

**Authentically Alamance**  
**Farmers Market Network**  
**Rules and Regulations**



**2022 Season**

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## **I. History**

The Authentically Alamance Farmers Market Network (AAFMN) consists of 3 market locations in Alamance County; North Park, Elon, and Downtown Mebane. The network began with the North Park Farmers Market in 2016 as a public health intervention for the local community, which had limited access to fresh and affordable produce and other food. Alamance County farmers had indicated interest in a professionally run market to sell at since there was not one yet established. This presented an opportune time to begin the North Park Farmers Market with formalized operations. After demonstrating success with this intervention, grant funding was secured in 2018 to fund the operations of the project, as well as a full time position for a Market Coordinator. This allowed someone to devote all of their efforts towards the success of the market.

In 2018, the Elon Community Church Farmers Market contracted with Healthy Alamance and Piedmont Conservation Council to manage the operations of their market. This market was initially founded in 2008 and ran by the Elon Community Church. It was seen as the mission of the church and had been run by volunteer church members. Today, this market benefits from a high traffic roadway, consistent flow of young college students during the school year, a consistent relationship with Elon University offices and Downtown Elon businesses. This market has seen an exponential growth in vendors resulting in a location change that allows for more vendor sales and increased foot traffic due to the promotion done by the Market Coordinator since joining the AAFMN.

In 2019, the City of Mebane began conversations with Healthy Alamance about managing their Downtown Mebane Farmers Market. This market was founded in 2008, supported informally by the Mebane Women's Club, the Downtown Mebane's council, and later supported financially by the City of Mebane. In its first season as a location of the AAFMN there was an influx of vendors already members of the network. Previous vendors of the Downtown Mebane Farmers Market were welcomed into the network and have enhanced the network's capacity to serve by beginning to vendor at other locations. The Downtown Mebane location experienced heavy foot traffic and great vendor sales. In 2021 we expect to see this trend continue across all locations.

## **II. Hours of Operation**

- North Park
  - 817 Sharpe Rd., Burlington, NC 27217
  - May 3rd - September 28
  - Tuesdays from 3-6 PM
- Elon

- West College Avenue (Between the Elon Community Church and Pandora's Pies)
- May 5th - November 18
- Thursdays from 3-6 PM \*times may be adjusted due to daylight savings\*
- Downtown Mebane
  - 102 E. Ruffin St., Mebane, NC 27302
  - May 7 - October 8
  - Saturdays from 8:30AM-12 PM

### III. Set Up

- North Park
  - 817 Sharpe Rd., Burlington, NC 27217
  - May 3 - September 28
  - Tuesdays from 2:15-6 PM
- Elon
  - West College Avenue (Between the Elon Community Church and Pandora's Pies)
  - May 5 - November 18
  - Thursdays from 1:30-6 PM \*times may be adjusted due to daylight savings\*
- Downtown Mebane
  - 102 E. Ruffin St., Mebane, NC 27302
  - May 7 - October 8
  - Saturdays from 7AM-12PM

### IV. Membership

The AAFMN is able to offer 4 tiers of membership. All vendors are provided the opportunity to sell at all 3 of the market locations within the network.

- Advisory Board Membership
  - Opportunity to sell at all 3 market locations in the network
  - Promotion on our social media platforms
  - Automatic membership to the Authentically Alamance Farmers Market Network Advisory Board
- Associate Membership
  - Opportunity to sell at all 3 markets in the network
  - Promotion on our social media platforms

- Trial Membership
  - Opportunity to attend 3 market days before requiring higher level of membership
- Pick-up/Pre-order Only Membership
  - Opportunity to have pick ups and pre-orders available at any/all of the 3 markets in the network
  - Promotion on our social media platforms

**V. Fees**

- All members, regardless of membership tier, must pay a \$20 application fee, unless an application fee waiver is requested and approved.
- All members, regardless of tier, will be required to give back 3% of daily sales to go towards market operations.
- All seasonal and application fees must be paid on or before the first day a vendor attends market.

	New Member	Returning Member
Advisory Board Membership	N/A	\$75
Associate Membership	\$50	\$35
Trial Membership	\$25	N/A
Pick up/Pre-Order Only Membership	\$25	\$20

**VI. Closing Policy**

- The Market Coordinator reserves the right to close markets due to inclement weather concerns. In the event of unsafe conditions, vendors will be notified of closing by 1:00pm on Tuesdays and Thursdays and 7:00am on Saturdays.
- If 2/3rds of confirmed vendors plan to not attend the market on a particular day, the Market Coordinator reserves the right to close the market.
- If the market is closed for any reason vendors are not allowed to sell products at the market location on that day.

