



Center for Rural Culture
P.O. Box 639
Goochland, VA 23063
804-332-3144 Fax: 804-556-6428
E-mail: manager@centerforruralculture.org
Website: www.centerforruralculture.org

March 1, 2010

Dear Prospective Vendor:

Thank you for your interest in the Goochland Farmers Market.

The Goochland Farmers Market is a project of the Center for Rural Culture, a nonprofit 501(c)(3) organization located in Goochland County, Virginia. The Goochland Farmers Market Committee seeks to cultivate a market which provides customers with high quality farm and artisan products that are unique and are produced using sustainable methods and materials, as well as to educate customers about the value of rural character.

The 2010 Goochland Farmers Market season will begin Saturday May 1, 2010. The Market will be held on the grounds of Grace Episcopal Church in Goochland Courthouse.

If you would like to participate as a vendor in this Market, please review the enclosed rules and regulations, complete the application form, enclose a non-refundable application fee of \$25 (check made payable to Center for Rural Culture), and return it to the address listed. **For vendors returning to the Goochland Farmers Market from the 2009 season, the \$25 application fee will be waived.** Please note that we have limited space available at the Market site and receive many vendor applications. We are not able to accommodate all applicants.

If you have questions or need additional information, please contact our Market Manager, Jane Conner at 804-332-3144 or manager@centerforruralculture.org.

Thank you,

Goochland Farmers Market Committee



Vendor Information and Rules and Regulations

1. The Goochland Farmers Market will be held on a weekly basis, beginning on Saturday May 1 and ending on Saturday October 30, 2010. Market hours are from 8:00 am to noon through the Saturday before Labor Day, September 4, 2010. Beginning September 11, 2010, the Market will be open from 9:00 am until noon. The Market may need to be canceled due to inclement weather. The Market will be held on the grounds of Grace Episcopal Church which is located at 2955 River Road West, Goochland, VA 23063. The Market is hosted by the Center for Rural Culture
2. The Goochland Farmers Market is a producers-only market. **All products sold at the Market must be homegrown, homemade, or handcrafted by the vendor.**
 - a. Such items include, but are not limited to: fruits, vegetables, plants, herbs, flowers, baked goods, honey, jams and jellies, eggs, cheeses, sandwiches, soap, pottery, wooden bowls, paintings, and photography. Items necessary for vendor displays, such as non-handmade vases for cut flowers, will be permitted.
 - b. The Goochland Farmers Market Committee will review vendor applications to determine whether products intended for sale meet the above guidelines. The Farmers Market Committee will accept vendors for participation in the Market based on product mix, adherence to the above guidelines, and space availability. Due to customer preferences, vendors selling produce (e.g. fruits and vegetables, herbs, plants, flowers, eggs, prepared foods, etc.) will be given priority for participation. The vendor committee reserves the right to reject any prospective vendor application for any reason.
 - c. Vendors may designate an agent to sell products on their behalf at the Market on a temporary basis provided that the products meet the above guidelines.
3. Vendors are required to donate an item for the Market raffle two times throughout the year. The suggested retail value of raffle items is \$15.00 or more. Upon request, vendors will be given in-kind donation forms for these donations.
4. Vendors shall be assigned Market space based on the date the vendor application is received and on product mix. Each vendor space measures approximately ten feet by twelve feet. Vendors may purchase additional ten foot by twelve foot spaces for a one time fee of \$50.00. Space for additional booths is limited, and is available on a first come, first served basis. Vendors are encouraged to provide tents, market umbrellas, tables and chairs, and signage for their display areas. All tents must be staked. Water and electricity, as well as bathroom facilities, will be available. Electricity availability is limited.
5. Vendors fees will be \$5.00 or 4% of gross sales, whichever is highest per Market, for the 2010 Market Season. Vendor fees will be capped at \$25.00 per market day. Fees are due weekly. Forms to determine the amount owed will be provided to the vendors. Market staff has the right to ask vendors who have not paid their fees not to return until their payment has been made

current. Vendors must each remit her/his form with the proper fee in one of the following four ways:

- a. Between noon and 12:30 pm on market days, vendors may provide the completed form with payment to the Market Manager.
 - b. Vendors may mail their form with payment to the Center for Rural Culture at P.O. Box 639, Goochland, VA 23063. These forms must be postmarked no later than the Tuesday immediately following the market day.
 - c. Vendors who choose to pay monthly must set-up a payment schedule with the Market Manager prior to vending. Vendors may mail their form with payment to the Center for Rural Culture at P.O. Box 639, Goochland, VA 23063. These forms must be postmarked no later than the 2nd day of the month. These vendors must give the Market Manager their sales figure weekly.
 - d. For every market excluding the market on Saturday, October 30, Vendors may bring their completed forms with payment to the Market Manager at the Market on the following Saturday. These payments must be received before 8:00 AM.
6. Compliance with all local Health Department and Virginia Department of Agriculture and Consumer Services (VDACS) regulations is the responsibility of the vendor. Vendors wishing to sell cheese and other dairy products, meats and baked goods must comply with VDACS regulations. Contact the VDACS Food Safety Program at (804) 786-3520 for assistance. To be eligible to sell prepared food, vendors must possess a passing inspection report for all prepared food items. A copy of the report must be provided to the Market staff to be eligible to sell prepared food products at the Market prior to May 1, 2010. Inspection reports can be faxed to: 804-556-6428.
 7. Vendors are required to collect and remit sales tax to the Virginia Department of Taxation. To obtain a State Sales Tax ID number, contact the VA Department of Taxation at (804) 440-2541 and request forms R-1. You may also register on-line at www.tax.virginia.gov. A copy of the state sales tax certificate must be provided to Market staff prior to May 1, 2010, and must be displayed at each vendor space. State sales tax certificate forms can be faxed to: 804-556-6428.
 8. All vendor scales used onsite must be certified through VDACS Office of Weights and Measures. Scales must either have a VDACS sticker (indicating they are approved) or certification documentation (vendor should have this documentation at all times). Contact the Office of Weights and Measures at (804) 786-2476 for assistance.
 9. Vendors are required to arrive at least 30 minutes before the Market opens. Upon arrival, Market staff will direct vendors to assigned spaces where they may unload their vehicles. Vehicles must then be parked next to the cemetery to allow room for customers to park in the front.
 10. Vendors must be set up and ready to do business when the market opens at 8:00 am. Vendors who are late setting up may no longer be eligible for a reserved space. Vendors also may not begin breaking down before noon. If an emergency arises, please consult with the Market Manager.
 11. Vendors are required to specify in their applications if they intend to vend the entire season or only select dates. Vendors are expected to honor the time commitment specified on their applications. If a vendor has more than two absences without prior notice, the vendor must reapply to the Market and will not be guaranteed a space. Vendors with frequent requests for absences may no longer be eligible for a reserved space. **Vendors must notify Market staff at 804-332-3144 (or manager@centerforruralculture.org) of cancellations no later than noon on Thursday so that vendor space can be reassigned.**

12. Products to be available for sale at each Market will be provided to customers by email on a weekly basis. Vendors wishing to have their products listed must email product availability no later than Thursday at noon to manager@centerforruralculture.org or call 332-3144.
13. Vendors are not permitted to bring pets to the Market without permission from the Market Manager.
14. Vendors are responsible for leaving the vending space in a clean condition. Vendors not leaving their space as clean or cleaner than they found them may be asked not to vend again in the future.
15. Smoking and the use of illegal substances are prohibited at the Market.
16. Vendors **are encouraged (but not required) to carry business general liability insurance** for their protection. If vendors are required by VDACS to carry liability insurance, a copy of the policy must be provided to the Center for Rural Culture prior to May 1, 2010. Insurance policies can be faxed to 804-556-6428.
17. The Farmers Market Committee shall have the authority to enforce all rules and regulations within the Market area.
18. Market and “Hold Harmless” Agreement – This agreement means that the vendor verifies that all information is accurate and will hold Grace Episcopal Church and its staff, and the Center for Rural Culture, its Officers, Directors, Employees and Volunteers harmless concerning product liability or other factors that relate specifically to the vendor’s business practice.

Goochland Farmers Market Vendor Application Checklist:

__ Signed and completed application

__ Application fee (for **new vendors only**.)

__ Copy of State of Virginia State Sales Tax ID Registration (**Previous vendors** must submit a copy as well.)

__ Copy of your liability insurance policy (This applies to **vendors who are required by VDACS to carry liability insurance only**.)

