

THE Downtown Market, Start Fresh in Anniston

Rules and Guidelines, 2024

Introduction:

The City of Anniston/Main Street Anniston through its Anniston Farmers Market (AFM) Steering Committee has provided a Farmers Market for the people of Calhoun County and surrounding counties to sell the products that they grow or manufacture on their farm or in their home or on rented land.

THE Downtown Market, Start Fresh in Anniston, the AFM Steering Committee, and its designated agents, shall implement and enforce all rules and regulations pertaining to the operation of the Certified Farmers Market in a fair and equitable manner. This market is organized pursuant to Code of Alabama, 1975, Sections 2-5-1 et seq. and complies with Chapter 80-7-1 of the Alabama Department of Agriculture and Industries Administrative Code.

Location:

THE Downtown Market, Start Fresh in Anniston, is located in the City Market Building at 126 West 11th Street in Anniston, Alabama. Contact information is Market Manager, Michelle Smith, City of Anniston, P. O. Box 2168, Anniston, AL 36202. Phone: 256-343-6560 Email: marketmanagerafm@yahoo.com.

The Selling Season:

THE Downtown Market, Start Fresh in Anniston, will open Saturdays, May 4th-October 5th from 7 a.m. to 11 a.m.

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, 1702 Noble Street, Suite 108, Anniston, AL 36201. The purpose of the certificate is to ensure that the products sold originate with the producer, his/her family, employees, or partners. This allows the producer and the customer to be exempt from state and local taxes for goods sold.
- Any fees collected by the market are for the express purpose of promoting and operating ***THE Downtown Market, Start Fresh in Anniston***. This includes but is not limited to administrative expenses and advertising.
- Farm, Grower, and Food Vendor fees are \$15 per week. Non-Food Vendor fees are \$20 per week. Occasional/seasonal vendors who typically participate in the market fewer than 3 times per season will be subject to fees of \$30 per week. After their third attendance, said vendor will be considered a "regular" vendor and their fee reduced to \$15 per week.
- Vendors may pay in advance for the 25-week Market, and thereby be allowed to select and to receive a reserved space. These vendors may also select dates on which they will/will not be available.
- Vendors who do not wish the full run of the Market will pay their fee, collected during the market day.
- "No shows" will pay the designated fee for the space of the no show, plus an additional \$15 or \$20 (equivalent of their normal fee) to come back into the market.
- Assigned space must be guaranteed by Wednesday before the Saturday Market.

Space Requirements and Assignments:

- Vendor spaces will be assigned by the market manager in advance of the market day.
- Vendors will be licensed to sell from only one booth space and must occupy only one space unless additional space has been pre-approved by the market manager. Displays must be confined to assigned space

and should include owner-provided table (though some loaner tables are available on a first come/first served basis.) Vendors must display products on tables with **tablecloths** in retail size containers or packages and display must be attractive. Do not sell out of back of truck, except for melons. No produce or edible products should be placed on the ground.

- **PRICING must be displayed.**
- All applicants must submit their vendor application and/or growers' permit to the Market Manager.

Set-up:

- Vendors will NOT be allowed to park with their booths under the open-air canopy. Farmers with large van, truck, or other conveyances will be parked in a limited section of the venue that will allow for the backs of their vehicles to protrude into their booth space.
- Vendors should arrive between 6:00-6:30 a.m. (Any vendor needing to unload from their vehicle into the open air market before parking elsewhere should arrive no later than 6:00 a.m. as this task will become next to impossible as other vendors arrive and begin the set-up of their own booths and tables.)
- After unloading, vendors will park in the alley adjacent to the City Market building in order to preserve street parking for market customers.
- In instances of inclement weather, the market will have a limited number of pop-up style tents to distribute throughout the venue to offer additional coverage that the water-resistant canopies overhead may lack. Availability of a market tent is not guaranteed.
- Vendors MUST stay for the entire length of market: 7-11 a.m.

