas, pesto) should be made largely from local ingredients from inspected kitchens. The vendor will be required to provide ingredients and where they were obtained.
- Handmade crafts made by farmers and other vendors of the CFM. Must be by approval and constitute no more than 25% of the seller's product.
- Non-food items may be sold by a nonprofit "community partner" with prior approval of the CFM. Non-profits may only be in the CFM for two times in one season, unless approved by the CFM Management. No non-profit will be allowed to sell any product that is in direct or indirect competition to any CFM vendors. Any required sales or business licenses must be provided by the non-profit in order to legally sell in the market.

If a producer's growing, sourcing or selling methods change from what is stated in the application, the producer must notify the Market Manager promptly. Vendors must notify the Market Manager about any new products they would like to sell that are not listed on their application and get approval before bringing those products to Market.

WHAT CAN BE SOLD AT MARKET

- Vegetables grown by the seller, or secondary grower from seed, sets or seedlings,
- Fresh cut or dried flowers and herbs grown by the seller from seeds or seedlings or perennials on the seller's property.
- Fruits, nuts or berries grown by the seller or secondary grower from trees, bushes or vines on the seller's farm.
- Plants grown by the seller or secondary grower from seed, seedling, transplant or cutting.
- Bulbs propagated by the seller.
- Eggs produced by the seller's or secondary seller's poultry.
- Meat from animals that have been raised on the vendor's property or leased land.
Meat producers must read and sign the meat policy addendum and submit it with their application.
- Cheese (farmstead), butter or other dairy product made on the seller's or secondary seller's property, with milk from the owner's animals, which must be raised on the owner's property or leased land. Artisan cheeses made from another farm's milk may be sold by an accepted application of the farm at which the milk is produced.
- Honey produced from the seller's or secondary seller's hives.
- Cultivated mushrooms. Wild crafted mushrooms may be sold by permission of management and may require certification from NCDA extension or another authority.
- Fresh (made within 48 hours) baked goods made by the seller in a certified kitchen.

WHAT CANNOT BE SOLD AT MARKET

- “Low-acid” canned foods such as green beans, corn peas, carrots, canned tomatoes, etc.
- Internal use medicines (e.g., herbal tinctures).
- Water plants.
- Live animals (neither sold nor given away).
- Vendors may not bring products to Market that have been pre-ordered by customers if such products do not comply with Market rules. CFM strongly suggests that Farmers not supply more than 20% of their products provided, for goods that are preordered. Without product on the day of the market, soon consumers will elect to go to other markets for lack of quality products available at this market.

CRAFTS/ OVERALL MARKET VENDOR PROPORTIONS

- CFM does not allow any craft-only vendors. CFM Farmers and Bakers may have up to 25% of their offerings from crafts, with a total of no more than 25% of the Market being non-farm goods (including baked goods, soaps, other). All crafts are reviewed on a case-by-case basis, must be made by the vendor or a member of the vendor’s family. All must be of excellent workmanship in quality and design, and strictly handmade (no molds, duplicating machines,

REQUIREMENTS AND GUIDELINES FOR FARM AND VALUE ADDED PRODUCTS

The following rules are to inform the CFM vendors about local and state laws which will help prevent food borne illnesses; protecting the Market, farmers and consumers. Each vendor is responsible for ensuring that they abide by these standards and all state and federal laws governing food preparation and food safety. Vendors must provide copies of required licenses, permits or certifications. Vendors must inform the market of any change in licensing status immediately.

Produce - all produce must be of top quality as determined by CFM.

Organic - all vendors advertising and selling organic products must submit a copy of their current Organic Certification and renew each year. Only USDA certified organic growers may display signs using the word “organic”.

Meat - all vendors selling meat and poultry must have a current meat handler’s license from the North Carolina Department of Agriculture. Meat sellers must meet all USDA and NCDA meat handling requirements and licensure. Product labels must include product name, statement of ingredients, inspection legend applied by the processor, net weight, farm name and address and a safe handling statement applied by the processor. Meat handlers may not open packages, re-label products or apply net weights.

No water or ice that comes in contact with meat or seafood may be deposited or allowed to drain onto the Market premises.

