

Rockland Farmers' Market Association Rules

Rockland Farmers' Market Association (RFMA)

Intent

The Rockland Farmer's Market exists to promote and provide a venue for Maine's agricultural and horticultural goods along with other products from the soil and waters of Maine.

1. Membership

- A. A member of the Rockland Farmers' Market Association shall be any production unit that has been accepted into this organization, has paid annual membership fees and abides by the market guidelines.
- B. Membership in this organization is open to producers without regard to race, creed, sex or age.
- C. Application for membership shall be open to Maine residents, ie: farmers, local meat, poultry and dairy producers, local fishermen or distributors of Maine seafood products; producers of value-added items such as baked goods and preserves, craftspeople, etc.
- D. All members from the previous season who are in good standing and have attended at least 80% of the season's markets, and who wish to continue in the market, will submit their annual application at January meeting.
- E. New applications shall be reviewed during the February business meeting.
- F. Applications submitted by prospective members shall be voted upon when the following criteria has been met: sufficient space is available to allow an additional vendor; a review of the current products and application wait list has been accomplished; the prospective member has provided a presentation of their business (this may require a site inspection); and has completed an interview with the Association membership.
- G. The application form shall not be changed without membership approval.
- H. New members are provisional members until completion of their first market season and approval of the majority of members at the first preseason business meeting (the following winter). Provisional members have no voting rights.
- I. One vote per member is allowed.
- J. Simple majority votes carry any motion.

2. Locations and times

A. The Rockland Farmers' Market at Harbor Park will be open from 9:00 am until 1:00 pm. Early bird shopping is allowed starting at 8:30am. Farmers may arrive two hours early for set-up and may remain two hours after for break-down.

B. The Rockland Farmers' Market will move to Snow Marine park on Mechanic St. in Rockland when Harbor Park is occupied by festivals.

3. Dues

A. Dues must be paid in full by the last preseason meeting.

The dues total will be determined annually by the membership based upon the market's budget needs plus an additional \$40 per year. Members will receive a \$20 per meeting credit for each business meeting attended up to a total of \$40. The 'meeting attended' tally will be provided by the secretary to each member at the last preseason meeting in order to determine that member's amount due. Any member unable to attend a meeting may send a representative. Each member shall be allowed to miss one of the preseason meetings without being charged the 'missed meeting surcharge.

B. Dues for part time or seasonal membership will be \$40 -\$60 as determined by the membership annually.

C. Each new application will include a \$5 nonrefundable application fee.

D. When a new applicant is accepted for the full season, that person's full dues for the season are payable within ten (10) days of acceptance.

E. All dues are nonrefundable and cover from opening to closing of the market.

F. Full time members accepted during the course of the season will pay the full season's rate.

4. Processed Food, Scales, Insurance, Licensing

A. All vendors must provide proof of insurance and all needed licenses to the secretary prior to selling at the market. Until copies of such insurance and licenses have been provided, the member may not set up and sell.

B. A state scale inspector may visit the market during the season to check the accuracy of vendor scales.

C. Each vendor must have in effect a policy of general liability insurance in the minimum amount of One Million Dollars (\$1,000,000) combined single limit covering bodily injury, death or property damage naming the RFMA as additional insureds thereon, in this way: certificate must either: A) the policy has been endorsed to name the Rockland Farmers' Market Association as Additional Insureds or B) the policy already includes an endorsement, such as a Blanket Additional Insured Endorsement, by which the Rockland Farmers' Market Association are, in

fact, automatically made additional insureds. A Certificate which merely has a box checked under "Addl Insr," will not be acceptable. In addition the RFMA carries a liability policy.

