



OPENING DATE:
Saturday, May 1st

Morganton Farmers Market Vendor Rules & Regulations 2021 Season

Hello from the Morganton Farmers Market staff!

As unpredictable as 2020 was, a lot of good things happened at the Morganton Farmers Market. Yes, you read that right, good things still happened in 2020. With the exception of canceling the 2020 Annual Farmers Market Meeting, we were able to host both the Wednesday Mini Market and Saturday Market with no interruption from May to October. We installed new signage, operated a one way flow for shoppers, and brought in handwashing stations to both locations in order to comply with COVID regulations and maintain a safe shopping environment for customers. As we enter into a new market season, some of the health and safety measures will stay in place and we are excited to continue offering monthly music events, kid activities, and special events throughout the 2021 season.

The Morganton Farmers Market is pleased to announce the 2021 Season of the Farmers Market in downtown Morganton! The market will be held rain or shine on **Saturday mornings from May 1 to October 30** from 8:00am to 12:00pm at Morganton Station located at 300 Beach Street. The Wednesday Mini-Market will be held rain or shine on **Wednesdays, beginning May 5 to October 27**, from 11:00am-2:00pm in the vacant lot across from CVS Pharmacy at 111 North Green Street.

The cost for daily vendors at ***each market*** (Saturday and Wednesday) is \$5 per day, per week, that you attend. Those vendors that wish to have booths next to the Saturday shelter can do so at a cost of \$25 per month and booths located under the Saturday shelter cost \$35 per month. (Booths beside of or under the shelter must be assigned by Market personnel and must be staffed each week; if you request and are assigned a Saturday shelter space, you are responsible for the cost of the booth space from May-October).

Market rules and vendor application (attached) are available at www.morgantonfest.org. ALL VENDORS MUST READ and CONFORM TO THE MARKET RULES & REGULATIONS. YOU SHOULD KEEP A COPY. Email info@downtownmorganton.com or call the Main Street office at 828-438-5280 with any questions.

A handwritten signature in black ink that reads "Sharon Jablonski".

Sharon Jablonski
Market Director

A handwritten signature in black ink that reads "Abby Gentry Nelson".

Abby Gentry Nelson
Market Assistant Director

Operational Guidelines

The downtown Morganton Farmers Market provides a direct market for farmers, growers, producers and artisans for their products to help sustain the regional agriculture economy.

1. Time and Place- Market times and location will be announced each year during the Annual Meeting.
 - The Morganton Farmers **Saturday Market** will begin the 2021 season on May and run through October 30. The location will be 300 Beach Street (behind Maria's Italian Eatery). The market hours are **Saturdays from 8:00am to 12:00pm.**
 - The **Wednesday Mini-Market** will begin the 2021 season on May 5 and run through October 27. The location will be 111 North Green Street (across from CVS Pharmacy). The market hours are **Wednesdays from 11:00am-2:00pm.**
 - The **Holiday Farmers Market** will held in November and December of 2021. The location will be 111 North Green Street (across from CVS Pharmacy). The market hours are **Saturday, November 27 and Saturday, December 11 10:00am-2:00pm.**
 - **Pop Up Markets** will be held at the discretion of the Market staff but typically occur once a month during the off season from 9:00am-1:00pm. The location will be 111 North Green Street (across from CVS Pharmacy).