Regulations:

- **Only growers/producers may sell at the market.** A grower/producer is a person(s) that grows or produces agricultural products and may also include the producer's immediate family, partners, and employees. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products. Two inspections to the farm will be made each season.
- NO resellers! Reselling of produce, outside of certified market guidelines, will result in immediate dismissal from the market. Certified Market Guidelines allow for a grower/producer to have on hand no more than 20% of their total product grown by another producer. In the instance that a TDM vendor has product on hand from another grower, a grower's permit must be provided for said product, product must be displayed apart from vendor's other product, disclosure must be made to market management and customers, and no Alabama Farmers Market Authority Senior Nutrition Vouchers may be accepted for said product. Juices, commercial items prepared by another source are not eligible products.
- Any complaints filed with the market manager concerning production regulation will be investigated by the AFM Steering Committee and/or the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in expulsion from the market for the remainder of the season and no fees will be refunded.
- Arts and crafts (non-food products) may be allowed as long as the number of arts and crafts does not exceed 30% of the total vendors.
- Use of this market is a privilege. Anyone violating any rule or displaying poor behavior (profanity, abusive, fraudulent, deceptive behavior, or colluding to set prices) will be excluded from using the market.
- The market is based on first come, first applied. A waiting list will be kept by the market manager who will contact vendors as space becomes available.
- The AFM Steering Committee and/or the market manager may conduct farm visits.

- Fruits and vegetables may be sold by count, bunch or dry measure. If you choose to sell by weight, the scales must be “legal for trade”. Inspection certification of the scales must be provided to the market manager.
- Producers may sell their own farm and kitchen products including but not limited to: fruits, vegetables, eggs, cut flowers, plants, cheese, jams, jellies, relishes, honey, home canned and baked goods. It is the responsibility of the producer to abide by Health Department Regulations. The consumer must be informed by a clearly visible label or tag on each item **advising that the food is prepared in a kitchen NOT inspected by a regulatory agency**, i.e., the State of Alabama Health Department of Calhoun County. Vendors are liable for their own products and insurance is the responsibility of the producer.
- Growers selling eggs must follow guidelines set forth in the Alabama Shell Egg Law regarding proper labeling.
- Meat sales are to be frozen with proper State or USDA stamp on packaging.
- Seafood can be frozen or on ice at 37-41 F degree temperature maintained.
- Dairy products must have proper labeling from an inspected facility on the package.
- The sale of live animals is prohibited. Pets of vendors are not allowed.
- Smoking is NOT allowed per City of Anniston ordinance. Alcohol is not permitted, nor may it be sold.
- Product sampling:
 - All vendors, regardless of product, must meet the health requirements that prevent food borne illnesses. Samples requiring cutting/slicing should be done on-site immediately prior to consumption.
 - No home prepared food samples shall be served at the market.
 - Clean knives and cutting boards must be placed in protective plastic containers, food storage bags, etc. so they are protected from contamination. Use single service items whenever possible.
 - All fruits and vegetables must be rinsed thoroughly in clean water.
 - All samples must be protected from contamination at all times. No bare hands.
 - Sampling may be prohibited as directed under COVID-19 response measures if advised by ADPH.
- Vendors are solely responsible for the cleanliness of their area and are required to leave the space clean at the end of the market.
- In the event of rain, **THE Downtown Market, Start Fresh in Anniston**, will open and remain open as long as conditions are safe. In the event of severe weather, the market will follow City of Anniston guidelines for outdoor events with decisions about any market closure being made in a timely manner and expediently communicated to vendors. All reasonable attempts will be made for market days to go on as scheduled.
- It is recommended that vendors have a sign identifying the name and location of the farm or origin of arts/crafts.
- DRESS CODE: Vendors, volunteers and staff are expected to dress appropriately. No cleavage, frontal or posterior, will be allowed. Pants are expected to be belted if necessary and worn at the waistline.

LIABILITY

The City of Anniston, Main Street Anniston, the Market Manager, and the AFM Steering Committee are not responsible for bodily injury, loss of equipment, personal losses, accidents, etc., which may occur at the Farmers Market or on the premises. All liability is transferred to organizations using facility if such occurs. No liability is accepted by the City of Anniston, Main Street Anniston, the Market Manager, and/or the AFM Steering Committee.

CONTRACT

I agree to use the Farmers Market with the directions, limitations, and liability warnings stated in this instrument. I certify that I have been informed by the City of Anniston as to proper use and care of the market for which application has been made. This is to certify that I have read this instrument and I understand it. I will be responsible for everything therein. If abuse occurs, I understand I will be denied use of the Farmers Market in the future.

(Keep the rules and regulations in your file. Return this page to the Market Manager.)

Vehicle Tag Number: _____

Signed: _____ Dated: _____