__ Two pictures of your products **if you intend to vend arts and crafts**. You may mail them in with your application or email them to manager@centerforruralculture.org. (This applies to **new vendors only**.)

__ Certificates – When applicable, please attach the appropriate state/USDA inspection certificates:

- For cheese and other dairy products, meats, and baked goods, the vendor must supply documentation of compliance with local VDACS ordinances and inspections.
- Certificate of Organic Production from the USDA Organic Farm Certification
- For vendors with onsite scales, the vendor must provide scale certification (sticker on instrument or certification documentation).
- For fish and seafood, the fisher/waterman must submit proof of a commercial fishing license.

Goochland Farmers Market



Vendor Application

Vendor name: _____

Business name: _____

Street address: _____

City: _____ State: _____ Zip: _____

Day phone: _____ Evening phone: _____

Fax: _____ Cell phone: _____

Email: _____

Web address: _____

Please describe all crops or products that you intend to sell at the Goochland Farmers Market:

What makes your products a good fit for the Goochland Farmers Market?

Farmers, please check the one that best describes your growing practices, so this information can be shared with our customer base:

- Certified organic
- Sustainable (using same methods of certified organic all the time but not certified)
- Partially sustainable (almost always using methods that are considered certified organic practices, but also using limited synthetic chemicals)
- Conventional (use synthetic chemicals)

All Other Vendors, please list any local or Virginia grown ingredients used in your products:

Do you grow or produce all of these items yourself? _____ Yes _____ No

Would you be willing to offer an educational exhibit or demonstration to Market customers?
(For example: flower arranging, cooking, crafts etc.) _____ Yes _____ No

If yes, please describe: _____

Do we have your permission to use your information in any print or web media distributed to the public?
_____ Yes _____ No

Do you plan to vend the entire market season? _____ Yes _____ No

If not, please specify the dates you plan to vend:

- | | | | | | |
|---------------------------------|----------------------------------|----------------------------------|---------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> May 1 | <input type="checkbox"/> June 5 | <input type="checkbox"/> July 3 | <input type="checkbox"/> Aug 7 | <input type="checkbox"/> Sept 4 | <input type="checkbox"/> Oct 2 |
| <input type="checkbox"/> May 8 | <input type="checkbox"/> June 12 | <input type="checkbox"/> July 10 | <input type="checkbox"/> Aug 14 | <input type="checkbox"/> Sept 11 | <input type="checkbox"/> Oct 9 |
| <input type="checkbox"/> May 15 | <input type="checkbox"/> June 19 | <input type="checkbox"/> July 17 | <input type="checkbox"/> Aug 21 | <input type="checkbox"/> Sept 18 | <input type="checkbox"/> Oct 16 |
| <input type="checkbox"/> May 22 | <input type="checkbox"/> June 26 | <input type="checkbox"/> July 24 | <input type="checkbox"/> Aug 28 | <input type="checkbox"/> Sept 25 | <input type="checkbox"/> Oct 23 |
| <input type="checkbox"/> May 29 | <input type="checkbox"/> July 31 | | | | <input type="checkbox"/> Oct 30 |

In the past, our Market Manager has taken up small donations like produce, baked goods, plants etc. from vendors to give to our musicians, as our musicians are not otherwise compensated and add to the atmosphere of the market. We would like to continue this tradition, but want to give vendors the opportunity to decline if they do not wish to donate in this fashion. For those who do, we will offer in-kind donation forms upon request.

Please check here if you would not like to participate. _____

Do you need electricity? _____ Yes _____ No

If so, please describe what equipment you need power for. Please be specific.

Please read and sign:

I have read and understand the Goochland Farmers Market Rules and Regulations and agree to abide by them. I also agree to hold harmless the Center for Rural Culture and Grace Episcopal Church in the event of an accident or damage to property arising out of my participation in the Goochland Farmers Market.

Name: _____ Signature: _____

Date: _____

Please retain a copy of this application for your records and submit the original along with a non-refundable application fee of \$25 (check made payable to the Center for Rural Culture) to: Center for Rural Culture, P.O. Box 639, Goochland, VA 23063. **For vendors returning to the Goochland Farmers Market from the previous season, the \$25 application fee will be waived.**

For Market Use Only

Date received: _____ Approved: _____ Yes _____ No

Vendor notified: __/__/__

Comments: