



Sunday Farmers' Market at College View Vendor Rules and Regulations 2024

Sundays, April 28 through November 3, 2024

10:00 a.m. – 2:00 p.m.

(May 5th special time 3:00 p.m. - 6:00 p.m.)

Parking lot of Seventh-Day Adventist Church at College View
48th and Prescott St, Lincoln, Nebraska 68506

www.sundayfarmersmarket.org

Contact Information

Sunday Farmers Market Manager:

Email - sundayfarmersmarket.manager@gmail.com

Phone - (402) 217-9215

Address- PO Box 6004, Lincoln, NE 68506

MISSION

Sunday Farmers' Market at College View is an integrated institution in the community. We are committed to sustainably produced food for food security and a strong, healthy community. We support local farmers and producers by providing profitable direct market opportunities, education, and organizational stability.

Sunday Farmers' Market at College View provides access to high quality, fresh food produced with integrity by local family farmers and producers, bringing value to the social, environmental, and economic fabric of our community.

Vendors: Please read the following information carefully before you agree to follow the Rules and Regulations as stated. Application to the market verifies that you have carefully read, understood, and agreed to all provisions of the Agreement, Rules and Regulations. This is a Living Document which modifies some Rules and Regulations. This document may change based on guidance from the Lincoln Lancaster County Health Department and City/State/Federal entities.

General Requirements for Vendor Approval

1. **Sunday Farmers' Market at College View (SFMCV) is a membership organization and as such, all Category I and II vendors must become members to participate in the market.** Each full-time (season) vendor membership receives one vote at the Annual Meeting. Cost of annual membership is \$20, due at the time of application acceptance.
2. **Vendors must live and produce the product(s) for sale within Nebraska or within 200 miles of Lincoln, NE.** You must be the main producer, a family member, or an employee who is *directly* involved in the production of the products you are offering for sale. The Board must approve any exception before being permitted to vend.
3. **Vendors are expected to conduct themselves** at all times with the highest levels of respect for the law, other vendors, SFMCV customers, and market management staff and volunteers. The quality of our market is a direct result of the skill and diversity of our vendors, and we hope to enhance these aspects through vendor conduct. Free market competition can and should occur respectfully, such that the quality and integrity of our market is maintained and strengthened.
4. **Farmer and Farmer-Processor Vendors** selling meat products must own and raise (participate in care and feeding, etc.) the animals. Small animals (poultry, water fowl, and rabbits) shall be owned and raised for a minimum of 90% of the animals' life. Large animals (pork, beef, goat, bison, etc.) shall be owned and raised from weaning to finish OR no less than 70% of the animals' life days up to and including days to finish.

5. **SFMCV is a sustainable green market and 501(c)3 organization.** A “green market” means 1) the market is predominantly a farmer/producer market and 2) the market takes seriously the goal of being a zero-waste market as much as possible. As such, our goal is to provide a market where the percentage of farmers and farmer-processors to all other vendors is greatly exceeded.
6. **At no time should farmer and farmer-processor vendors constitute less than 60% of market vendors.** At no time should concessionaires constitute more than 20% of the market vendors. SFMCV’s goal is to maintain a balance between unprocessed farm products and value-added food products, and to feature locally-grown products wherever possible. Alcohol sales at the SFMCV are prohibited.

Priority is given to Vendors whose products meet the goals of SFMCV, including products that are sustainably grown, high quality, unique or unusual, made from scratch, and if processed, contain ingredients purchased from SFMCV farmers.

