



Guidelines and Policies for the Pennington Farmers Market

1. **Why** – The mission of the Pennington Farmers Market is to provide growers and producers within fifty miles of Pennington, New Jersey an opportunity to sell directly to the public; to promote the nutritional, environmental, and community health benefits of sustainable living; and to create a unique atmosphere in which to appreciate the agriculture, arts, culture, and character of Hopewell Valley.

2. **When and Where** – The Pennington Farmers Market is open every Saturday morning from late-May to mid-November. Our hours are from 9AM to 1PM. The Pennington Farmers Market is located at Rosedale Town & Country, 101 Route 31 South (where Rt 31 crosses Titus Mill Road), in Hopewell Township, in central New Jersey.

3. **How** – The Pennington Farmers Market is assembled by a volunteer advisory board. Work groups on the Board handle Staffing, Vendor Recruitment, Promotion, Entertainment, etc. The Board hires: a manager to run the market on site; and a coordinator to serve as Vendor liaison.

4. **Market Manager** – The market manager consults closely with members of the Board. The market manager greets vendors, assists entertainers, and is responsible generally for Pennington Farmers Market's activities during each market Saturday. The market manager assigns spaces and assures that vendors comply with Board policies. The market manager will turn away unregistered drop-ins and may expel any vendor or product whose inclusion undermines the well-being of the market or otherwise violates Board policies. The market manager is responsible for the set-up and breakdown of only those tents, tables, and signs that belong to the Farmers Market.

5. **Vendors** – Vendors fees are as follows:

\$525 for the full season which runs from the late-May through late-November

\$325 for a half season (with dates selected in advance)

\$30/day for any week in the season

There are no refunds for cancellation.

- Vendors must be approved by the Board.
- Vendors are required to sell products that they raised or made locally, within fifty miles of Hopewell Valley. Up to 25% of a vendor's stand can include 'buy-in' (produce/product from another farm or vendor) as long as a) it was grown/produced within fifty miles; b) a sign plainly identifies its source; c) market manager determines that demand for it is not being met by the market's current vendors; and d) market manager receives one-week advance notice of vendor's intentions.
- To encourage a new generation of local farmers, those growers who are in their debut year of operations may request that the Board waive their fees for one season.

- The market will highlight the vendors, their stories and products, using various marketing tools such as local print advertising, signage, press releases, blog, newsletters, social media, etc. As a result, **customers will expect to find certain vendors at the market when visiting**. It is important, therefore, that, barring special circumstances, vendors honor their agreements to be at the Market throughout the season or on specific days (half season and weekly vendors).

6. **Safety**

- a) Canopies brought by vendors must be securely maintained and weighted down, and tables must be sufficiently sturdy for products.
- c) Care must be taken when setting up or taking down displays.
- d) The Hopewell Township Fire Inspector may request information about the fire resistance of any canopy structure.
- e) Vendors will leave their spaces clean, removing all containers, trash, paper, or other items related to the selling of their product.

7. **Insurance** – A certificate of liability is required naming the Pennington Farmers Market, Rosedale Town & Country, and Hopewell Township as additional insured. A copy of the certificate must be on file with the market manager before the first day of the market.

8. **Additional Insurance Requirements** – A current certificate of insurance is also required in the following minimum amounts.

- a) Workers Compensation - Statutory Amount
- b) Employer's Liability - \$100,000.00
- c) Comprehensive General Liability (including inter alia, Broad Form Contractual, Broad Form Property Damage, Personal Injury, Completed Operations and Products coverage):
\$1,000,000 Bodily Injury per occurrence and \$2,000,000.00 aggregate, and
\$500,000 Property Damage per occurrence and \$2,000,000.00 aggregate; and
- d) Comprehensive Automobile Liability (including inter alia, owned, non-owned and hire care coverage) covering all operations and services under the Contract with limits of not less than \$1,000,000.00 per occurrence and \$2,000,000.00 aggregate.

9. **Indemnification** – Every vendor, as a condition of accepting a booth at the Pennington Farmers Market, shall save and hold harmless the Pennington Farmers Market, Rosedale Town & Country, and Hopewell Township, and shall indemnify these entities, their officers, agents and employees from and against any and all loss, damage, claim, expense or demand whatsoever arising out of or relating in any way to their operation at the Pennington Farmers Market.

10. **Food Requirements** – All edible produce and food products must be displayed and stored in accordance with local Hopewell Township and New Jersey State health codes. A small amount of electricity may be available to vendors who make a request in advance. All processed and baked goods are to be produced in accordance with the licensing requirements of the NJDA and USDA. All dairy and eggs are to be stored in cold refrigerated units and in accordance with USDA and NJDA requirements. Vendors of eggs must label each carton with their name, address, and phone number. Onsite

cooking will be allowed in the market in accordance with the Hopewell Township Health Department and NJ State requirements. Approved fire-resistant canopies and fire safety inspection will be required. All prepared foods and baked goods vendors must have a current Food Handler's Permit from the Hopewell Township Department of Health.

11. **Animal Products** – Vendors of beef, pork, chicken, etc. will store and sell animal products in strict compliance with the rules and regulations of the Hopewell Township Health Department, New Jersey Department of Agriculture, and the United States Department of Agriculture.

12. **Live Animals** – The Board does not permit the sale of live animals at the Pennington Farmers Market. A Board-approved animal shelter may participate in the Pennington Farmers Market, but only so long as it allows no same-day adoptions.

13. **Scales** – Vendors selling produce by weight must provide their own scales. Scales must be “legal for trade” and are subject to the policies of the NJDA – Weights and Measures Program.

14. **Taxes** – Retail sales taxes and Business and Occupation taxes are the responsibility of the individual vendor.

15. **Organic Certification** – Any vendors selling items as organic grown and/or processed must provide a copy of their organic certificate from the NJDA Organic Certification Program. An exempt organic producer wishing to advertise as organic must comply with the NOP exemption standards on organic production or handling requirements (please refer additional signed statements of exemption to the Board).

16. **Progress** – We welcome feedback and input. Your experience and contribution will help improve the Pennington Farmers Market's function. The Board will entertain all suggestions.