



Downtown Valdosta Farm Days

Bringing the best of the country to the heart of the City!

Downtown Farmers' Market
Valley Street, Downtown Valdosta
100 E. Valley St. - Valdosta, GA 31601

Greetings from the Downtown Valdosta Farm Days Committee!

The City of Valdosta and the Valdosta Main Street Program in partnership with the South Health District and Works for Good are pleased to announce 2017 Season of Downtown Valdosta Farm Days! *****Policies and dates have changed.***** The producers-only market will be held rain or shine on the 2nd and 4th Saturday of the month April-June and September-November from 9:00 a.m. to 12:00 p.m. on the 100 block of E. Valley Street between Ashely and Patterson streets.

The market strives to present a diverse balance of fruits, vegetables, flowers, meats, dairy, plants, baked goods, and other food based goods. Farmers and producers of all kinds are welcome to apply provided they are selling goods that have been grown, raised or produced themselves. Concessions, flea market items, used and antique furniture sales are prohibited.

Market fees, rules, and vendor application (attached) are available via email by request and paper copies are also available at the Main Street office. Vendors will be selected on a first-come, first-served basis so early applications may receive preference. **ALL VENDORS MUST READ and CONFORM TO THE MARKET POLICIES & REGULATIONS. YOU SHOULD KEEP A COPY.** Email msmith@valdostacity.com or call the Main Street office at 229-259-3577 with any questions.

Thank you for helping us to create a vibrant, thriving farmers market in Downtown Valdosta. We look forward to working with you!

**Operational Guidelines
Downtown Valdosta Farm Days Farmers' Market
Valdosta, Georgia
2017 Market Season**

The Downtown Valdosta Farm Days Farmers' Market provides a direct market for farmers, growers, producers and artisans for their products to help sustain the regional agriculture economy. The Downtown Valdosta Farm Days Farmers' Market also promotes education of the community emphasizing the correlation between food choices and the impact they have on general health and the environment.

1) Time and Place - The 2017 Downtown Valdosta Farm Days Farmers' Market will operate on the 2nd and 4th Saturdays April-June and September-November. Market hours are 9:00 am – 12:00 pm. Market is located on the 100 block of E. Valley Street between Ashley and Patterson streets.

2) Definition of Local - As defined by the Downtown Valdosta Market, local is any produce, craft or other item grown or made in Lowndes County or any of the surrounding areas.

3) Vendors - All vendors must submit an application and pay market fees. Rate is \$15 per week or \$20 monthly (checks made payable to Valdosta Main Street) in accordance with section 7 below. If a vendor has been assigned a location, and will be unable to sell at a particular day(s) of the Market, vendor will be responsible for contacting the Market manager, so the location can be re-assigned for the missing day(s). Failure to sell twice in a row without contacting the Market manager will result in vendor forfeiting their location.

a) **Farm Vendors:** The Downtown Valdosta Farm Days Farmers' Market strives to be a local **producers-only** market. By selling at the Downtown Valdosta Farm Days Farmers' Market the vendor assures that she/he is the **primary grower** of the produce being sold or that the produce being sold is grown in an area defined by the Downtown Valdosta Farm Days Farmers' Market as "local" (see section 2) Vendors wishing to offer samples must adhere to all appropriate state regulations. **No wholesale brokers are allowed.** Farm vendors must agree to allow a farm inspection by the Downtown Valdosta Farm Days Farmers' Market personnel.

b) **Artisan/Craft vendors:** The Downtown Valdosta Farm Days Farmers' Market strives to provide a venue for locally made crafts that are well conceived, expertly executed, and hand made by the artist. Craft vendors must submit an application to the Downtown Valdosta Farm Days Farmers' Market Personnel in accordance with section 4 (b) and section 7, below. The craft vendor applicant must be local (see section 2) and the applicant must make her/his own craft items. The first priority will be given to crafts which feature materials which are found naturally in our region. Craft vendors must agree to allow the personnel of the Downtown Valdosta Farm Days Farmers' Market to inspect their facilities if requested. **Note: there are a LIMITED number of artisan/craft spaces available – Farm Days is a farmers market first and gives priority to local farmers.**

c) **Food Vendors:** The Downtown Valdosta Farm Days Farmers' Market strives to showcase food made from local ingredients and made by local vendors. Food vendors must submit a food vendor application to the Downtown Valdosta Farm Days Farmers' Market in accordance with section 4 (c) and section 7, below. The food vendor applicant must be local (see section 2) and the applicant must make her/his own food items. **All food vendors must maintain appropriate Health Department certification and adhere to all local, state, and federal laws regarding food safety and have permits available. All prepared food processor facilities must comply with Lowndes County Health Department regulations. Note: there are a LIMITED number of food vendor spaces available – Farm Days is a farmers market first and gives priority to local farmers.**