7. **Vendors** must show good product knowledge and the ability to communicate this with customers.
8. **Products must be in compliance** with all of the following that apply to your business: Locally produced; verification of processing in a licensed facility; verification of FDA and/or USDA approved meat and poultry inspection and processing; Lincoln-Lancaster County Health Department permit for home baking; City of Lincoln Cottage Food Operation permit; State Department of Agriculture Weights and Measures requirements; Nebraska Nursery License; and adherence to the Sunday Farmers’ Market at College View Rules and Regulations. Copies of all permits and licenses are required upon submission of application.
9. **Products need to be linked to the vendors in the market.** If products are bundled, all the products bundled or packaged together need to be from vendors at the SFMCV. Presales are only allowed if all the products are from vendors at the market.
10. **Vendors are responsible for:** attending required classes/workshops, and for obtaining permits, licenses, a sales tax number and liability insurance. All vendors selling taxable products (cut flowers, non-edible plants, etc.) are responsible for collecting, reporting, and paying the sales tax. Prominently post all permits and have your tax number in your booth. **It is the vendor’s responsibility to carry property and product liability insurance** for off-farm and outside home sales for a minimum of one million dollars. Proof of insurance is required upon submission of application.
11. **The vendor application must be submitted fully complete, including all documentation (see 8 above). Your application verifies that you have carefully read, understood and agreed to all provisions of the Sunday Farmers’ Market Rules and Regulations.**
12. **On-site Reviews** may be held at your farm/business if the Market Manager and Board feel one is needed to verify your practices. SFMCV reserves the right to make on-site reviews of any member or place of business. An on-site review may be deemed necessary if a written complaint is filed against a vendor alleging rules violations. The resale of any products that are not grown or produced by the member is strictly forbidden and is a cause for TERMINATION of membership. A notice and hearing procedure has

been established by the Board and will be used if a member or customer believes a violation is occurring.

13. **SNAP/DEBIT/CREDIT CARD** program: The Market provides a token program for customers to use Credit, Debit, or SNAP/EBT cards to purchase tokens to exchange with vendors. All vendors are required to accept SNAP/EBT (where applicable) and Debit/Credit tokens. All vendors must complete the training requirements and submit a signed agreement form prior to their first day at market.
14. **Pricing:** Vendors are generally free to set their own prices and to decide whether and how much prices need to be adjusted between the opening of the Market day and the close of the Market day. However, SFMCV strongly discourages the practice of “dumping” goods. Dumping is disrespectful to other vendors, unsustainable to the market in general, and is contrary to appropriate Vendor Conduct, described elsewhere in these rules. As a result, if the SFMCV Board of Directors determines that a vendor is dumping its goods, that vendor may be subject to disciplinary action up to and including exclusion from SFMCV under these Rules and Regulations.
15. **Gross Sales Reporting:** Vendors are **required** to submit completed gross sales by vendor category for each market day attended and to represent themselves with honesty and integrity.

SFMCV recognizes the sensitivity around gross sales reporting by vendors, but believes the compiling of market sales statistics is essential to the financial management and efficient operation of the Market. In order to maintain the highest vendor confidentiality, the market staff follows these procedures:

- Vendors submit sales information on JotForm each week for the previous week.
- Only the Market Manager is privy to the original forms and they are not permitted to discuss the sales tallies for individual vendors.
- Raw data is incorporated into a spreadsheet by category grouping and not by vendor name.
- This information will be used for the annual reporting as well as for possible future grant applications for the Market.

Attendance and Set-up Policies

1. **Set-up time:** Season Vendors should arrive between 8:30 a.m.- 9:15 a.m. Weekly Vendors can check in for stall assignments no earlier than 9:00 a.m. and no later than 9:15 a.m. Please be considerate of fellow vendors by arriving within the designated time to expedite set-up. Vehicles can not be moved in or out of the market between 9:15 a.m. and 2:15 p.m.
2. **Vendors must be in their stalls** no later than 9:15 a.m. and ready to sell by 10:00 a.m. Stall spaces not occupied 30 minutes prior to opening may be reassigned to another vendor. Your stall must be manned for the entire duration of the market, **even if you sell out of your product.** You cannot remove your vehicle from the market until 2:15 p.m. Please tear down courteously so as not to cause concern to any lingering customers.

Exceptions can be made if the Market Manager is notified of an emergency and proper precautions can be taken for safe tear-down.

