

**Snellville Farmers' Market**  
**“Nourishing Our Community”**  
**2020 Policies and Fees**

Founded in 2010 by a group of local citizens, the mission of the Snellville Farmers' Market is:  
**To “Nourish Our Community” by providing fresh, local and seasonal produce and encouraging community pride.**

**Products That Can Be Sold**

The Snellville Farmers' Market policies will adhere to the Georgia Department of Agriculture *Guidelines for Food Products Sold at Events Sponsored by Non-Profit Organizations*.

Products that may be sold **without a license** include those food items that are exempt from the Georgia Food Act and are not governed by additional state or federal laws and regulations:

- Fresh Produce
- Breads, Pies, Cakes and Cookies
- Jams and Jellies
- Honey
- Cut flowers and Herbs

Products **requiring a license** may be sold when a copy of the current license issued by the proper authority accompanies the application:

- Eggs
- Dairy Products
- Organic Products
- Low Acid/Acidified Foods (canned vegetables, pickles, salsa, etc.)
- Meats, Poultry, Fish and Seafood
- Live Plants

Vendors who wish to sell prepared, ready-to-eat foods that are potentially hazardous and require time and temperature control must provide the following documentation with their application:

- Documentation of current ServSafe (or similar food safety program) certification.
- Certificate of liability insurance showing coverage for the Snellville Farmers' Market

Non-food products that may be sold with approval of the Snellville Farmers' Market Committee include fresh cut flowers, fresh cut herbs, dried flowers and other garden materials. Handmade items to be sold by the product creator will be considered on a case-by-case basis.

## Labeling Requirements

**All baked goods, jams and jellies, and other packaged food products must be labeled in compliance with all applicable federal and state regulations. A copy of a label must be submitted for approval with the application.** The label must include:

- The common name of the food
- Net weight
- A list of all ingredients using the common name of each ingredient
- The name, address and phone number of the person who made the product
- Allergen information

## Who Can Sell

- Booth preference will be given to those vendors selling fresh produce and food items.
- **Produce re-sellers will not be permitted to sell at the market. Produce vendors must own or lease the land on which the produce is grown. Family members or paid representatives of the land owner/lessee may sell produce with prior approval.**
- **Vendors selling products may be represented by a family member or paid employee.**
- A limited number of craft vendors may be approved to participate in the market. Crafts will be considered on a case-by-case basis and must be made by the applicant. To ensure the quality of the crafts offered, vendors should submit a photo of their craft with their application. In some cases, the market committee may request an actual sample of the craft. If a sample is requested, it will be available for pick up at City Hall within two weeks of submission.
- Approval preference will be based on the number of weeks a vendor plans to participate.
- Upon approval of the committee, local non-profit civic groups, hospitals and similar health care institutions, and city officials may reserve a Public Service Booth for the purpose of providing information to citizens. These groups must have an approved application on file. No products may be sold in a Public Service Booth. There is no charge for the use of a Public Service Booth. See Restrictions on Right to Lease a Booth below.
- No items sold at the market may be bought commercially, re-branded and resold.
- Only those items listed on a vendor's application may be sold. If a vendor wishes to add an item, approval must be received from the market manager or representative prior to offering that item for sale. The market manager or representative is the final arbiter on the suitability of an item offered for sale.
- To ensure a good diversity of products, the committee may find it necessary to limit participation of vendors who sell like items. No vendor is guaranteed to be the sole purveyor of an item.
- Only vendors who have paid the required booth fee may sell. All vendors must have a current application on file, including a copy of any required license(s).
- The committee reserves the right to inspect the premises where products are grown, produced or processed at any time during the market season.
- Vendors sell at the invitation of the market committee. The committee reserves the right to revoke a vendor's approval at any time.

## **Restrictions on Right to Lease a Booth**

The purpose and mission of the Snellville Farmers' Market is primarily to provide and lease a booth where private individuals and companies that grow or produce farm products are allowed to market their products at an advertised and promoted public event. A booth for purposes of this policy is defined as the 10'X10' area leased by a private individual or company to display and sell their food and farm products during the term of the farmers' market event, with a mobile tent provided by the individual/company. As a by-product of this principal goal, booths not used for the primary function of the market are made available to other retailers and service providers that are marketing homemade items, crafts and other items deemed by the Board of the Farmers' Market as compatible with the purpose and mission of the Farmers' Market. The second group of applicants are selected based on their ability to attract customers and participants to the market.

The primary mission is to provide locally grown produce, meats, eggs, honey and other locally produced foods to the citizens of Snellville and the surrounding area. The farmers' market mission is intentionally not intended for political or religious communications. However, because the Towne Green is owned by the City of Snellville, the City has provided a "free speech zone" for anyone wishing to exercise their First Amendment rights. All parties that do not meet the primary mission of the farmers' market are free to exercise their rights in the free speech zone.

The Farmers' Market Committee has determined that it would like to set aside a maximum of two booths at the Farmers' Market for public service organizations to participate in the market at no charge by providing information beneficial to the public. In order to qualify for use of one of these reserved booths, the applicant must submit an application to the Farmers' Market Committee for approval. An applicant can request to reserve a maximum of one booth at any one market. Examples of parties that are encouraged to apply for and use the public service booths are the following:

- Public officials and staff distributing materials to update citizens on the status of public projects such as road work and economic development initiatives
- Local hospitals and similar institutions providing public health information
- Civic organizations providing information regarding public service opportunities

Applications for use of the Public Service Booths shall be evaluated by the Committee based on the following criteria:

- All applications are considered in the order of filing.
- Applications shall be scheduled for critical information deadlines.
- Applications by parties where the issue is of great public concern will be given priority.
- Applications by public entities such as the City of Snellville and its affiliated organizations shall be given priority.
- Groups seeking to distribute information of a religious or political nature shall be not be considered and are invited to use the free speech area set aside for that purpose.
- Local businesses that have not been approved as paid vendors by the Snellville Farmers' Market Committee and wish to distribute information may not do so in the market area. They are invited to use the City Hall Free Speech Area.

## **Location and Hours of Operation**

**Where:** The market will be held on the Towne Green in front of Snellville City Hall, 2342 Oak Road, Snellville, GA 30078.

**When:** June 6 through September 26, 2020

### **Hours of Operation:**

Every Saturday	8:30 am to 12:30 pm
Vendor set-up	7:00 am to 8:15 am
Vendor breakdown	12:30 pm to 1:00 pm

Vendors are expected to be fully set up and ready to begin selling at 8:30 am and stay open until the end of the market. Vendors who sell out may leave prior to 12:30 pm, but may not operate a vehicle in the market area between 8:30 am and 12:30 pm. Vendors who arrive too late to unload and remove their vehicle from the market area by 8:15 am will have to carry all items to their assigned booth space. If a vendor has not arrived by 8:30 am their booth space may be reassigned to adjust the market layout as needed. Vendors who arrive late more than two times may be asked to discontinue selling at the market.

**Upon arrival, vendors should park parallel and close to their booth space and unload as quickly as possible. They should then move their vehicle to the designated parking area BEFORE setting up their booth. When the market ends, vendors should break down their booth and have everything ready to load BEFORE bringing their vehicle into the market area, parking parallel and close to their booth space. These procedures help to minimize vehicle congestion in the market area during set up and breakdown times.**

## **Market Booth Spaces and Fees**

- For the best rates, vendors have the option of selecting a full-season, 10-week or 4-week booth rental package at the time of their initial application. **Booth rental fees must be paid in advance.** We do not allow multiple payments as the committee that administers the market is made up of volunteers and the record keeping and trips to the bank associated with frequent payments are very time consuming. For the convenience of our vendors, we will accept the full-season fee in two payments prior to the first week and ninth week of participation. If a vendor wishes to participate for a period of time other than 4 weeks, 10 weeks or the full season, we will adjust the fee accordingly for additional weeks. (See the last page of this document for a more detailed explanation.)
- Checks should be made payable to Snellville Farmers' Market and may be mailed to Snellville Farmers' Market, PO Box 669, Snellville, GA 30078.
- Booth spaces that allow a vendor to leave a truck in the market area are very limited. Preference for these spaces will be given to vendors who must leave their truck in the market either because their truck provides required refrigeration for their products, they haul a trailer, or they bring a large amount of produce or very heavy items to the market.
- **All** vendors must have an approved application on file. The application must include copies of any required documentation. Once a vendor's application is submitted participation dates will be confirmed. Any change of dates must be confirmed in advance by email to the market

manager or representative.