4) What can be sold-

a) **Produce:** The strong preference of the Downtown Valdosta Farm Days Farmers' Market is that local produce be seasonal food grown within Lowndes County or any of the surrounding areas (see section 2). However, if a farmer outside the area defined in section 2 deems it economically feasible to travel some greater distance with her/his own produce, that produce may be considered eligible for sale. As with all vendors to the Downtown Valdosta Farm Days Farmers' Market, an application (see section 7) must be submitted and reviewed by the Downtown Valdosta Farm Days Farmers' Market personnel.

The sale of meats, eggs, dairy, organic items from growers without organic certification, jams, jellies and low acid/acidified foods such as canned vegetables, salsas, pickles, etc., are subject to specific federal and state regulations. Vendors are responsible for ensuring their products meet all federal, state, and local regulations.

b) **Crafts:** Local crafts are works that are well conceived, expertly executed, and made by hand by the artist from within Lowndes County or any of the surrounding areas (see section 2). However, if an artisan outside the area defined in section 2 deems it economically feasible to travel some greater distance with her/his own craft items, those items may be considered eligible for sale. As with all vendors to the Downtown Valdosta Farm Days Farmers' Market, an application (see section 7) must be submitted and reviewed by the Downtown Valdosta Farm Days Farmers' Market personnel. A sample of the craft or high-quality photograph of the craft the vendor plans to sell must accompany the application. No applications will be considered without a sample and/or photograph. Categories of crafts include but are not limited to basketry, leather, wood, candles, soap, and dried flowers.

Note: there are a LIMITED number of artisan/craft spaces available – Farm Days is a farmers market first and gives priority to local farmers.

c) **Food:** The Downtown Valdosta Farm Days Farmers' Market encourages local food vendors to sell wholesome, healthy foods using fresh ingredients while minimizing disposable containers and wrappers. Foods sold should highlight regional produce/products and seasonal ingredients. Local vendor is defined as within Lowndes County or any of its surrounding areas (see section 2 above). However, if a food vendor outside the area defined in section 2 deems it economically feasible to travel some greater distance with her/his own food items it may be considered eligible for sale. As with all vendors at the Downtown Valdosta Farm Days Farmers' Market, an application (see section 7) must be submitted and reviewed by the Downtown Valdosta Farm Days Farmers' Market personnel. **A limited amount of prepared foods may be approved for sale and should feature current, seasonal ingredients which are sold at the market.** Food vendors must comply with all federal, state, and local regulations and must submit proof of certifications.

Note: there are a LIMITED number of food vendor spaces available – Farm Days is a farmers market first and gives priority to local farmers.

5) General Market Operation-

a) **Space Allocation:** Vendors will be pre-assigned spaces at the time their application is approved.

b) **Set-up and check-in:** All vendors must be set up by 9:00 a.m. and must check-in with the Market Manager before selling.

c) **Take-down:** Vendors should remain until the market is over (12:00 p.m.) and begin take down of their booths until that time. If a vendor sells out, the vendor should display a sign indicating "sold out."

d) **Clean-up:** Vendors are required to keep their areas clean during the Market and to clean up their areas when the Market is over. According to the Rules and Regulations of the Lowndes County Courthouse:

- Cooking must be done on the sidewalks and adequate drip pans must be used.
- No dumping of ice or grease on grounds. Dump ICE ONLY near drains.
- No vehicles, objects or equipment weighing more than 3,000 lbs. allowed on grounds.
- No stakes are to be driven into the grounds.
- The grounds must be left COMPLETELY clean. Nothing is to be left on grounds.
- NO CANDLES ARE ALLOWED ON STEPS OR "PORCH" AREAS.
- Use flags for marking areas; do not use chalk or paint
- Nothing may be strewn upon the lawn or premises of the Courthouse.

Any repairs to or clean-up of the property is the responsibility of the vendor.

e) **Pets:** Pets on a leash will be allowed at the Market under the supervision of an adult. Owners are responsible for their pet's hygiene and behavior. Vendors and pet owners are responsible to make certain that animals do not come into contact with food being sold.

f) **Parking:** Vehicles which are not in use for the sale or display of produce and food products must be parked outside of the market area.

g) **Signage and displays:** Vendors should plan an attractive and inviting display of their products. Vendors are not required to have tables, tents, and signs used for their display, but it is strongly encouraged. No products may be displayed on the ground unless in an appropriate container. Signs should be displayed to identify products, price, identification of the farm/farmer, and origin of products. Certified organic products may be labeled as such with appropriate documentation available.

h) **Smoking:** The Downtown Valdosta Farm Days Farmers' Market is a smoke free environment.

i) **Alcohol:** Alcoholic beverage consumption is not permitted on the premises.