3. **The Market officially starts** at 10:00 a.m. Vendors are not allowed to sell before the opening whistle at 10 am. At 2:00 p.m., the close-of-market whistle will be blown. Late sales to customers are prohibited.
4. **You must notify the Market Manager if you are unable to attend the market** on any given day. You may mark those dates on your application or you may notify the Market Manager at least *one week* before the date of non-attendance. There are no refunds. Vendors are required to give at least one week notice of an absence. Vendors who do not notify the Market Manager at least one week in advance will be given a warning on the first occurrence. Thereafter, vendors will forfeit future stall assignments or pay an additional fee equal to the weekly stall rate for that week's absence. **This does not apply to inclement weather or emergencies. In case of an emergency or non-attendance due to inclement weather, please notify the Market Manager as soon as possible.**

Consequences for Rule Violation:

- **First violation:** You will receive a written warning from the Manager
 - **Second violation:** You will receive a written warning, signed by the vendor from the Manager and a request for you to re-read the Rules and Regulations with an outline of the violation and written acknowledgement they will comply with the rule and regulations. The Manager will notify the Board that the vendor has received a second written warning.
 - **Third violation:** You will receive a written warning from the Manager and will be dismissed from the market for two (2) market days. You will receive a written notice stating what violation/s occurred and at what date you may return. The Manager will note to the Board that the vendor has received a third written warning. No refund will be given for the market days the vendor misses, nor will the fee be extended to another date.
 - All violations will remain in the vendor's records for 1 year from the date executed. After 1 year, the first violation will drop off, second violation moves to a first violation, third violation moves to a second violation.
5. **Vendors with additional vehicles/trailers** that will not be parked in their market stall during market hours, must NOT use primary customer parking during market hours of 10am-2pm. Vehicles must be parked on the east side of the parking lot away from the market. Vendors with limited mobility or extenuating circumstances may notify Management and request an exception prior to the start of market season or the vendor's first day at market.
 6. **It is at your discretion to attend in case of inclement weather.** There are no refunds or rollovers if the market is in operation on a day you had selected to attend and you decide not to attend. If there is a storm warning issued by the National Weather Service (<https://www.weather.gov/> location: Lincoln Municipal Airport) during the hours of the market, the market will close at the discretion of the Executive Committee or board members present at the market and the market manager.

If the board or the management decides to cancel a market, there will be no refunds. A weekly vendor can request a roll-over date if a market is cancelled before the market is in operation.

Stall Assignment, Size and Guarantee

1. Local Farmers and Farmer-Processors receive priority for available stalls. As we are a modestly sized market and strive to be a high quality, green farmers' market, we will take into consideration the quality and variety of produce and value-added products you will be vending at the market.

Priority will be given to value-added products that contain ingredients from Nebraska small family-farms (for example, apple pie made with locally grown apples), and in particular to value-added items that utilize ingredients from SFMVCV farmers. Priority will be given to returning, quality local season vendors and to those quality, short-season vendors who filled the seasonal market needs in the past.

There is no absolute guarantee that a vendor from past years will receive a stall in subsequent years, but a vendor in good standing and who meets the goals of the market, who submits their application on time, will most likely receive a stall.

2. Stall type and placement within the market is determined by the needs of the market and your need for space.
3. Stall sizes for full season vendors are **Single** (10'x 20'), **Double** (20'x20') and **Triple** (30'x20'). **Weekly vendors are only allowed Single stalls (10'x20')**. Stall dimensions are exact measurements and must be strictly adhered to. There will be no spill-over space. Vendors are required to stay within the assigned stall space. This includes your vehicle, display, shade device, signage, etc. **Generators are no longer allowed, and exceptions need to be approved by the board.**
4. Weekly Vendors **are not guaranteed** to be in the same location for all weeks you select. The Market Manager will endeavor to place Weekly Vendors in a stall location that fits your needs.
5. If a paid Full Season or Weekly Vendor has a scheduled absence from the market on any given market day, the market has the right to use the stall(s) for another vendor(s) on that day. No subletting of stalls will be allowed. It is the vendor's responsibility to notify management of attendance if previously scheduled to be absent at least one week before the Market date. The Market Manager will attempt to provide a stall meeting the needs of the Vendor, however there is no guarantee of stall assignment for previously scheduled absence.