- Assigned spaces will be large enough to accommodate a 10' by 10' tent. Electricity is available for a small additional charge. Vendors must provide their own extension cord.
- Vendors should prominently display their name and/or business name in their selling area so customers can easily see with whom they are dealing. Vendors must have a copy of required license(s) available in their booth as we do have occasional visits from regulatory agencies. We also expect vendors to provide attractive signage that identifies items for sale and prices.
- A seller's area is to remain clean and barrier free. Littering of any type is prohibited. Spaces must be left completely clean of all trash, including trash from produce such as corn husks, peach pits and melon rinds. **Vendors are to provide their own trash bags and may dispose of the trash at the end of the market by placing it in the dumpster behind City Hall or hauling it away. Trash carts in the market area are for customer use only. Market volunteers will not haul vendor trash to the dumpster.** Any vendor not adhering to these rules concerning trash may be barred from future participation in the market.
- No vendor may display fliers, posters or other signage outside the rented booth space. Vendors and their representatives must sell from within their assigned booth space and may not use customer traffic areas for sales purposes.
- The Snellville Farmer's Market has exclusive use of the Towne Green Saturdays between 7:00 AM and 1:00 PM for purposes of licensing vendors to participate in the Snellville Farmer's Market. Sales inside the Towne Green during this period may only be conducted by the approved vendors and shall be limited to their particular vendor area. Individuals or groups wishing to conduct solicitation, political or religious activities during that time who do not wish to pay a vendor booth fee are welcome to conduct such activity, but must conduct such activity in the designated Free Speech Area which is located in the Farmer's Market parking area adjacent to City Hall.
- The City of Snellville and only those approved by the market manager or representative shall be permitted to photograph, film and/or record any areas of the market, including the vendors and/or their representatives and booths.

### **Absences**

Vendors are asked to give 48 hours notice if they cannot attend a market so the committee can offer the space to another vendor. If a vendor reserves a space and misses a market two times during the season without prior notice, the vendor may lose their reserved space. No refund of fees will be given for missed markets.

### **Cancellation of the Market due to Inclement Weather**

The market will be held rain or shine, but in the event of severe, violent weather the market will be canceled. A decision to cancel the market will be made by 5:00 AM on the day of the market. An email will be sent to notify vendors of the closing. In the event of violent weather during the market, the market manager, or designated representative, may determine that the market shall close early. In that case, all vendors must cease selling and leave the market area immediately. **No refund of fees will be given for a cancellation due to inclement weather since this is a condition beyond the control of the market.**

## Tents, Umbrellas, Tables and Chairs

Tents, umbrellas, tables and chairs are optional and, if desired, are provided by the vendor. However, tents are highly recommended due to the intensity of the summer sun. Tents (including tent awnings), umbrellas and tables may not extend into another vendor's selling area or into the area where customers walk. Vendors are responsible for their own site set up and breakdown. Tents, tables and umbrellas should be clean, in good repair, and present a visually pleasing look to the market. No tarps are permitted. **Heavy weights or sandbags are required for tents and umbrellas to secure them against wind gusts. No stakes are permitted due to an underground irrigation system.** To prevent customer falls, any ropes or wires used to secure tents may not extend into customer traffic areas. Vendors are responsible for securing their tents and umbrellas with no damage to the surrounding area or another vendor's property. Vendors will be responsible for any injury or damages caused by their tents, umbrellas, tables and/or chairs.

## Insurance

Market vendors are required to be responsible for their own personal, general and liability insurance. The City of Snellville shall be reimbursed for any damage to city property by a market vendor, including damages to grounds, sidewalks, buildings, vehicles and any other property owned or provided by the City of Snellville or the Snellville Farmers' Market.

## Sales Tax

Market vendors are responsible for the collection and payment of sales tax.

