



North Market Farmers' Market 2020 Rules & Regulations

59 Spruce Street ▪ Columbus, OH. 43215
(614) 463-9664 ▪ www.northmarket.com

For more than 140 years, shoppers have been coming to North Market to support local merchants, farmers and makers. We are proud of our heritage in the community and happy to be home to the original farmers' market in central Ohio. The North Market farmers' market is a weekly outdoor market that takes place during the growing season, rain or shine.

The North Market farmers' market is managed by the North Market Director of Events & Marketing, Jillian Woltz (farmers' market manager). The farmers' market is staffed by part-time North Market employees and may be supported by volunteers, North Market Development Authority Board members or other North Market staff.

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Dates & Hours, Location and Weather

Dates & Hours

Every Saturday, June 6th - October 31st, 8 a.m. - 12 p.m., with the exception of Saturday, July 4th, making a total of 21 market days.

Vendors are required to be set up for the full duration of each market. However, vendors are welcome to begin selling before, and continue selling after the posted farmers' market hours.

North Market hours of operation:

- Sunday – Monday, 10 a.m. - 5 p.m.
- Tuesday – Saturday, 9 a.m. - 7 p.m. (public entrances unlock an hour early Tuesday – Saturday at 8a.m.).

Location

North Market farmers' market pavilion, downtown location:

59 Spruce Street
Columbus OH, 43215

Weather

The farmers' market is rain or shine. In the event of extreme weather, market management will communicate changes via email by 8 p.m. the Friday before.

Eligibility & Acceptance

We are currently looking for Ohio growers & makers.

At this time, we are not accepting meat, fish, bread or cheese vendors. Additionally, we are not accepting franchise, resale, sales representatives or direct sale vendors.

Submitting an application does not guarantee any vendor a spot. Applications are managed via ManageMyMarket.

Acceptance to the farmers' market may be determined by, but not limited to, the following: product type and diversity, reservation type and dates requested, prior acceptance and compliance with the North Market rules & regulations.

Fees

A summary list of all charges to be expected for the farmers' market only:

- Application fee: \$25 – goes towards total rent owed if accepted.
- Rent for space: \$415/full season; \$45/single Saturday.
- Late set up fee: \$5 per occurrence.
- Call-off fee (after 5 call-offs): \$10 per occurrence.
- No call no show fee: \$25 per occurrence (max of .

If any amount due by a vendor is still owed to North Market after the due date listed on their invoice, North Market may decide to charge additional fees, suspend the vendor from the remaining farmers' market season and any other North Market events, as well as reject future applications for any and all North Market events and farmers' market.

Refunds, for any reason, will not be granted.

Timeline

Monday, January 20: application to apply opens.

Friday, March 6: deadline to apply.

Friday, April 3: notice of acceptance, rejection or waitlist.

Friday, May 1: all fees & required documents due. Failure to pay all fees and/or provide copies of all required documents by this date, will overturn your acceptance status. Your reservation is not guaranteed until payment & required documents are received.

Saturday, June 6: first farmers' market.

Saturday, October 31: last farmers' market.

Vendor Guidelines & Requirements

What Can be Sold

The North Market farmers' market is both for growers & makers. Vendors are prohibited from selling products that have not been pre approved by the market manager.

All Ohio Department of Agriculture regulations and permit requirements (temperature control, air contact, cut leafy greens, Mobile Food License, etc.) pertaining to the sale and transport of any fresh food (raw meat, egg, dairy, etc.) sold at North Market must be in full compliance. All vendors producing baked goods or value-added food products must meet all cottage food laws and/or present a mobile food license.

In no case may any grower supplement their offerings with produce from another grower or sell produce from any source that they have not grown, unless pre approved by the market manager. The wholesale purchase of produce from the terminal, or the trade of produce at the terminal, is strictly prohibited.

Cottage food and small processors are those processing foods from growers, value-added processed foods and cottage foods. All products must be made in Ohio by the vendor. If selling under "cottage food," vendor must adhere to all policies set forth in the Ohio Administrative Code, Chapter 901: 3-20 Cottage Food Production, including labeling of product(s).