No cooked or preserved meats may be sold for immediate consumption if prepared on-site. Prepared foods containing meats must abide by local and state food selling requirements.

Eggs Eggs must be stored at 40° F

Fish - all fish must meet state and local health regulations. See “shellfish” resource below.

Cheese and Dairy - all dairy vendors must meet state and local health regulations, including the food seller’s kitchen inspection by the NCDA health inspectors. Regulations vary based upon a number of factors. For specifics, contact Jim Melvin at 919-733-7366. Cheese must be made on the seller’s premises and must be made with milk from animals raised by the seller. Cheese must be kept properly chilled on the market premises and must be pre-packaged for sale and properly labeled.

Bakers - complete NCDA&CS home kitchen inspection program. At Market, present items pre-wrapped, packaged and labeled according to the guidelines in 21 CRF Part 110. If you decide to sell by-the-slice NCDA would consider it a retail food service and therefore regulated by the health department. Baked goods may be either 1) individually packed in a NCDA approved or Health Department approved facility; or 2) sold from a clean, covered bulk container only accessible by the vendor. To remove food from the covered, bulk container you may use: clean tongs or other utensils, single-use gloves or single-use wax paper sheets. Baked goods should then be placed in a clean, unused bag or container and handed to the customer, or single items may be directly handed to the customer in a single use wax paper sheet. Consumers are not allowed to self serve from covered bulk containers.

Jams, jellies, pickles, relishes and preserves -Must complete NCDA&CS home kitchen inspection program. NCDA rules allow jams, jellies and preserves to be produced in a home kitchen. High acid or acidified foods (pickles, chow chow, relishes, tomato products, etc.) may be sold if the seller has passed the FDA certification course. A copy of the certification must be on file with the market manager. No “low-acid” canned foods such as green beans, corn, peas, carrots, or tomatoes, etc., may be sold.

Prepared Foods - all prepared food items (including meat, fish and cheese) must meet state and local health regulations, including the inspection of the prepared food seller’s **commercial kitchen** by NCDA health inspectors and labeling in compliance with the regulations. Vendors must have a current copy of their inspection form on file with the Market manager. Fresh prepared foods (i.e. salsas, pestos, dips, chutneys, sauces) must be primarily composed of ingredients grown by the seller or qualified producers. They must be packaged in individual containers and kept appropriately chilled at Market. Container labeling must make it clear these fresh foods should be promptly refrigerated and have a limited shelf life. Labeling must list ingredients, farm name and phone number and net weight. Refrigerated products must be produced in a non-home based inspected commercial facility. Frozen prepared foods must be prepared in an inspected commercial kitchen and the majority of the ingredients in these products should be products grown locally as much as possible.

Juice - lemonade and tea may be served (no herbs or fruit added). Non-pasteurized cider cannot be sold Labeling Guidelines - individually packed, prepared foods set out for self-service require a label on the package. 1) A label must be affixed to the package bearing the common or usual name of the product, including the weight in ounces or pounds or fluid ounces, a list of ingredients in descending order of predominance, name and complete address of the person responsible for the product. 2) Baked goods sold in bulk and handed out directly to customers should have ingredient placards posted for customers to see. It is important for the ingredient list to be complete to inform consumers who have allergies.

Samples - vendors may offer customers samples of their products, but safe food practices must be followed. Wash hands thoroughly before cutting samples or wear single-use gloves. Wash produce, and then cut samples with a clean knife. Produce samples must be put on a container set in ice or on a cold pack and should be covered. Hot samples must be kept hot. If these are heated at the market, any pans or other appliances should be kept behind the vendor and out of the reach of customers. Please provide toothpicks, use tongs or sample cups to serve individual samples. Bare hands should not touch samples. Presently there are no electrical outlets available at the market location (except by special request and possibly at an additional cost to vendor)

Hand Washing - all people working at a vendor stall should wash hands before the market begins and after every visit to the restroom to prevent the spread of bacteria. An approved Wash Stand is available at the entrance to the market.

Safe Temperatures - cold items should be kept below 40 degrees and hot items should be kept at 140 degrees or higher.

MARKET DAY RULES

- Vendors are expected to **be set up to sell 15 minutes** before the opening bell.
- Each Market day, volunteers set-up the Market (tents, tables and other Market day supplies).
- Vendors are required to return their tents and clean tables to the storage facility when the Market closes, in the order of tables first, chairs second, and tents last.
- Vendors are to clean their spaces (asphalt and surrounding grass) before vacating the parking lot each week.
- Do not drive to your site after 15 minutes before the Market opening.
- Do not drive your vehicle in the Market space until after the Market closes.
- Vendors are encouraged to park their vehicles away from the market to leave spaces for customers. There is an abundance of parking.
- Vendors are expected to stay until the Market closes at noon, regardless if the Vendor has product available to sell.
- If you are unable to come to Market or need to leave early, communicate with the Market Manger as far in advance as possible. Generally **no one is to leave or remove their sales furniture, baskets, displays, etc, before the closing bell.**

- No selling until the Market bell rings (8 a.m. May through October).
- Remain kind and courteous with your fellow vendors.
- Vendors may not smoke at their booths during set-up, the Market, or take down.
- Vendors are expected to remain free of alcohol and illegal drugs during set-up, the Market and takedown.
- If vendors provide music of any type in their space, the volume should not interfere with other vendors beside or in front of you. If excessive volume is brought to the attention of the CFM management, the musical device will either be turned down to an acceptable level or completely turned off at the discretion on the management.
- Vendors may not bring animals to the Market. The exception to this is when a non-profit pet adoption agency brings pets to the market for adoption. Those pets will be kept at a distance from the market mezzanine. Typically no dogs are allowed within the market premises. Volunteers will hold dogs on leashes at the Rotary Tent.
- The CFM has an open-door policy. See the Market Manager anytime with concerns, questions, ideas and comments.
- Because this market has an open door policy, there may be more than one product type represented in the market. This is good for the market and provides variety to our buyers. Please be courteous to your competitors in regards to pricing procedures. We do not encourage below market prices in order to attract more buyers to your tent. We realize that each farmer/vender has their own scale of profits, but please be fair to all other vendors when determining your prices. We do not accept responsibility for vendors who have exceedingly high prices versus the quality of product being sold.

SIGNS

Vendors must display attractive easy to read signs with the farm name and location. If secondary producers/farmers are represented at the market, their identification must also be included with the primary signage. Vendors must display prices for all items. Vendors are encouraged to have business cards with their contact information at their booth.

VENDOR TERMINATION

Any vendor who fails to comply with the rules may lose their Market rights with no refund of fees. Market management reserves the right to prohibit anyone from selling at the Market.

Resources:

- **Mike Walker** Cotswold Farmer's Market Manager, 704 975 5054
mike@cotswoldfarmersmarket.com
- **Susan Cole**, Mecklenburg Co. Health Dept., 704.621.0847,
susan.cole@mecklenburgcountync.gov
- **Kristin Davis**, NC Cooperative Extension Agent, Mecklenburg Co., 704.336.4006,
Kristin_Davis@ncsu.edu
- **Dairy** – contact Jim Melvin, Assistant Director of Regulatory Programs for cheese sales, 919-733-7366
- **Shellfish** – contact Jeff French, Shellfish Sanitation Branch,
336.613.5180/336.348.6770, jeff.french@ncdenr.gov

-
- **Meat and poultry** – contact the NCDA at 919.733.4136; or go to the meat, poultry and eggs resource website at <http://www.ces.ncsu.edu/chatham/ag/SustAg/meatandeggs.html>
 - **Prepared foods/kitchen inspections** – contact the NCDA at 919.733.7366
 - **USDA Food Safety and Inspection Service 919 790 2828**
 - Who will regulate my food business http://www.ncsu.edu/foodscience/extension_program/entrepreneurs.html
-

Manager Mailing Address

Mike Walker
Cotswold Farmers Market
115 Amrita Court
Charlotte, NC 28211
704 975 5054
mike@cotswoldfarmersmarket.com

Treasurer Mailing Address

Jim Peck
250 King Owen Court
Charlotte, NC 28211
Jim@cotswoldfarmersmarket.com

Find us on Facebook, Instagram, and Twitter