## Vendor Procedures and Conduct

- Proper demeanor and high-quality customer service are required on the part of the vendors at the Snellville Farmers' Market. All sellers are expected to be friendly, courteous, knowledgeable and honest. Complaints will be investigated by the Snellville Farmers' Market Committee. Sellers who are the subject of consistent complaints may be asked to discontinue selling at the market with no refund of fees.
- If selling by weight, the seller is responsible for having Georgia Department of Agriculture approved scales. All produce and other products sold by volume must also conform to the weight standards for that volume as established by the Georgia Department of Agriculture for weights and measures.
- Vendors should furnish clean packaging or containers for customers, such as paper or plastic bags or boxes. **All baked goods are to be wrapped or boxed.**
- Vendors are to have signage that identifies the items they have for sale and prices.
- Vendors are expected to have adequate money to make change. The market cannot provide change.
- A vendor or knowledgeable representative must be present at the booth at all times.
- Children under the age of 16 may not sell any items unless an adult 21 year of age or older is present who is knowledgeable regarding the products(s) being sold.
- **Vendors who bring children to the market must supervise them at all times and not allow the children to run around the market area or disturb other vendors.** Children are not to

touch items in other vendors' booths.

- **In order to protect the image and reputation of the Snellville Farmers' Market and provide our vendors with the best venue possible for their sales, vendors should refrain from negative comments regarding the market, other vendors and/or entertainment in a public forum, including but not limited to social media. Vendors with complaints or concerns should directly address them with a member of the Snellville Farmers' Market committee. Failure to do so could be grounds for permanent expulsion from the market.**
- Vendors are expected to dress appropriately for working with the public. Shirts and shoes are required.
- Vendors may not use tobacco products on city grounds. Vaping is prohibited on city grounds.
- Vendors who bring pets must keep them leashed and under control at all times.
- Vendors are not to play music that is loud enough to disturb other market vendors or customers.

The following will result in immediate and permanent expulsion of a vendor from the market and no refund of fees will be given:

- Fraudulent, dishonest or deceptive merchandising or packaging
- Use of profane, abusive, threatening or harassing language with customers, market volunteers or other vendors.
- Threatening behavior, the threat or use of violence
- Damage, trashing or vandalism of city property
- Gambling
- Possession of or under the influence of alcohol
- Use of illegal drugs or drug paraphernalia

### **Promotion of the Market**

The Snellville Farmers' Market Committee and the Snellville Tourism and Trade Association will make efforts to promote the market by maintaining the market website ([www.snellvillefarmersmarket.com](http://www.snellvillefarmersmarket.com)), providing information to other websites that list local farmers' markets, sending news releases to local newspapers, maintaining the market Facebook page and other advertising as possible.

### **Questions?**

Please call one of the following members of the Snellville Farmers' Market Committee if you have questions:

- Regina Hart: 770-310-3737
- Summer Daniels: 706-284-7114
- Gretchen Schulz: 770-972-0518 (home) or 770-715-0729 (cell)

## 2020 BOOTH FEES

**Market Dates: June 6 through September 26, 2020**

**Note: A market will not be held on July 4, 2020. The Towne Green will be used for the city's Star Spangled Snellville event and the Green must be available that morning for set-up.**

Number of Weeks	Booth Fee	Booth Fee with Electricity
Full Season	\$180	\$212 (\$2.00 per market for electricity)
10	\$120	\$140 (\$2.00 per market for electricity)
4	\$60	\$68 (\$2.00 per market for electricity)
Public Service Booth (must have an approved application on file)	No charge	

- The minimum number of weeks a vendor may participate in the market is 4 weeks due to the time required for application review and computer work to add a vendor to all documents used to administer the market. This requirement is waived for the Public Service Booth.
- If a vendor wishes to participate for a period of time other than 4 weeks, 10 weeks or the full season, the fee will be adjusted accordingly for weeks in addition to 4 or 10 weeks. Rates are not adjusted down. For example, if a vendor wishes to participate for 14 weeks, the vendor will be charged the 10-week rate plus the per market rate for 4 additional markets. The 10-week rate is \$120 or \$12 per market. For 14 weeks, the vendor will pay \$120 plus \$48 or \$168. The rate for 14 weeks would not be determined by subtracting the full season per market rate of \$10.00. for each market less than the full season.
- If signing up for less than the full season, participation weeks do not have to be consecutive.
- **No refunds or credit will be given for failure to participate on reserved weeks.**
- After two no-shows, a vendor's booth may be reassigned. A no-show is defined as failing to participate on a reserved week and failing to give the market 48 hours notice. A booth can be immediately reassigned if the booth fee is past due.
- Booth location is at the discretion of the market committee. Many factors determine a vendor's location, including application date, the number of weeks the vendor plans to participate (preference is given to full-season vendors) and other vendors in an area of the market selling similar products. Booth location is subject to change.