- Artisanal food products: ingredients sourced from Ohio growers & producers.
- Art, candles, clothing crafts, jewelry, photography & prints, pottery, soaps, herbal products and woodworked goods: products must be hand-made by the vendor.
- Baked goods: fresh, baked-from-scratch, ingredients sourced from Ohio growers & producers.
- Cider: produced from either grower's own or leased land or processed in a facility that ensures the cider is made with the fruit from that land. If processed by a mill, the name of the mill must be listed on the application. If cider is raw, product must be labeled as such and the grower must hold an ODA license.
- Dairy: milk must be fresh and 100% from the producer (no raw milk sales). Yogurt must be made with milk from producer or sourced from an Ohio producer.
- Dried fruits & vegetables: must be from grower's own or leased land. If processed off-site, location must be provided on application.
- Eggs: must be from producer.
- Flowers, plants & trees: must be from the grower's own or leased land. Must be grown from seeds, bulbs, transplants or cuttings. Must plant or repot all plant material. Resale of any plant materials is prohibited.
- Whole Grains, Grain Products & Dried Beans: All grain berries and dried beans must be from the grower's own or leased land. Granola, baking mixes, meal and flour must be made fresh and sourced from Ohio growers.

- Honey & honey products: must be from the grower's own or leased land. If processed offsite, name of facility must be listed on applicaiton.
- Meat: meat products must be raised by on land owned or leased by grower. If processed offsite, name of facility must be listed on application.
- Preserves, jams and fruit butters, pesto, purees and salsa, syrup, oils and vinegars: ingredients must be sourced from Ohio growers and producers.
- Produce: fruits and vegetables must be from the grower's own or leased land.
- Wool & pelts: if processed offsite, name of processor must be listed on applicated.

North Market reserves the right to allow merchants who operate businesses inside the market house to sell outside at the farmers' market.

Any vendor offering samples of products or cooking demonstrations must comply with all city and state regulations.

Merchandise Displays & Pricing

Displays and products for sale must be confined within the painted boundary lines as defined by North Market. If any part of a vendor's display is set outside of the painted boundary lines, and is determined by market management to be impeding the safe flow of customer traffic, the vendor will be asked to place all display items and products within the painted boundaries.

- The common area sidewalk is not to be used for additional product display or staging area, unless prior authorization has been given from North Market.
- Vendors set their own retail prices, but must display them clearly in writing by utilizing one or more of the following signage techniques:
 - Price stickers on each individual item.
 - Individual price signs for each type of product.
 - A list of prices on a large sign or board.
- Growers are strongly encouraged not to under-value their products, as "price wars" and underselling will reduce the profit margin for all vendors.
- Vendors offering samples to shoppers are required to provide a trash receptacle within their stall.

Proof of Insurance

Vendors must provide proof of insurance before they may participate in the farmers' market. Each vendor must submit a copy of their certificate of liability to North Market. The insurance requirements are that each vendor must maintain general liability insurance with limits of not less than one million dollars and no cents (\$1,000,000.00) for general aggregate and products-comp/op agg. Vendor policy shall name North Market as certificate holder.

Licensing Requirements

Vendors selling products on which sales tax is collected are required to obtain a vendor's license.

Certified Organic vendors must provide a copy of certification.

Vendors selling products that require a mobile food license must present a copy of their mobile food license.

Weights & Measures Requirements

You must follow the guidelines for the sale of produce provided by the City of Columbus, Division of Weights and Measures. If you use a scale, it must bear the seal of inspection from that office.

North Market has three approved scales that growers may use. To use one, please contact the farmers' market manager to make arrangements.

Absence & Unannounced Arrivals

North Market, at its sole discretion, may make exceptions or changes to fees and policies as they see appropriate, at any time, any day, for any reason.

Setting up late & tearing down early

Vendors are to be set up by 7:45 a.m.. Setting up late is considered not being completely ready by 7:45 a.m.. There will be a \$5 fee per occurrence. If a vendor is not set up completely by 8:30 a.m., 1 call-off will be used.

Vendors are not to begin tearing down prior 12 p.m. unless they have sold out and/or have prior approval by North Market staff to do so. If a vendor begins tearing down without being sold out or without prior approval, it will be considered tearing down early. There will be a \$5 fee per occurrence. Setting up late and/or tearing down early can determine acceptance to other North Market events and future farmers' markets. If it is determined by North Market staff that setting up late and/or tearing down early has become a pattern with any vendor, that vendor may be subject to suspension or expulsion.

Call-offs

Vendors will be permitted 5 call-offs during the established season. A call off is considered email notification to the farmers' market manager of a vendor's absence of a scheduled farmers' market. Notification must be sent no later than 8:30 a.m. day of, or it will be considered a no call no show. After 5 call-offs, there will be a \$10 fee per occurrence.

No call no shows

A no call no show is considered no prior notification to the farmers' market manager of a vendor's absence for an upcoming scheduled farmers' market. If notification of absence is sent, but after 8:30 a.m. day of, it is still considered a no call no show. There will be a \$25 fee per occurrence. After 3 no call no shows, the vendor will be suspended from the North Market farmers' market and other North Market events.

Cancellations

If you have paid for a stall reservation but are unable to attend any dates, please contact the farmers' market manager. Under no circumstances will a refund be given for the reservation, application fee or any other fees that are due.

Unannounced arrivals

Unannounced arrivals are not permitted. Any vendor that arrives without prior approval to participate in any given farmers' market date will be turned away. If a vendor wants to add an additional date, they must email the farmers' market manager at least 1 week prior to determine availability. If approved, the vendor must pay prior to setting up that day.

Market Logistics

North Market Info Table & Onsite Staff

North Market onsite staff will arrive between 7 a.m. and 7:45 a.m. each Saturday. Staff will be located inside the business office on the second floor, prior to setting up the North Market info tent outside.

The North Market info tent will be set up each farmers' market with the following:

- Sale of EBT.
- Sale of North Market merchandise.
- Parking validation for customers.
- Parking stickers for vendors.
- Answers to all North Market-related questions.

Access to the Market House

On farmers' market days only, vendors are permitted to enter North Market through the employee door located in the loading dock area, prior to public entrances unlocking, to use the facilities or meet with market staff. Customers are not permitted to use this door anytime, for any reason.

Parking

Free parking for one vehicle inside the North Market lot is included with each accepted vendor application. When vendor pulls into the lot, they will receive a white parking ticket. Vendor will place free parking" sticker on the back of the ticket to waive all parking fees. To obtain a parking sticker, each vendor will need to visit the North Market info tent. If vendor has lost or did not receive a white parking ticket, visit the North Market info tent.

- Vehicle must fit in one parking space.
- Vendor may choose to keep a trailer in the parking space, provided their vehicle will be moved to an alternate parking location outside of the North Market lot.
- Vendors are not permitted to hold or reserve a parking space for another vendor.
- Vendors who park at a meter or in a parking garage will not be reimbursed for parking expenses by North Market.

North Market does not reserve or guarantee any/or a specific parking space with a stall assignment. Therefore, the earlier a vendor arrives, the better the chance they will get a parking space closest to their assigned stall.

Customers are to get their white parking tickets validated by North Market to lower the cost of parking. This is done by North Market merchants or staff stamping the back of the ticket. Vendors at the farmers' market are not responsible for customer parking validation. Vendors are to inform their customers that their parking can be validated at the North Market info tent or by a merchant inside.

Stall assignments

Stall assignments are made by North Market. They may be determined by the following, but not limited to: reservation type and date(s), type & diversity of product, previous stall locations or North Market operations requirements.

Any vendor assigned a 10x10 uncovered stall is encouraged to set up a tent. If a tent is set up, it must have a 25 pound weight on each leg. Vendors are also responsible for providing their own tables, chairs and signs.

Only full stall locations are available to rent (no half or partial stalls). Vendors are not permitted to share a stall location with any other vendor. A request to make changes to the original stall assignment may be permitted but is not guaranteed. Change requests must be done in advance via email.

Stall assignments will be available in ManageMyMarket and a map will be published on northmarket.com for customers. Therefore, all stall assignment decisions are final once posted for the season. Vendors are to set up in their assigned location unless the farmers' market manager or North Market staff, has given permission or instructed a stall change for that day.

North Market, at its sole discretion, may make exceptions or changes to stall assignments as they see appropriate, at any time, any day, for any reason.

Setting Up & Tearing Down

Vendors may begin setting up their displays as early as they like. However, displays must be completely set up no later than 7:45 a.m.. This means that by 7:45 a.m., all tents, tables, chairs, products and any other display items, must be completely set up and ready for business.

If a vendor is not set up by 7:45 a.m., they:

- May forfeit their location and/or be asked by North Market staff to move their display.
- May be denied market that day.
- Will be charged a \$5 late fee for each occurrence.

Vendors are not to begin tearing down prior to 12p.m. on any farmers' market date. This means that at 12 p.m., vendors are permitted to tear down all tents, tables, chairs, products and any other display items.

Vendors are to refer to the Absence & Unannounced Arrivals section if they will be late setting up or won't be set up the whole duration of the market.

When tearing down, vendors are to:

- Remove all display items.
- Remove all food scraps.
- Sweep & clean stall (do not sweep into parking lot).
- Break down all cardboard boxes.
- Use trash (left) and recycling (right) compactors located in loading dock area.

Smoking

Smoking and tobacco use of any kind are not permitted on North Market property.

Electricity & Water

Access to electricity is limited. If a vendor requires water or electricity, they are to see onsite staff for availability.

Farm Visits

North Market reserves the right to visit each growing site in order to assure the vendor is growing product on land they own or lease.

Events & Marketing

North Market & Public Events

North Market holds several events, including large scale fundraisers. In the event that any North Market event causes delay or changes to normal farmers' market hours, North Market management will communicate these with vendors via email.

North Market's central location means that oftentimes street closures due to public events, such as races, festivals and parades, may cause disruption. Vendors are encouraged to stay informed and plan around public events.

Marketing & Social Media

North Market onsite staff and management will do their best to highlight and tag each seasonal vendor, or seasonal vendor's products, at least once between June and October. This may be done via social media (Instagram, Facebook and/or Twitter) and/or North Market newsletter communications. If a vendor would like a specific product highlighted, or no longer wants a product/themselves highlighted, they must provide advanced notice to the farmers' market manager or North Market staff. This is particularly true if a new crop or other item will soon become available or will no longer be available.

We encourage vendors to post when they will be at North Market and to tag North Market when posting to social media (Instagram, Facebook and/or Twitter). When posting about North Market, vendors must be respectful and mindful of all content. Vendors should assume that media, community members and competitors will see any and all posts.

We encourage vendors to use the following hashtags when posting about North Market:

- #yourfarmersmarket
- #yournorthmarket
- #freshlocalauthentic
- #shoplocal

North Market staff may take photos of your products, displays and staff with permission for the purposes of marketing. You may opt out of the photo release if you do not wish to have North Market staff take photos of your products, display or staff and/or market your business.

Media Release

North Market will provide a media release form to each vendor, allowing the option to allow or opt out of any and all media-related actions taken by North Market (photos, social media, marketing).

Sales Reporting & North Market Currency

Sales Reporting

North Market requires sales to be reported by each vendor. The market manager will communicate how to report sales and the frequency in which to report.

North Market uses the combined sales data captured from all vendors for completing grant applications and reports for other funding sources. It is important to report the economic impact of the North Market - doing so directly benefits each vendor and the farmers' market as a whole.