Display Requirements

1. Post all required permits prominently.
2. Packaging of all prepackaged and packaged-at-market produce must be with NEW food-grade paper or plastic bags, or plastic food wrap. Trash, garbage, or leaf bags cannot be used for produce or other foodstuffs at any time.
3. Packaging that ends up in the SFMVCV's compost bins must meet compostable standards as outlined below. If your products are not meant to be consumed on-site, but your packaging ends up in the SFMVCV compost bins, you may be asked to source compostable packaging materials. All sampling regardless of vendor category must be compostable and

meet standards as defined below. All ready-to-eat, prepared foods sold at market by concessionaires must be served, packaged, or otherwise contained in compostable materials as defined by the ASTM D6400 or ASTM D6868 standards. It is the vendor's responsibility to ensure their disposable materials meet these standards. Materials required to meet these standards include, but are not limited to: straws, utensils, clamshells, cups, lids, labels, etc. The market strongly recommends that this list be expanded to include t-shirt bags used or supplied by any vendor.

4. Vendors are allowed to sell branded reusable bags.
5. It is the vendor's responsibility to bring all tables, chairs, shade devices, power sources and cords, display equipment, hand washing station, cash box and cash, signage, etc. If using a power source, D/C inverters are required unless special permission is given. If you have an open flame, you must bring a fire extinguisher.
6. All products should be displayed on well-constructed, well-maintained, and clean tables. Produce should be clean and attractive. The Market Manager may request that you remove a product from your table if it does not meet the market's standard of quality.
7. Only legal scales with up-to-date State permit stickers will be allowed at SFMVCV. Vendors without legal scales must sell by the piece or per quantity. If you wish to sell produce by weight, but do not have a legal scale, you may weigh and package items at home, but sell 'by the bag' or 'by the package'. You must have a label or sign stating the weight or count of the package.
8. Required signage: One large sign stating who you are (your business name) and your location (example: Your Small Family Farm, Local Town, NE). This sign should have 2" or larger lettering and be posted/hung more than one foot off the ground. In addition, you should post signs stating the product, unit of sale, and price for each product sold. This can be either attached to the container of each product sold or on a sign/board stating products and prices. Signage must include sufficient information to satisfy Weights and Measures requirements.
9. Vendors are responsible for keeping their area clean and safe during and after the market. This includes the following measures:
 - A minimum of 10 pound weight or vendor vehicle must be securely attached to each canopy leg. Weights must not pose a tripping hazard.
 - If using electricity, outdoor extension cords must be completely covered and set up with regard for public safety.
 - All State and local health and safety requirements must be followed for all vended products.
 - Stall must be set up with regard to public safety.
 - All components of the stall must be contained within the boundaries of the stall. ● Any vendor with a product that may stain or damage the ground must use a ground cover.
 - Non-produce products must be wrapped or covered.
 - At the end of each market day the stall space must be thoroughly cleaned. This includes all organic materials. You are expected to provide your own broom, dustpan, and container.
10. Absolutely NO SMOKING or vaping during the market or within a 40-foot area surrounding

the market from 9:15 a.m. to 2:15 p.m. If you take a break to smoke outside the area you must wash your hands before returning to the market or have a washing facility in your stall where you wash immediately when you return.

11. Pet Policy: Discourage market shoppers with pets from coming close to your products. Vendors must wash hands after contact with animals.
12. **Producers who choose to market, label, package, advertise, or otherwise claim their products as “organic”, “organically grown”, “fed organic feed”, etc.** must either 1) submit proof of organic certification to the market manager, or 2) request, review and sign our Organic Grower’s Affidavit (online at <https://www.sundayfarmersmarket.org/becomeavendor>).
13. **Producers who utilize wild harvesting** must request, review and sign our Wild Harvesting Affidavit. (online at <https://www.sundayfarmersmarket.org/becomeavendor>).
14. **Stall Frontage:** Your stall fee is based on a formula in which you are only allowed to sell from the front of your stall. If you are placed in a stall location whereby you have customer access on a side of your stall and you choose to display and sell from an additional side, you will be charged an additional frontage fee.