5. Products

- A. All products, which include but are not limited to: vegetables, seedlings, herbs, preserves, fresh cut and dried flowers, meats, poultry, seafood, dairy products, crafts, etc sold at the Rockland Farmers' Market must be grown/raised/harvested in Maine from nature or made by the vendor with the following exception: vendors may arrange to sell specific Maine made or Maine grown products with prior approval of the majority of members as long as these products do not exceed 25% of the vendor's display or on-site availability of product. When possible, vendors should submit their plans to sell "bought in" products with their applications but must have approval one week in advance of offering those products.
- B. Approved "bought in" goods may not compete against other member produced goods of the same kind.
- C. Members wishing to bring new products must so state on their annual applications for review by the membership.
- D. Any misrepresentation of products offered at the market shall be considered cause for dismissal from the organization. Dismissal shall be by majority vote of membership.
- E. Any crafts may not represent more than 25% of the vendor's product line, and should be made from farm produced or natural Maine materials. Consideration will be given to other crafted items as part of the vendor's operation.
- F. Processed and prepared foods must be produced/created/cooked by the vendor from raw ingredients. No commercially prepared mixes, dough, crusts or fillings are allowed. Vendors are required to source the majority of ingredients in each product from Maine farms to protect and enhance the integrity of Maine's farmer's markets. (This guideline allows an exemption for the products accepted at the beginning of the 2017 season to prior members who are grandfathered in and are encouraged but not obliged to adjust those offerings)

6. Stalls

- A. The number of available spaces will be determined annually by the membership.
- B. All spaces will be of equal size as determined by the membership. In some cases, certain vendors, because of their space needs, may or will be required to pay for two contiguous spaces by arrangement with the membership.
- C. No more than 50% of spaces will be comprised of one type of product.

D. Part time spaces may be available, space permitting and membership agreeing for any four consecutive week period and will be open to any acceptable vendor on a first-come-first-served basis.

E. Full time members have priority over part time vendors.

6. Presentation

A. Vendors shall present themselves in an appropriate manner and dress. There will be no alcohol consumption or any smoking on the market premises by any member. There will be no un-sportsman like conduct and no 'hawking' of products.

B. Vendors must display farm or business addresses in a prominent manner each market day.

C. Vendors will provide some means of posting prices of all products offered for sale.

D. All bought in agricultural products must be labeled with farm of origin at the market. The Market Manager will provide standardized labels for these products.

E. Processed and prepared food vendors must have an ingredients list visible and available to customers for all products offered for sale that day. Vendors are required to post signage at their market stalls indicating which ingredients come from Maine farms.

F. Members may not use the word "Organic" to describe their products unless they have been certified as organic by a recognized agency.

7. Setting up at Market

a. Members must present themselves in an appropriate manner, dress, and state of cleanliness.

b. Shirts and shoes must be worn.

c. Members should behave in a cooperative manner with other members and the public.

d. Members must keep tents fastened to weights to prevent personal and property injury.

e. Only one vehicle is allowed to be set up at a time.

f. Maintenance by market members of a clear walkway for customers and wheelchairs to move from one vendor to another without obstruction is important and will be enforced by the Market Manager.

g. Members must park their vehicles in a safe and space-efficient manner. It works best to leave enough space between your setup and the next member's so the customers do not become confused as to whose goods are whose.

h. Food must be displayed at least 8 inches off the ground.

I. No vendor may bring their dog to the market.

9. Attendance

- a. All members must state the dates they plan to attend the market on their applications. This will help fill physical gaps in the market with seasonal products.
- b. All members are encouraged to attend all markets rain or shine.
- c. Poor weather aside, all members must not miss more than two markets within the time frame they plan to attend. If more than two markets are missed a reason must be provided for continued absence.
- d. It is asked that you inform your market neighbors when you plan to skip market so people may adjust their setup.
- e. Members are allowed to sell starting at 8:30 to accommodate “Early Bird” shoppers. All members are expected to be ready to sell at the official opening time.

10. Picking up

- a. It is a condition of our use of these sites that the market will leave the lot exactly as we find it each day. All trash generated by the market must be cleaned up by the members.

11. Non-Compliance & Grievances

When a vendor, on any market day, believe that the actions, demeanor or selling practices of another vendor are detrimental to the market, that vendor(s) should verbally notify an officer of the association of their concerns. Upon notification, that officer will notify the association president. The president will call a meeting of the officers and the party with the grievance. (Note: The party with the grievance must have his grievance in writing with copies for this meeting.) At this meeting a course of action will be determined and initiated. (b) Non compliance with these guidelines by any member may result in the call for a special meeting of the membership. The membership, at that special meeting, may require that the detrimental practices be changed to conform to membership standards or they may require the immediate dismissal of the offending member if so voted by a majority of the market members present at that special meeting.

(amended 3/2017)

