



## Jeffersontown Farmers Market Vendor Regulations and Rules 2017

The Farmer's Market goal is to provide a link between the producer and consumer. Enhancing this connection will increase profits to the farmers while providing farm fresh produce to the citizens of Jeffersontown.

Please read these rules and regulations carefully before signing below. Keep a copy for your records, these rules are a part of your agreement with the City of Jeffersontown's Farmers Market. Return a signed copy with your application. Failure to observe these rules and regulations may result in suspension or termination of your Market participation. If you have any questions, please contact the Market Ambassador.

### A. Market Location and Time

1. Site: Jeffersontown Pavilion: 10434 Watterson Trail
2. Market Season Dates and Hours: Saturdays, May 6 - October 28, 8:00 a.m.-12:30 p.m.
3. **All Market Member meeting will be held Monday, April 24, 2017 at 6:30 p.m. at Jeffersontown City Hall, 10416 Watterson Trail, Jeffersontown, KY 40299.**

### B. Vendor Fees and Membership

1. Alternate Fee - \$80.00. Guarantees each vendor a selling space for at least six (6) Saturdays through the season. Space will be assigned after all reserved spaces have been determined. Fee is due upon application and will be treated on a first come first serve basis. A rotating schedule may be used depending on demand.
2. Reserved Space Fee - \$145.00. Guarantees vendors a specific reserved-assigned space for the season. Space can be located in any vendor defined area on the attached map. Fee is due with application. Reserved spaces are on a first come first serve basis. **In order to reserve your preferred space and receive credit for seniority please submit your application by April 3, 2017.**
3. Each member of the summer Saturday market will be assessed a setup fee of \$2.00 per vendor per Saturday, for the hiring of a Market Ambassador to manage the day to day affairs of the market that include setup, market committee table, rule compliance, promotion and assessment of market success and recruitment

### C. Market Governing

1. The market will be governed by a five (5) member committee consisting of one (1) city official, one (1) market ambassador, and three (3) active annual members; and will be appointed by the Mayor and nominated by the current registered farmers as of June 1<sup>st</sup> of each season.
2. The market committee will seek to maintain a vendor distribution with appropriate numbers of vendors in the following categories:
  - Fruits/Vegetables
  - Eggs/Meats/Cheese
  - Plants/Cut Flowers
  - Baked goods, Jams, Jellies
  - Honey, Herbs, Sorgham, Soaps, Candles
  - Crafts
  - Food Vendor - ready to eat
3. One vending space will be reserved and maintained for the use by the City of Jeffersontown and one space will be reserved for community non-profit organizations and groups as selected by the Market Ambassador.
4. Day to day management of the Market will be the responsibility of the Market Ambassador and the Market Committee as a whole or a designee.
5. Grievance Procedures:
  - a. The Market Committee or designee will be responsible for enforcement of the rules. Any formal complaints or grievances should be submitted in writing to the Market Ambassador or to a member of the Market Committee.

- b. Any vendor deemed not in compliance with the regulations of the Market will receive the following from the Market Committee:
  - First Offense: A warning for non-compliance
  - Second Offense: A request to vacate the premises for a designated time period.
  - Third Offense: Banning from selling at the market for either one year or indefinitely. Reinstatement will be by application only.

6. Decisions of the Market Committee are final as to all matters involving the operation of the Market.

#### D. Product and Sales Regulations

1. Participation in the Market requires the submission of an application, fee and selection by the Market Committee. Upon selection vendors will receive a letter confirmation (e-mail) from the Market Ambassador.
2. Vendors are expected to attend at least two (2) meetings annually, one (1) at the beginning of the season and one (1) at the end.
3. All products and produce sold by vendors must be locally produced or grown by the individuals, families or producers. Locally grown or produced is defined as Kentucky grown. Products made from locally grown produce and animals are allowed such as baked goods, cheese, jams, jellies, soaps, oils, condiments, etc.
4. Only those items listed on the vendor's application may be sold. Vendors must notify the Market in writing of any proposed changes before bringing previously unlisted items to the Market.
5. The Market Committee has the discretion to make allowances or exceptions for the sale of items not listed on a vendor's application based on the potential benefit that doing so will add to the overall appeal and attractiveness of the Market.
6. Vendors are responsible for conforming their products to applicable USDA standards and guidelines. Vendors selling processed food must be certified through the Health Department or State of Kentucky and have a current Home Based Processed Food Certification of which a copy must be provided to the Market Ambassador. All sampling or other certification should be presented with application or upon approval of said use.
7. Vendors will determine their own pricing. However, vendors are expected to refrain from engaging in the underselling of other vendors.
8. In addition to agricultural, horticultural and food items, non-edible products may be sold at the Market such as dried flowers, dried flower arrangements, vine wreaths, gourds, body care products and beeswax candles. All materials must be found, grown, foraged and/or produced by the producer or local farm or land.
9. Vendors may not exceed 20 percent of their market products that are not grown or processed on the farmers/producers property. All produce/items must be grown/produced in Kentucky.
10. Consignment selling is permitted whereby a vendor (grower or producer) consigns his product/produce to be sold by another vendor, provided produce/products are grown/processed locally, as defined above. All consignment items must have Market Committee approval in advance. No items from the Louisville Produce Terminal or other wholesale outlets, are allowed.
11. The Market committee has the discretion to make allowances or exceptions for the sale of items not listed on Vendors confirmation letter, and/or the sale of non-resident projects (items not made or grown in Kentucky) based on the potential benefit that doing so would add to the overall appeal and attractiveness of the Market. Exceptions may include food and drink items sold by prepared food vendors.
12. The Market reserves the right to inspect or spot-visit any farm or establishment that is the source of any items sold or distributed at the Market, with advance notice if possible, as necessary throughout the season.
13. Vendors who cannot attend the Market on any particular market day are expected to notify the Market Ambassador by noon by the prior business day. Absences without notice may result in space reassignment or termination from the Market. It is assumed that if a farmer/vendor signs up for the market they will show up.
14. Reserved spaces will be assigned at the beginning of the season giving preference to vendor attendance and application order from the prior seasons. Those vendors with 90%+ attendance have first option to retain their assigned space from the prior year. A designated area may be marked for food services vendors requiring electricity.

#### E. Rules of Operation

1. Market prices for all items must be visibly posted.

2. Vendors must keep their selling area clear of all debris, during and after the Market.
3. Vendors are not to engage in selling prior to the stated opening time.
4. All scales used must be for legal trade, made for commercial use and inspected and sealed annually by the KDA Division of Regulation and Inspection.
5. Reserved Priority spaces will be assigned at the beginning of the season.
6. Vendors must be honest and courteous at all times. Disagreements with other vendors, the Market Ambassador, Market Committee or customers must be handled in a respectful manner.
7. Vendors are individually responsible for conforming to all city, state and federal laws including the securing of any licenses or certifications required for the operation of their Market space and for the items they sell or distribute at the Market. Vendors selling non-consumable items will comply with and satisfy their sales tax obligations.
8. Vendor booth space requirements will be specified on the vendor's application. A Market booth will occupy a space created by a combination of one or more parking spaces. If dispensing goods from a truck, trailer or other wheeled vehicle, the vehicle must be contained within the designated space. All other vehicles must be parked elsewhere unless specifically cleared by the Market Ambassador.
9. Smoking is not allowed at the Market.
10. Possession or use of drugs or alcohol is not allowed at the Market.
11. Rules and regulations may be amended or revised from time to time by the Market Committee.

F. Release and Indemnification

1. As a condition of participating in the Market, vendors recognize and acknowledge that they are ultimately responsible for their wares and conduct and agree to release, hold harmless, defend and indemnify the Market, the Market Ambassador, the Market Committee and the City of Jeffersontown and its officers, directors, members, employees, and agents from and against all liability, claims, demands, losses, damages, costs, expenses, fines, judgements and penalties arising from:
  - a. Any failure of the vendor to abide by these Rules and Regulations
  - b. Any consumption or use of items that the vendor sells or distributes at the Market
  - c. Any presence, use or misuse of an appliance, piece of equipment, vehicle or other item under the vendor's ownership, possession or control while at the Market
  - d. Any action, inaction or other conduct by the vendor associated with the vendor's participation in the Market
  - e. Any lack of care, expertise or experience on the part of the vendor associated with the vendor's participation in the Market
  - f. Any injury or loss the vendor may sustain in any way associated with the Market or conditions at the Market premises, and
  - g. Any failure by the vendor to exercise supervision and control over its employees, helpers, agents or representatives in any way associated with the vendor's participation in the Market.
2. If any of the foregoing provision should at any time be held unlawful, void, or for any reason unenforceable, that provision shall be deemed severable and shall not affect the validity and enforceability of any remaining provisions.

I HAVE READ AND UNDERSTAND THESE RULES AND REGULATIONS AND AGREE TO BE BOUND AND ABIDE BY THEM IF ALLOWED TO PARTICIPATE IN THE MARKET.

\_\_\_\_\_  
Signature of Vendor Applicant

\_\_\_\_\_  
Date

**Please Print**

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_



## 2017 Jeffersontown Farmers Market Vendor Application

Approval of this application constitutes membership in the Jeffersontown Farmers Market.

Vendor or Business Name: \_\_\_\_\_ Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Phone: (H) \_\_\_\_\_ (C) \_\_\_\_\_ Email: \_\_\_\_\_

Address or location of product source if different from above:  
\_\_\_\_\_

Please provide at least two (2) choices for a reserved space from attached map: \_\_\_\_\_

List or describe all produce/products to be sold or displayed in the Market booth (additional sheet can be attached to application if necessary):

May	June	July
August	September	October
Other: Please list items and time lines of sale.		

Certified for home based processing?  Yes  No  N/A

If yes, please attach a copy of certification for Market Manager to keep on file.

What other Markets do you participate in? \_\_\_\_\_

What types of products do you sell at other Markets? \_\_\_\_\_

I have read and understand the operating rules and regulations and agree to be bound and abide by them if allowed to participate in the Jeffersontown Farmers' Market.

\_\_\_\_\_  
Signature of Vendor Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

FOR JEFFERSONTOWN FARMERS' MARKET COMMITTEE USE ONLY

Application Rec'd: \_\_\_\_\_ Rec'd By: \_\_\_\_\_ Amount Rec'd: \_\_\_\_\_

Reserved #: \_\_\_\_\_ Application Approved: \_\_\_\_\_ Applicant Notified: \_\_\_\_\_

# 2017 Farmers Market Village Map

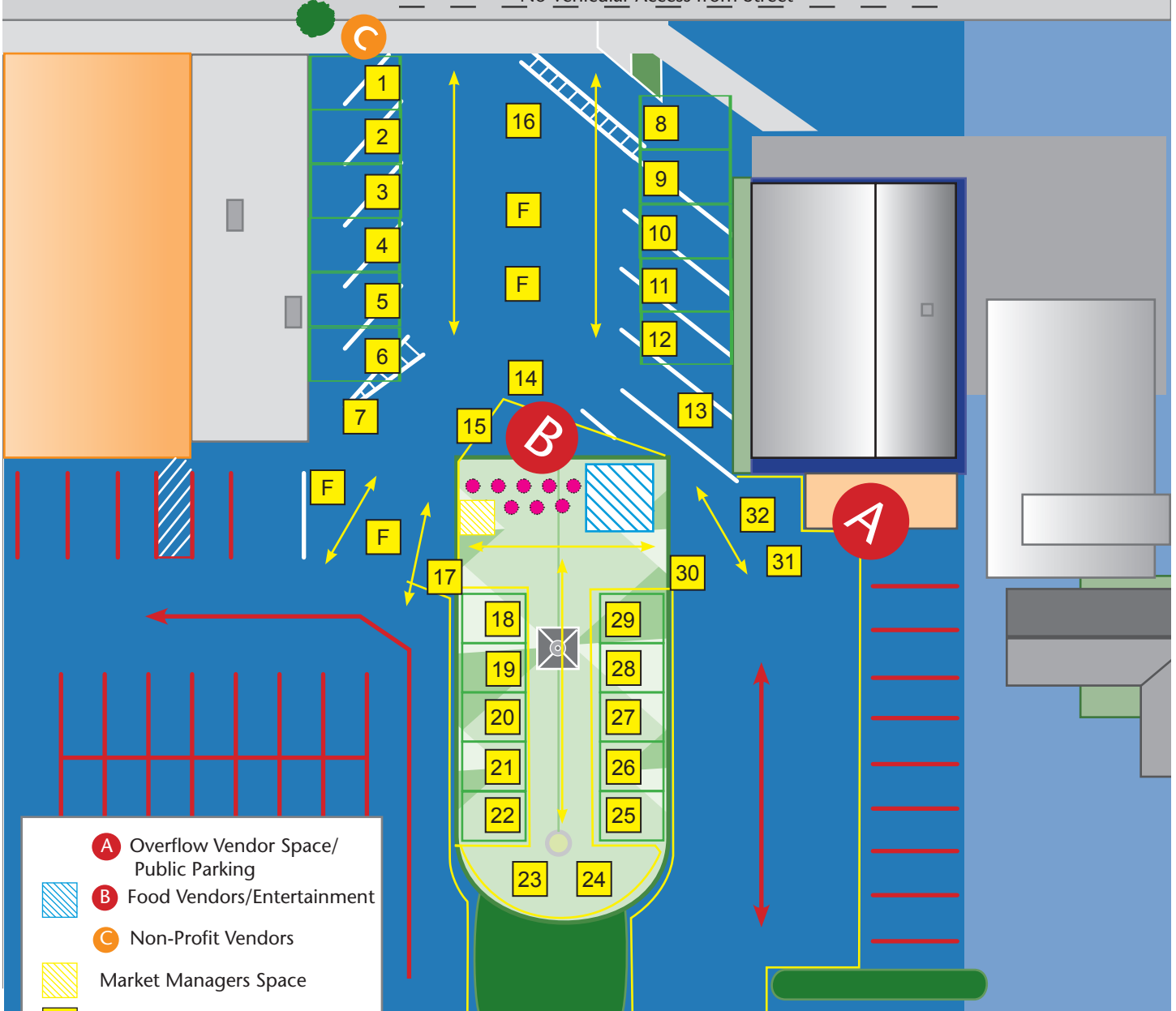
Jeffersontown Pavilion · 10434 Watterson Trail

May 6<sup>th</sup>-October 28<sup>th</sup>

Saturdays, 8:00 a.m.-12:30 p.m.

## WATTERSON TRAIL

No Vehicular Access from Street



## NEAL DRIVE

Entrance

- A Overflow Vendor Space/  
Public Parking
- B Food Vendors/Entertainment
- C Non-Profit Vendors
- M Market Managers Space
- V Vendor Space
- F Flex Space
- Tables
- ↔ Pedestrian Open Access
- ↔ Vehicular Access & Parking Area