6) Application process – All potential market vendors (produce, crafts, and food) must submit a complete application with market fees to the Valdosta Main Street office before the first market day in which the vendor intends to participate. The Downtown Valdosta Farm Days Farmers' Market personnel will review and approve or deny the application based on conformance to the rules outlined herein and will notify the vendor of the approval/non-approval of the application within one week of the submittal. There is no guarantee the application will be processed any sooner than one week. Vendors are encouraged to submit their applications well in advance of the market they plan to attend to ensure their application will have sufficient time to be processed. If approved, the application will allow the vendor to participate in the Downtown Valdosta Farm Days Farmers' Market for the rest of the season without the necessity of re-submittal. If denied, the vendor will be notified. **If a vendor has been assigned a location, and will be unable to sell at a particular day(s) of the Market, vendor will be responsible for contacting the Market manager, so the location can be re-assigned for the missing day(s). Failure to sell twice in a row without contacting the Market manager will result in vendor forfeiting their location.**

7) Enforcement process – Downtown Valdosta Farm Days Farmers' Market vendors are expected to abide by regulations established for the Market. The Downtown Valdosta Farm Days Farmers' Market personnel, Market Manager, or her/his designee, individually or collectively, may enforce said regulations. Vendors agree that violation of any regulation which is called to a vendor's attention will be rectified in a manner prescribed by the Market Manager or designee.

Violation(s) of any Market rule(s) should be reported to the Market Manager or designee, and vendors or members of the public are discouraged from addressing violations directly with the offending vendor. The Market Manager or designee will address the violation verbally with the offending vendor as soon as reasonably possible, and will offer the opportunity to remediate the stated violation. Failure to remediate the violation within an appropriate period of time, which is determined by the Market Manager or designee, may result in the loss of the right to participate in the Market. Should loss of privileges occur, the offending vendor may be asked to vacate the Market premises immediately, or as soon as feasibly possible. The Market Manager or designee should at all times attempt to have another Market Board member present when confronting an offending vendor, to witness the exchange.

Penalties will be assessed based upon the severity of the violation. A minor violation may be addressed by having the offending product or behavior immediately corrected, without further penalty. More serious violations, or repeat violations, may result in removal from the Market at which the violation is occurring. Chronic or serious violation of regulations may result in the revocation of the right to attend multiple markets or in permanent removal of Market participation privileges as determined by the Downtown Valdosta Farm Days Farmers' Market personnel. For any violation of Market rules, a written notice of the violation will be mailed or hand-delivered to the violator.

Vendors, members of the public, and/or customers attending the Market are expected to act as one would reasonably find acceptable in a public place. Those displaying offensive, abusive, illegal, or otherwise disruptive behavior may be asked to leave the Market premises by the Market Manager or designee. Disruptive behavior may include, but is not limited to, smoking, consumption of alcoholic beverages, public intoxication, display or possession of lewd or pornographic material, unruly and/or dangerous pets, loud or offensive noise, profanity, or any activity which violates federal, state, or local laws or statutes. Local authorities may be called upon to help resolve any issues.

Any notice of violation of the Downtown Valdosta Farm Days Farmers' Market regulations may be appealed by formal letter to the Downtown Valdosta Farm Days Farmers' Market personnel.

8) Federal, State, and Local Law Compliance – It is the responsibility of the Downtown Valdosta Farm Days Farmers' Market vendors and other market participants to know and follow all applicable federal, state, and local laws and regulations.

9) Hold harmless and indemnification – Downtown Valdosta Farm Days Farmers' Market vendors and other participants agree to take part in the market at their own risk and will not hold the Market, its directors, officers, agents, employees, sponsors or site owners responsible for any legal or financial liability resulting in the participation thereof all as required by and as more fully set forth hereinafter in the 'Hold Harmless Clause and Insurance' sections.

10) Notice of Change to these Rules and Procedures – These rules and operational procedures are subject to change at the discretion of the Downtown Valdosta Farm Days Farmers' Market personnel after notification at least one week prior to the implementation of any new rules.