Individual vendor sales data will be held in the strictest confidence by North Market.

North Market Currency

North Market has several forms of currency that vendors are required to accept. Once accepted, the vendor is able to submit currency to North Market for a reimbursement check that will be ready the following week or mailed. The market manager will provide photos of different currency and additional details prior to the start of the season.

All vendors are required to accept North Market gift certificates, market vouchers and North Market event vouchers.

- Treat as cash, provide change if applicable.
- Write vendor name and date on currency.
- North Market will deduct a 2.5% processing fee from the face value of each when processing reimbursements.

All farms and vendors selling eligible products are required to accept Ohio Direction Card Scripps (EBT), Produce Perks, WIC Farmers' Market Coupons and Senior Farmers' Market Nutrition Program vouchers.

- Treat EBT scripps as cash, provide change if applicable.
- Write vendor name and date on currency.
- Do not write on WIC coupons.
- North Market is now able to register to accept Senior Farmers' Market Nutrition Program vouchers directly and reimburse eligible vendors.

Prior to leaving North Market each week, confirm vendor name is listed on collected currency and turn to the onsite staff. Seasonal vendors will receive an envelope to keep all currency that staff will return each week. Vendors will receive a check in person the following week or by mail if not scheduled to return.

Professional Conduct

All vendors are required to treat fellow growers, makers, shoppers and North Market staff with respect and dignity at all times. Vendors must operate their business in a fair and honest way, in order to protect the integrity of the community of growers and makers. A vendor's actions affect the reputation and character of North Market and the North Market farmers' market.

It is the vendor's responsibility to inform all present and future employees of the policies & procedures outlined in the North Market farmers' market rules & regulations. Each vendor is responsible for their own, and their employees' compliance with the rules & regulations. Violation of any North Market farmers' market rules & regulations constitutes forfeiture of the right to participate in the North Market farmers' market and other North Market events, and may lead to expulsion.

North Market will follow this procedure in the event of a violation:

- First violations will result in a verbal warning to the person or vendor.
- Second violations will result in a written warning to the person or vendor.
- Third violations will result in the expulsion of the person or vendor from the North Market farmers' market and/or other North Market events.

Resources

The North Market Farmers' Market is managed by the North Market Director of Events & Marketing, Jillian Woltz, jillian@northmarket.com. Vendors are to communicate all questions, comments and concerns related to North Market directly with Jillian via email.

- **Columbus Health Department:** Food Safety 614-645-8191; 240 Parsons Ave, Columbus, OH 43215.
- **Cottage Foods:** <http://codes.ohio.gov/oac/901%3A3-20>
- **Division of Weights & Measures:** 614-525-7380; 240 Greenlawn Avenue, Columbus, OH 43223.
- **Food Safety Modernization Act information:**
<http://www.fda.gov/Food/GuidanceRegulation/FSMA/>
- **Franklin County Public Health Food Safety Program:**
<https://myfcph.org/environmental-health/food-safety/>
- **Mobile Food License:**
<https://myfcph.org/environmental-health/food-safety/mobile-food-license/>
- **National Organic Labeling Standards:**
<https://www.ams.usda.gov/publications/content/labelingorganic-products>
- **OEFFA:** www.oeffa.org
- **Ohio Dept of Agriculture:** Food Safety/Cottage Industry
www.agri.ohio.gov/FoodSafety; 614-728-6250; foodsafety@agri.ohio.gov
- **Packaging and Pricing of Food and Nonfood Products Info on selling at markets:** www.growingformarket.com/categories/SellingAtFarmersMarkets
- **Sampling at markets:**
www.ca.uky.edu/cmsspubsclass/files/extensionpubs/2012-19.pdf
- **Senior FMNP Coupons:** <https://aging.ohio.gov/nutrition>
- **Vendor's License:** Franklin County Auditor's Office: 614-525-3260; 373 S High St, Columbus, OH 43215
- **WIC:** www.odh.ohio.gov/odhprograms/ns/wicn/wic1.aspx