Payment

Vendors are responsible for making payments on time. **Applications are due March 9, 2024 by midnight. Payments are due once the vendor has been accepted to the market.**

- **Your application is considered your acknowledgement and acceptance of the SFMCV Rules and Regulations and is considered a contractual agreement to payment based on schedule and terms outlined in this document.**
- There are no refunds or deductions based on unused stall weeks.
- **If payment is not made in accordance with these terms further action will be made to recover outstanding balance.**
- Market tokens may not be used to pay stall fees.
- Returned checks: On the first occurrence, you will be charged an additional \$25 and your acceptance to the market will be delayed until the check has cleared, or you pay in cash for the stall to the Market Manager. After a second occurrence, you will be expelled from the market.

Full Season Vendors: Annual Membership fees, Permit fees and Stall Fees are due at the time of application acceptance and must be received before the first market date of April 28, 2024.

Late Payment Fees: A late payment fee of \$25 will be charged if payment is not received by the date listed above. Vendors with invoices over two weeks past due are subject to suspension from markets until the invoice(s) are paid in full. Vendors who do not pay per schedule will not be eligible for participation in payment plan in future seasons.

Weekly Vendors: Annual Membership fees, Permit fees and Stall Fees are due with application acceptance for the full amount of fees for all dates selected and must be received before the first market date of April 28, 2024. Weekly Vendors adding additional market weeks must submit additional stall fees at the time of acceptance and no later than one week prior to scheduled market attendance. Stall fee payment serves as your reservation.

See below for payment breakdown:

Payment Table

Full Season Vendor				Weekly Vendor	
		Single (10'x 20')	Double (20'x 20')	Triple (30'x 20')	<i>Stall assignments will be made based on market day availability</i>
Category I	Farmer, Farmer-Processor, Baker	\$627	\$1,129	\$1,693	\$45/week
Category II	Non-Farmer Processor, Concessionaire, Wild Crafter	\$935	\$1,683	\$2,525	\$60/week
Category III	Temporary Vendor and Non-Wild Crafter	NA	NA	NA	\$80/week

Grounds for Exclusion from the Sunday Farmers' Market at College View

Vendors may be excluded from SFMVCV upon decision of the SFMVCV Board of Directors that the Vendor has violated these Rules and Regulations, or otherwise engaged in conduct that is contrary to the purpose and goals of the SFMVCV. Such grounds for exclusion include, but are not limited to:

- **Product and/or display does not meet the standards of the market.**
- **Non-cooperation with fellow vendors, customers, Manager or Board.**
- **Non-payment or a second bad check.**

First violation: You will receive a written warning from the Manager

Second violation: You will receive a written warning, signed by the vendor from the Manager and a request for you to re-read the Rules and Regulations with an outline of the violation and written acknowledgement they will comply with the rule and regulations. The Manager will notify the Board that the vendor has received a second written warning.

Third violation: You will receive a written warning from the Manager and will be dismissed from the market for two (2) market days. You will receive a written notice stating what violation/s occurred and on what date you may return. The Manager will note to the Board that the vendor has received a third written warning. No refund will be given for the market days the vendor misses, nor will the fee be extended to another date.

All violations will remain in the vendor's records for 1 year from the date executed. After 1 year, the first violation will drop off, second violations moves to a first violation, third violation moves to a second violation.

Grounds for Immediate Exclusion from the Sunday Farmer's Market at College View

Vendors may be immediately and permanently excluded from participating in SFMCV, in any manner, upon decision by the Board of Directors that the Vendor has engaged in conduct sufficiently harmful to the interests and operation of the SFMCV to justify immediate exclusion. The Board shall have sole and exclusive discretion to determine whether Vendor misconduct is sufficiently harmful to the interests and operation of SFMCV to justify immediate exclusion, which discretion it shall exercise in good faith.

Upon decision by the Board that grounds for immediate exclusion exist, the Manager shall provide the Vendor written notice stating that the Vendor has been expelled from vending at the market and that no refund is to be given. Vendor appeals shall be made in writing to the Board President within one week of receipt of such written notice.

Management Statements

- Sunday Farmers' Market at College View reserves the right to deny stall space to any vendor at any time, without prior notice.
- Sunday Farmers' Market at College View does not discriminate against any applicant for stall space because of race, color, religion, sex, disability, national origin, sexual orientation, age or marital status.
- Stall assignments, determination of suitability of items offered for sale, and collection of stall rental fees and membership are the sole responsibility of the Sunday Farmers' Market at College View
- No guarantee of exclusivity of products is made or implied.