Downtown Valdosta Farm Days
2017 Farmers Market
Arts and Crafts Application
APPLICATION/PARTICIPATION AGREEMENT

Name of Applicant: _____

Business Name: _____

Email: _____ Website: _____

Business #: _____ Home #: _____ Cell #: _____

Address: _____

City/State/Zip: _____

Please indicate which weeks you anticipate participating in the market.

April	May	June	September	October	November
8	13	10	9	14	11
22	27	24	23	28	25

ARTISANS RULES AND REGULATIONS

The Market desires to promote locally made crafts/art which utilize some or all products which are indigenous to our region (materials found naturally such as natural elements, woods, stones, fibers, clays, plants, etc. of our area) whenever possible. Please review the following rules and regulations carefully. The Downtown Valdosta Farm Days personnel reserve the right to limit the number of merchants of a specific type of merchandise.

- A sample of your work must be submitted with your application.
- All vendors are required to complete a 2017 application and pay booth fees of \$15 per week or \$20 a month. Checks and money orders are to be made out to Valdosta Main Street. Vendors will be notified of their acceptance. If a vendor has been assigned a location, and will be unable to sell at a particular day(s) of the Market, vendor will be responsible for contacting the Market manager, so the location can be re-assigned for the missing day(s). Failure to sell twice in a row without contacting the Market manager will result in vendor forfeiting their location.
- Vendors must submit a sample of any new/additional craft product to be sold and are subject to the jury process.

Hold Harmless Clause and Insurance

The undersigned does hereby acknowledge and agree that (i) each participant, vendor and business participating in Downtown Valdosta Farm Days Farmers' Market event(s) ("Farm Days Event") are independent of one another and no joint venture or partnership relationship exists between them, or with the Farm Days Event or its sponsor(s), with respect thereto, and each such participant, vendor and business participating in a Farm Days Event does so at its own cost, expense and risk and shall be solely responsible for any loss, cost, expense or risk arising from or relating to its such participation, and that (ii) neither the Farm Days Event, the City of Valdosta, Lowndes County, or any other party is providing any insurance coverage for the Farm Days Event or its participants and their property and each participant, vendor and business participating in a Farm Days Event is required to carry its own liability, property, workman's compensation, and other insurance applicable to or advisable for such participation.

In consideration of the Farm Days Event, the City of Valdosta, and their respective employees, agents, volunteers, and sponsors, considering this Application for participation in the Farm Days Event and if approved and accepted the participation in such Event, the undersigned hereby agrees, covenants and warrants, jointly and severally, for myself and any employees, agents, volunteers or others, in each case forming a part of or otherwise assisting in my participation in the Farm Days Event (collectively, "Participants"), to release, hold harmless and indemnify the Farm Days Event, all other participants in the Farm Days Event, the City of Valdosta, and Lowndes

County, together with their respective employees, agents, volunteers, sponsors, affiliates, employers, directors, officers, representatives and members in each case from and against any and all decisions, claims, liability, risk, cost or expense (including without limitation attorney fees and costs of settlement) they or any of them may suffer or incur arising from or relating to Participant's application for or participation in the Farm Days Event.

I acknowledge that I have read and understand this application, rules and regulations of the market and Hold Harmless Clause. I have been provided a copy of the Downtown Valdosta Farm Days Farmers' Market rules that govern this operation and will abide by these policies. I further agree to allow representatives of the Market to visit the premises where products are made.

PARTICIPATION AGREEMENT

I have read, understand, and agree to comply with the **2017 Downtown Valdosta Farm Days Farmers' Market Operational Guidelines**. I understand the violations and sanctions, including suspension and disqualification. I understand selling privileges can be revoked by the Downtown Valdosta Farm Days Farmers' Market at any time. I understand that I must submit a completed application form as well as a sample of my work. I understand that **no vendor is guaranteed acceptance**. Vendors that are accepted for the 2017 Downtown Valdosta Farm Days Farmers' Market will be notified, of their acceptance by a member of the Downtown Valdosta Farm Days Farmers' Market personnel.

I understand that all vendors accepted into the 2017 Downtown Valdosta Farm Days Farmers' Market will be expected to participate in all market dates they designate. Vendors agree to be bound by the Operational Guidelines of the Downtown Valdosta Farm Days Farmers' Market.

Vendor Signature

Date

ARTISAN APPLICATION CHECKLIST

Please enclose the following materials to be considered for participation in the 2017 Downtown Valdosta Farm Days Farmers' Market:

- Completed, signed application form
- Check or Money Order for booth fees to Valdosta Main Street
- A sample of your work

Please send completed applications to:

Valdosta Main Street
P.O. Box 1125
Valdosta, GA 31603