

Main Street Market

Rules and Guidelines

2015

INTRODUCTION

The goal of the Main Street Market (hereafter identified as MSM) Farmers' Market is to provide fresh agricultural products directly from the producer to the citizens of Oxford and its surrounding areas.

The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the general public. The MSM will conduct its day to day operations through a Market Manager designated by the Historic Main Street Oxford Board (HMSOB). 2015 Market Manager will be Teresa Crosson. Phone: # 256-310-2532

LOCATION

The MSM Farmers' Market will be held at Simmons Park in Downtown Oxford, AL. Under special circumstances and at the discretion of the Market Manager and HMSOB the market may be relocated to Choccolocco Street between Main Street and Performing Arts Center. Sufficient notification will be given to all participants.

THE SELLING SEASON

The MSM will be open each Thursday for retail sales from 3:00 PM to 8:00 PM beginning May 7, 2015 and running through August 27, 2015. The market schedule may be extended or shortened depending on the availability of seasonal produce.

PERMITS AND FEES

A growers' permit must be obtained before selling at the market. Permits are available at no charge from the County Extension Office. The purpose of the certificate is to ensure that the products sold originate from the producer, his or her family, employees or partners. This allows the producer and the customer to be exempt from state and local taxes for goods sold. If you are selling products that do not allow you to be classified as a grower, ie baked goods, you are required to have a business license from the City of Oxford, Calhoun County and the State of Alabama, and are responsible for collecting and remitting related sales taxes. Fees from the market are for the express purpose of promoting and operating the Farmers' Market. This includes but is not limited to administrative expenses and advertising at the discretion of the Market Manager and HMSOB.

SPACE ASSIGNMENTS AND RESERVATIONS POLICIES

1. Vendor spaces are 12ft x 12ft units or limited to one vehicle and must occupy only the space paid for as assigned by the Market Manager. Maximum vehicle size is a 1-ton pickup truck or van or as outlined upon fee payment. Displays must be confined to your assigned space. If you are using a trailer to display and sell goods, the towing vehicle may have to be disconnected and moved out of the area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be moved.

2. Farmers/Producers may reserve additional vendor space, but all fees must be paid by deadlines as outlined in Market Fees page.
3. The market manager designates the vending location for all producers with or without vehicles and if deemed necessary by the market manager, may require a producer to relocate.

REGULATIONS

1. **Producers who may sell at the market:** Producers is defined as the person that grows or makes the product which may include the producers' immediate family, partners, employees or local cooperatives. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Any complaints filed with the Market Manager concerning production regulations will be investigated by the HMSOB and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in the expulsion from the market for the remainder of the selling season, no refund will be made for market fees paid to date.
2. A limited number of homemade art, crafts and non-agricultural items are permitted for sale at the market with prior approval by the Market Manager.
3. Producers may sell their own farm and kitchen products including (but not limited to): fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey and baked goods. Many items are subject to Health Department regulations. It is the responsibility of the producer to abide by these regulations. Contact the Health Department for inspection and approval. No cooking is permitted within the market area without prior approval by the Market Manager or HMSOB. It is the responsibility of each producer to abide by all state and federal regulation which govern the production, harvest, preparation, preservation and labeling, or safety of products offered for sale at the market. Vendors are liable for their own products. The MSM advisory committee, Historic Main Street Oxford Board, Market Manager, City of Oxford, Calhoun County, and/or the State of Alabama Farmers Market Authority shall not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.
4. At the beginning of each market day, vendors must check in with the Market Manager or official onsite. Vendors must be set up at the market by 2:30 PM and ready to do business when the market opens at 3:00 PM. Notification to the Market Manager should be made if running late or not attending. Each seller is expected to stop selling at 8:00 PM and have all produce, baked goods, boxes, etc. loaded for removal by 8:30 PM. The Market Manager will have the authority to change the market hours on special occasions; however, notice must be given to the Market Advisory Committee or HMSOB beforehand.
5. The sale of live animals is not permitted at the market.
6. The use of electrical generators must be cleared with the Market Manager before usage.
7. Solicitation for political campaigns, products, services or charitable contributions not specifically addressed as a market commodity is not permitted.

8. Vendors must be sixteen years of age or older. Younger children are welcome and encourage to participate, but must be accompanied by an adult responsible for the child's conduct and safety.
9. Fraudulent, dishonest or deceptive merchandizing, disruptive behavior or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the HMSOB.
10. All profane, abusive, discourteous and boisterous language and/or conduct at or about the market area is prohibited.
11. Alcohol products, tobacco products within the confines of your rented space is strictly prohibited and are not to be sold or used.
12. Music or noise ordinance will be in effect during the market; only approved music will be allowed. All musicians must be vetted and approved prior to participation.
13. Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
14. The Market Manager and/or Advisory Committee will have the full power to enforce all rules and regulations within the market area as authorized by the HMSOB. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the market for a length of time determined by the Market Manager or HMSOB and if need be, escorted by legal authority off premises.

GUIDELINES

It is recommended that vendors use safe, natural, and colorful displays. Be aware of tripping hazards in the walk areas. It is best to raise all displays (especially food items) at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility.

It is recommended that each vendor have a sign identifying the name and location of the farm.