## **VII. Communication**

- Vendors must communicate with the Market Coordinator regarding expected weekly attendance in order to have a guaranteed stall location.
- In order to effectively advertise the market offerings, vendors must communicate what they will have available on a weekly basis with the Market Coordinator. This information will be included in the weekly newsletter that goes out to shoppers.
- In the event of a last minute change of plans, vendors are asked to communicate that change if possible.
- Vendors are encouraged to join the Authentically Alamance texting platform to receive communication.
- Vendors, and anyone selling on behalf of a vendor, must have emergency contact information on file with the Market Coordinator.

## **VIII. Product Guidelines**

- All products sold must be crafted, created, or grown by the vendor. There is a strict no reselling policy in place.
- If vendors would like to begin selling additional product(s), not previously listed in the application, they must submit a written request to the Market Coordinator and receive approval before selling the new product(s).
- All products sold must have prices clearly listed.
- All prepared goods must have ingredients listed in order of weight and clearly labeled as required by the NC Department of Agriculture and Consumer Services.

## **IX. Licensing, Certifications, and Inspections**

All vendors selling in the AAFMN must abide by all applicable federal, state, and local health regulations. Market participants will be responsible for obtaining and paying for any permits and licenses required by the state of North Carolina. Vendors must comply with the regulations within North Carolina including regulations pertaining to the harvesting, food preparation and safety, and labeling of products for products that are brought to and sold at market.

- When submitting the application all farmers and businesses must include a copy of all applicable reports, permits and licenses required by the health department of the state or county from which the products originated.
- All permits and licenses must be kept current for the entire market season.
- Those using home processor kitchens that use well water must be able to show proof of water inspection from the last 3 calendar years.

## **X. Token System & Reimbursements**

The AAFMN proudly accepts SNAP/EBT and plans to be able to offer a SNAP/EBT match for up to \$10 with a program named Double Bucks. In order to accommodate this matching program and to allow vendors who don't accept debit/credit/SNAP/EBT to take full advantage of the market, we have invested in a Clover system. The Clover system allows us to accept non-cash payments from customers. We then give tokens to the customers that are redeemable at vendor stalls. At the end of each market, vendors return the tokens to the Market Info Tent. Vendors will be given reimbursements

- All vendors must accept tokens if offered by customers.
- SNAP/EBT and Double Bucks tokens can only be used for food products.
- Debit/Credit tokens can be used for any type of product.
- 3% of sales will be taken directly from token reimbursement. In the case that a vendor does not have tokens to cover 3% of sales, they must write a check covering the 3% on a monthly basis.
- Current tokens given to customers are plastic, but vendors may receive wooden tokens from the previous years. The wooden tokens are to be accepted and will be phased out as they come in.

## **XI. COVID-19 Policies**

Covid-19 has undoubtedly impacted each and every one of our vendors as well as our customers. The AAFM strives to provide markets that are safe for all parties. With this safety in mind, we have created market rules and procedures using guidance from local and national health officials. **These rules are subject to change as health and safety recommendations continue to be updated.**

- Masks may be encouraged to wear masks depending
- Rules regarding sampling may be subject to change throughout the season
- Occupancy limits may be reinstated if health and safety recommendations advise it.
- Customers are encouraged to exit quickly after making purchases
- Vendors are encouraged to limit customers handling products that have not yet been purchased
- Whenever possible products will be pre-package, pre-bag, and pre-priced
- Vendors are encouraged to wipe down surfaces with disinfectant frequently (tables, registers, phones, any frequently touched surface). If you need supplies to do so please visit the Market Coordinator on site.
- Vendors are encouraged to accept prepayment or contactless forms of payment

- Stay home if you are sick or may have been exposed to COVID-19
- If you happen to test positive for COVID-19, please alert the Market Coordinator for contact tracing purposes

**XII. Probation, Termination, and Suspension**

Violating any of the above mentioned rules could result in probation, termination, or suspension from market operations. Cases of violation will be evaluated on a case by case basis by the Market Coordinator. The first instance of violation will result in a verbal or written warning, any violations following are subject to action taken by the Market Coordinator. Upon the second violation, written notice will be provided to the vendor detailing the probationary period, duration of suspension, or on what grounds termination was deemed necessary.

Signing below indicates that you, and anyone attending market on your behalf, have read, and fully understand, the above mentioned rules and regulations and agree to abide by them for the duration of your membership. Please retain a copy for your reference.

Signature: \_\_\_\_\_

Buisness Name: \_\_\_\_\_

Date: \_\_\_\_\_