Contact Information

Sunday Farmers Market Manager:
Email - sundayfarmersmarket.manager@gmail.com
Phone - (402) 217-9215
Address- PO Box 6004, Lincoln, NE 68506

Definitions of Market Members for SFMCV

Market Members must live in Nebraska or within 200 miles of Lincoln, NE or have received a waiver from the SFMCV Board to be a temporary vendor.

You must have all the appropriate permits, licenses, and insurance to participate.

Category I: Vendors who fit the following three (3) definitions must pay the fees associated with Category I Vendor Stall fees. **Full Season Vendors** may apply for single, double or triple stalls. **Weekly Vendors** are only eligible for single stalls.

Farmer: someone who sells vegetables, fruit, plants, fresh-cut or dried flowers, eggs, fish or meat that they produced themselves, or managed the growing of if there are employees, within Nebraska or 200 miles of Lincoln, NE. The land may be owned or rented.

Farmer-Processor: someone who produces the raw ingredients and then either processes them on their farm or sends them out for processing. Examples include jelly, pies, salsa, cheese, value-added meat, herb blends, honey, etc.

Baker: someone who offers non-hazardous, not previously frozen and thawed, fresh baked, from scratch products. Priority will be given to vendors who use Nebraska-grown ingredients in their products.

NOTE: A Farmer or Farmer-Processor may also sell baked goods or non-farm processed items if these items constitute no more than 25% of your gross sales in a season. These items must be specified in your product list on the application and be produced by the Farmer or Farmer-Processor (no third-party sales).

Category II: Vendors who fit the following three (3) definitions must pay the fees associated with Category II Vendor Stall fees. **Full Season Vendors** may apply for single, double or triple stalls. **Weekly Vendors** are only eligible for single stalls.

Non-Farmer Processor: someone who buys the raw ingredients for their product and makes a product for sale, either at their permitted residence or at an inspected facility. This could include jelly, salsa, value-added meats, home/personal care items (soaps) etc. We will give stall preference to vendors who buy ingredients from local FARMERS rather than wholesalers.

Concessionaire: someone who has the required State and Lincoln Lancaster County permits for selling food and drinks to be consumed on-site.

Wild-crafter: someone who collects non-hazardous wild plants or fruit in Nebraska or within 200 miles of Lincoln, NE (including wild fruit, fresh or dried wild flowers and grasses) and further processes them into an original handmade product - one that may contain purchased materials (a vase, wreath, ribbon, etc.) only as a form or minor addition to the product.

Category III: Vendors who fit the following definition must pay a Weekly Stall Fee of \$80/week.

Temporary Member/Non Wild-Crafter: someone that lives and/or produces their product outside of Nebraska or a 200 mile radius of Lincoln, NE. You must have the approval of the Market Board.

Sunday Farmers' Market at College View Vendor Matrix

The matrix is intended to assist the SFMCV Board of Directors when making decisions about accepting vendors to the market. It is not necessarily the final say on all decisions if other circumstances warrant it, but it does reflect the market's mission and our vision for the future.

The matrix criteria are based on:

Product Type and Source

Market Goals: Strengthen local farm economies. Preserve local farmland.

Product Sales:

Market Goals: Support small family farms. Improve local food security

Environmental Stewardship

Market Goals: Foster environmental stewardship

Vendor Distance from Market

Market Goals: Reduce food miles. Reduce fossil fuel consumption. Improve food security.

Vendor Availability

Market Goals: Full market at all time. Encourage full season vendors.

Bonus points may be awarded for product variety, market diversity, returning vendors, market support and other factors.

Farmers and Farmer-Processors should constitute a minimum of 60% of vendors. At no time should concessionaires constitute more than 20% of vendors market stalls. When using the matrix to determine eligibility, these percentages must be maintained. A Farmer or Farmer-Processor who scores lower than a vendor in another category may only be excluded after the 60% goal has been met.

Notice will be given to vendors who do not meet this requirement. Vendors can request information regarding what practices need to be implemented in order to meet the required score.