2. Definition of Local- Local is any produce, craft or other item grown or made within 60 miles of the market.

3. Vendors- All vendors must submit an application. Payment is due on the first Saturday of the month for reserved booths and daily vendors must pay daily.
 - a. **Farm Vendors:** The Morganton Farmers Market strives to be a local **producers-only** market. By selling at the Morganton Farmers Market the vendor assures that she/he is the **primary grower** of the produce being sold. **No wholesale brokers are allowed.** Farm vendors must agree to allow a farm inspection by the Morganton Farmers Market staff.
 - b. **Artisan/Craft vendors:** The Morganton Farmers Market strives to provide a venue for locally made crafts that are well conceived, expertly executed and handmade by the artist. Craft vendors must submit an application to the Morganton Farmers Market staff. The craft vendor applicant must be local and the applicant must make her/his own craft items. The first priority will be given to crafts which feature materials which are found naturally in our region. Craft vendors must agree to allow the staff of the Morganton Farmers Market to inspect their facilities if requested. **Note: there are a LIMITED number of artisan/craft spaces available – Morganton Farmers Market is a farmers market first and gives priority to local farmers.**
 - c. **Food Vendors:** The Morganton Farmers Market strives to showcase food made from local ingredients and made by local vendors. Food vendors must submit a Morganton Farmers Market application to staff. The food vendor applicant must be local and the applicant must make her/his own food items. **All food vendors must maintain appropriate Health Department certification and adhere to all local, state, and federal laws regarding food safety and have permits available. All prepared food processor facilities must comply with the Burke County Health Department regulations. Note: there are a LIMITED number of food vendor spaces available – Morganton Farmers Market is a farmers market first and gives priority to local farmers.**

4. What can be sold-

- a. **Produce:** The strong preference of the Morganton Farmers Market is that local produce be seasonal food grown within 60 miles of the market.
The sale of meats, eggs, dairy, organic items from growers without organic certification, jams, jellies and low acid/acidified foods such as canned vegetables, salsas, pickles, etc., are subject to specific federal and state regulations. Vendors are responsible for ensuring their products meet all federal, state and local regulations.
- b. **Crafts:** Local crafts are works that are well conceived, expertly executed and made by hand by the artist from within 60 miles of the market. A sample of the craft or high-quality photograph of the craft the vendor plans to sell must accompany the Morganton Farmers Market application. No applications will be considered without a sample and/or photograph. Categories of crafts include but are not limited to basketry, leather, wood, candles, soap and dried flowers.
Note: there are a LIMITED number of artisan/craft spaces available – Morganton Farmers Market is a farmers market first and gives priority to local farmers.
- c. **Food:** The Morganton Farmers Market encourages local food vendors to sell wholesome, healthy foods using fresh ingredients. Food sold should highlight regional produce/products and seasonal ingredients. Local vendor is defined as within 60 miles of the market. **A limited amount of prepared foods may be approved for sale and should feature current, seasonal ingredients which are sold at the market.** Food vendors must comply with all federal, state and local regulations and must submit proof of certifications.
Note: there are a LIMITED number of artisan/craft spaces available – Morganton Farmers Market is a farmers market first and gives priority to local farmers.

5. General Market Operation-

- a. **Space Allocation:** Vendors will be pre-assigned spaces at the time their application is approved, except for vendors that wish to serve as Daily Vendors, which are first-come, first-serve.
 - i. Wednesday Mini-Market and Saturday Daily Vendors are first-come, first-serve and compliance with vendor parking will be **STRICTLY** enforced (see map)!
 - ii. Wednesday Mini-Market and Saturday Daily Vendor booths do not allow trailers of any kind, you must pull forward into a booth and sell product from the back of your car/truck OR in a 10x10 tent. **Trailers must be parked off site.**
 - iii. Holiday Market vendor booths are first-come, first-serve and compliance with vendor parking will be **STRICTLY** enforced (see map)! Holiday Market setup is identical to Wednesday Mini-Markets. **No trailers are permitted!**
- b. **Setup-** All vendors must be set up by 8:00am on Saturdays and 11:00am on Wednesdays. Please do not start selling products until the start of the market: 8am on Saturdays and 11am on Wednesdays.
- c. **Clean up-** Vendors are required to keep their areas clean during the Market and to clean up their areas when the Market is over.
- d. **Pricing-** Prices must be clearly displayed in your booth!
- e. **SNAP/EBT*** – Vendors accepting SNAP Tokens, must be knowledgeable of the program
 - i. **SNAP/Farmers Market Nutrition Program...**The United States Department of Agriculture manages several programs that benefit local farmers including the Supplemental Nutrition Assistance Program (SNAP) and the Farmers Market Nutrition Program (FMNP)

for Seniors and recipients of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). The Morganton Farmers Market works to facilitate these programs for the benefit of vendors, shoppers and the larger Market community. Vendors are required to accept SNAP/EBT tokens for eligible products to be reimbursed by the Market monthly. No change may be given for SNAP tokens, Fresh Bucks tokens or WIC coupons. Other restrictions apply for these federally funded programs. More information is provided during vendor orientation.

- ii. **Please be aware of the items for which you can and cannot receive SNAP Tokens.**
- iii. **To be reimbursed for SNAP and Double Bucks Tokens.** Tokens can be turned in each Saturday by 11:45am to the SNAP/EBT Administrator; if you are unable to turn them in by 11:45am then hold them until the next week. However, ALL tokens must be turned in by the last Saturday of each month in order to receive a reimbursement check the following (first) Saturday of the month.

***Acceptable SNAP/EBT Purchases included at the end of the document.**

- f. **Double Bucks Tokens*** – Double Bucks tokens are provided through a grant from RAFI, and can be used to purchase the same items as SNAP Tokens. Double Bucks Tokens have the same rules as SNAP for reimbursement.

***Double Bucks info sheet included at the end of the document.**

- g. **WIC-** Please keep in mind that you may only sell FRESH PRODUCE to customers paying with WIC coupons. **You must sign up and be approved before accepting WIC. Please contact** Donna Teasley, with the Burke County Extension office, located at 130 Ammons Drive #2, Morganton, NC 28655 or by phone at 828-439-4460. It is important that you are knowledgeable of the program.
- h. **Pets-** Pets on a leash will be allowed at the market under the supervision of an adult. Owners are responsible for their pet's hygiene and behavior. Vendors and pet owners are responsible to make certain that animals do not come into contact with food being sold. ***If you bring your pet to the market, you must also provide hand sanitizer at your booth.***
- i. **Parking-** Vehicles which are not in use for the sale or display of produce and food products must be parked outside of the market area. Daily vendors during the Saturday market must park their vehicles in the parking lot and not in the daily vendor area (see map).
- j. **Signage and displays-** Vendors should plan an attractive and inviting display of their products. No products may be displayed on the ground unless in an appropriate container. Signs should be displayed to identify products, price, identification of the farm/farmer and origin of products. Certified organic products may be labeled as such with appropriate documentation available.
- k. **Smoking-** The Morganton Farmers Market is a smoke free environment.

- 6. **Code of Conduct.** In order to promote the Market as a whole to the City of Morganton and Burke County, all members of the Morganton Farmers Market will behave towards customers, market vendors, staff and volunteers, in a professional manner which fosters a sense of Market community, camaraderie, and a spirit of cooperative involvement. Negatively discussing other vendors at the Market with other customers or vendors is prohibited. Failure to comply with the Market code of conduct may result in expulsion from the Morganton Farmers Market at the discretion of the Market Director.

7. Market Director. The Market Director has the authority to deny any person the privilege of operation at the Market who, in his judgment, is using methods that are detrimental to attendance at the Market or who is contrary to the Market rules, regulations or by-laws. The Market Director has the right to deny any person the privilege of selling a particular item that, in his judgment, is detrimental to the attendance at the Market or is contrary to Market policies. The Market Director has complete authority to interpret and implement policy on the Market site. The Market Director has the authority to order and remove any person or vendor from the Market who is guilty of any violation of these Market regulations, or who may be guilty of violation of any ordinances of the state of NC, Burke County, the City of Morganton, or who fails to obey any lawful order of the Market Director. The Market Director is responsible for enforcing all Market and public safety regulations, including space assignments, Market rules and guidelines. In the event an issue arises between vendors and a reasonable solution cannot be reached on their own accord, the Director has the final say as to the resolution of the problem. If you have any questions or concerns you wish the Morganton Farmers Market to address, please submit your concerns and proposals in writing to the Market Director.
8. Grievance Policy. The Market Director is responsible for enforcing the Market rules. 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 Market Director. Continued violations will result in vendors being banned from the Market. Any vendor who challenges another vendor's product(s), legitimacy, display, or conduct must file a written complaint with the Market Director, giving the name of the vendor and the specifics of the situation that may not be in compliance with Market rules. The complainant must date and sign the complaint and the Market Director will attempt resolution. The Complainant may not take it upon themselves to discuss vendor's product(s), legitimacy, display, or conduct with other vendors or customers. Verbal speculation alone is not grounds for investigation. Please refer to Code of Conduct.
9. Actions. Market Director may expel a vendor at any time. This is particularly true if there is a violation of any guideline or eligibility requirement. If a vendor cannot operate as a member of the Market community in good faith, then s/he will be asked to leave. If violations take place, Market Director may take any action it deems necessary to preserve the integrity of the market, including vendor suspension, permanent vendor expulsion, or, in extreme cases, legal action. Market Director has the sole right to expel a vendor at any time.
10. Application Process

All potential market vendors (produce, crafts, and food) must submit a complete application to the Morganton Main Street office before the first market day in which the vendor intends to participate. Those that wish to have reserved vendor booths must submit their application by **April 9, 2021**. Morganton Farmers Market staff will review and approve or deny the application based on conformance to the rules outlined herein and will notify the vendor of the approval/non-approval of the application. Vendors are encouraged to submit their applications well in advance of the market they plan to attend to ensure their application will have sufficient time to be processed. If approved, the application will allow the vendor to participate in the Morganton Farmers Market for the rest of the season without the necessity of re-submittal. If denied, the vendor will be notified.
11. Federal, State and Local Law Compliance

It is the responsibility of the Morganton Farmers Market vendors and other market participants to know and follow all applicable federal, state, and local laws and regulations.

12. Hold harmless and indemnification

Morganton Farmers Market vendors and other participants agree to take part in the market at their own risk and will not hold the Market, its directors, officers, agents, employees, sponsors or site owners responsible for any legal or financial liability resulting in the participation of thereof all as required by and as more fully set forth hereinafter in the "Hold Harmless Provisions" section of the application.

Contact information:

Market Director: Sharon Jablonski
PO Box 1472
Morganton, NC 28680
(O) 828/438-5252 (C) 828/443-0886
sharonj@downtownmorganton.com

Market Assistant: Abby Nelson
(O) 828/438-5280 (C) 336/932-9361
info@downtownmorganton.com

SNAP/EBT Administrator: Jennifer Bell, J and J Farms

WIC Administrator: Jennifer Bell, J and J Farms

Key Holder: Marie Williamson, Bluebird Farm



VENDOR APPLICATION 2021 SEASON

I. CONTACT INFO

Business/Farm Name _____

Owner/Contact Name _____

Mailing Address _____

City _____

State _____

Zip _____

Physical Address _____

City _____

State _____

Zip _____

Phone _____

Cell _____

Email _____

Website _____

II. PRODUCTS

Provide a complete list of the products you will sell at the market. Include produce, value-added products (flowers, bakery or other non-produce items) and the degree to which they contain local ingredients, if applicable. Attach extra sheets or photographs, if needed. The more information you provide the better we will reach our customers.

**If you do not include some products on this list, you may be asked to remove them from your booth if they are found to be questionable or create a surplus of any one item during the market day.*

Which of the following best describes your farming practices? *Example: spray all crops? Insect invasion only? Partly organic? Etc.*

Conventional _____ Pesticide Free _____
Minimal Chemical Application _____ Certified Organic _____
Other _____

III. BUSINESS SUMMARY

For marketing purposes, please briefly describe your farm/business.
If you have pictures, please attach or email! (info@downtownmorganton.com)

IV. LICENSE, PERMIT, CERTIFICATION & INSPECTION REQUIREMENTS

Vendors are required to comply with all Federal, state, and local laws governing food safety and labeling. Examples:

- NCDA Kitchen Inspection (processed foods: baked goods, jams, vinegars, juices, coffee etc.)
- NCDA Division of Meat and Poultry (Meat Handler's License)
- FDA Short Course Certification (relishes, pickles etc.) (for acidified foods)

V. BOOTH REQUESTS

Due to rapid growth, a priority system will be used to assign market booths.

All payments are due on the first Saturday of each Month.

Please indicate your preference below:

_____ Seasonal Covered Booth - Saturday Market (300 Beach Street)
 (\$35.00 per month-vendors assigned this space are responsible for booth fee May-Oct)
 Requires weekly commitment during market season

_____ Seasonal Corner Booth - Saturday Market (300 Beach Street)
 (\$25.00 per month-vendors assigned this space are responsible for booth fee May-Oct)
 Requires weekly commitment during market season

Daily Space - First come, first serve during market season

_____ Saturday Market: 300 Beach Street (\$5.00 per day)
_____ Wednesday Market: 111 North Green Street (\$5.00 per day)

Holiday Market - First come, first serve during market season

_____ Saturday, November 27 10am-2pm at 111 North Green Street (\$5.00/day)
_____ Saturday, December 11 10am-2pm at 111 North Green Street (\$5.00/day)

HOLD HARMLESS PROVISIONS

Vendors, as a condition of participation in the Historic Morganton Festival Inc (dba Morganton Farmers Market (MFM)), agree to the following hold harmless provisions:

In consideration of being a vendor at the MFM, I agree to indemnify, protect and hold harmless the MFM from all claims, liability or lawsuits, including reimbursement of attorney fees in defending such claims and damage to real or personal property which arises out of, or results from the acts or omissions of the undersigned or resulting from the activities carried on by the undersigned and its employees, agents and representatives.

I acknowledge that I have read the rules & regulations attached to this application for the MFM and will abide by them. I understand that if I have violated any regulations, the Market Manager may terminate my participation without refund.

I release the MFM, from any responsibility for theft, damage or loss.

Signature

Date

What is SNAP?

SNAP stands for the Supplemental Nutrition Assistance Program. SNAP is a federal program that helps millions of low-income Americans put food on the table. Across the United States there are 9.5 million families with children on SNAP. It is the largest program working to fight hunger in America.

What can SNAP be used to buy?

Any food for the household, such as:

- Fruits and vegetables;
- Meat, poultry, and fish;
- Dairy products;
- Breads and cereals;
- Other foods such as snack foods and non-alcoholic beverages; and
- Seeds and plants, which produce food for the household to eat.

What CAN'T SNAP buy?

Households CANNOT use SNAP benefits to buy:

- Beer, wine, liquor, cigarettes, or tobacco
- Vitamins, medicines, and supplements. If an item has a Supplement Facts label, it is considered a supplement and is not eligible for SNAP purchase.
- Live animals (except shellfish, fish removed from water, and animals slaughtered prior to pick-up from the store).
- Prepared Foods fit for immediate consumption
- Hot foods
- Any nonfood items such as:
 - Pet foods
 - Cleaning supplies, paper products, and other household supplies.
 - Hygiene items, cosmetics

FARMERS' MARKET FOOD PROGRAMS

SNAP/EBT

Come to the Information Table to use your EBT card to shop at the market.



DOUBLE BUCKS



We double your dollar when you use your SNAP/EBT card.

\$20 EBT = \$40 to spend

BRING A FRIEND

Bring a friend to shop with their EBT card or participate in the Cash Match program and you will each receive **\$5 in Double Bucks tokens.**

WIC & SENIOR FARMERS' MARKET NUTRITION PROGRAM

Bring your WIC or Senior Farmers' Market Nutrition Program vouchers to the Information Table. We will double the amount you have in vouchers.

\$4 in Double Bucks per WIC voucher

\$3 in Double Bucks per Senior voucher

CASH MATCH

We match cash for customers that participate in SNAP, WIC, Section 8 housing, or live in housing authority sites.

\$20 Cash = \$40 to spend