



# Alexandria Farmers Market Rules and Regulations

## **Mission**

The Alexandria Farmers Market is a weekly gathering that connects the community of Alexandria with the farmers, ranchers, and agricultural artisans of Central Louisiana. This connection strives to improve the physical, social, and economic well-being of the region by providing access to fresh, healthy, local food for residents, fostering community relationships, and serving as a business incubator for growers and producers.

## **Vendor Code of Conduct**

It is essential that vendors act with honesty and respect. Their duties should be carried out in a manner that preserves and enhances public confidence in their integrity and the integrity of the market.

1. Conduct themselves courteously towards customers, vendors, and staff, representing the market in a positive manner. It is the Market's intent to win friends and benefit vendors, customers, and the community.
2. Show integrity and professionalism adhering to the AFM Rules and Regulations.
3. Uphold the Market's organizational mission, not acting in a manner that is detrimental or disparaging to its values.
4. Bring to the attention of the Market Management any issues they believe will have an adverse effect on the Market.
5. Respect fellow vendors, not seeking to upstage, embarrass, or disparage them at any time.

## **Market Manager**

The Market Manager supports the day-to-day operations of the AFM. The Market Manger's duties include (but are not limited to):

- managing vendors (including applications, fees, space, etc.),
- promoting the market (including print, social, and local media),
- handling market-day logistics/operations,
- accounting for vendor fees, sponsorships, and expenses,
- liaising with partner organizations,
- implementing market programs, and
- overseeing volunteers.

## I. Eligibility and Products

- a. All market items must be homegrown, handmade, and/or vendor-created from locally owned operations within the state of Louisiana. A “vendor” is the producer of goods sold and includes the spouse, siblings, children, parents, and employees of the applicant who assist in cultivation and/or production. The vendor warrants the quality of all his/her products when they are offered to the public.
- b. Items allowed for sale include:
  - i. fruits, vegetables, nuts, plants, herbs, honey, and flowers;
  - ii. fresh or frozen fish or seafood that is captive-raised or wild harvested by the vendor;
  - iii. fresh or frozen meat, meat products, poultry, and other animal products, including dairy and eggs, that are raised and produced by the vendor;
  - iv. jams, jellies, baked goods, prepared foods, and grains that are grown or produced from scratch by the vendor
    1. Vendors selling value-added products such as jams, jellies, or hot sauce are expected to grow or harvest at least one ingredient in the product. Value-added vendors can also purchase ingredients from another vendor to include in the product. Ex. a vendor grows tomatoes or peppers for salsa or purchases berries from another vendor for jam. Vendors are strongly encouraged to give preference to other vendors in the production of value-added products.
  - v. artisan crafts or services, such as candles, soaps, wood-items, tool sharpening, or provision of agricultural and nutrition information. Artisan crafts or services will be allowed at the discretion of the Market Manager and.
    1. Artisan products are expected to be made using local agricultural products or by-products, such as beeswax, cotton, or wool.
- c. The market strives to achieve the following vendor representation on all market days. This balance will be considered when vendor or product applications are reviewed.
  - i. 50% produce, flowers, or plants; 20% meat, seafood, eggs, or dairy; 20% value-added products; 10% artisan crafts or services (non-food).
- d. For the market to ensure an appropriate product mix, value-added or artisan vendors are permitted to sell only the items listed on the vendor application. Value-added or artisan vendors who want to introduce new products must contact the Market Manager and request an amendment to the vendor application.
- e. The sale of alcohol is not permitted.
- f. All vendors must agree to allow the Market Manager or other market staff to inspect their farm, production facility, or business location as needed.
- g. Exception to I.b.iv.: Certain vendors might be exempt from I.b.iv. at the discretion of the Market Manager. All value-added food vendors must prepare their own products. No commercially prepared products can be sold. Vendors of baked or prepared foods are strongly encouraged to buy ingredients from other vendors or another local source.
- h. Exception to I.a.: A limited amount of transparent re-selling might be approved at the discretion of the Market Manager.
  1. Products being re-sold must have been grown and harvested in Louisiana.
  2. Vendors must verify the source of products, which might include site visits.

3. Booth displays must include signs with the source of all products for re-sale.
4. Vendors must request approval for every product being re-sold before it is brought to market. Refer to the re-selling request form.

## II. Health Codes

- a. All vendors must comply with the sanitary rules and regulations of the Parish and State Health Departments, which vary by products being sold. Vendors must provide documentation of compliance with health codes at the time of application.
- b. Food samples, if offered, must be provided to the public in appropriate containers, maintained at appropriate temperatures, and handled in accordance with health regulations. No open flame cooking equipment may be used at any time. The Market Manager can deny permission to offer food samples for reasons such as extreme temperatures or if a potential health issue is raised.
- c. It is the vendor's responsibility to ensure he/she maintains all appropriate permits, certifications, or other documentation, and keep them updated with the Market files.

## III. Set-up

- a. The market is open every Tuesday 3pm-6pm. The market area will be blocked by traffic cones, and vehicles are not allowed to enter or exit the market area during market time.
  - i. Vendors must have tents, tables, and booths set-up thirty minutes before market begins.
- b. Vendors are responsible for their own setup, including table, tent, signage, cash box, or credit card technology, as needed.
- c. Signs with the name of business and location of business are required by law.
- d. Tents, canopies, umbrellas, or other forms of cover must be sufficiently and safely secured to the ground with weights. Each tent leg must be secured with a minimum of 20 pounds.
- e. Space assignments will be coordinated by the Market Manager.
- f. Separate businesses are not allowed to share booth space or vendor fees.

## IV. Pricing and Taxes

- a. All product pricing must be displayed at booth.
- b. Each vendor will operate as an individual entity, and each vendor is responsible for setting his/her own prices. However, intentional undercutting and price wars (as determined by the Market Manager) are not allowed.
- c. Weights and measures must be in accordance with all applicable local, state, and federal rules and regulations.
- d. Each vendor is responsible for collecting his/her own sales taxes, where applicable. Vendors must have tax certificate(s) available on site.
  - i. Produce is exempt from all sales tax.
  - ii. Any value-added, resale, art/craft items are subject to local sales tax. Food items for home food consumption are not subject to state sales tax, but vendors are required to pay parish sales tax on these items.
  - iii. Jams, jellies, preserves made from the *grower's own produce* is exempt from state sales tax only.
  - iv. Local/Parish sales tax is currently **3.5%**. Go to [www.laota.com](http://www.laota.com) (click For Taxpayers then Registration, link on bottom of page for Local Sales Tax Registration Application Online). Once registered, vendors can pay their sales tax online at [parishe-file.revenue.louisiana.gov](http://parishe-file.revenue.louisiana.gov).
- e. State sales tax is **5%**. Go to [www.revenue.louisiana.gov](http://www.revenue.louisiana.gov). (Click "Businesses" then "Sales Taxes"; links for registration and payment are on the left side of page.)

## **V. Tokens and alternative payments**

- a. Vendors must uphold the rules of each token given to shoppers at the AFM Welcome tent. Including
  - i. Kids Club tokens (Grey): only fresh fruits and veggies
  - ii. SNAP tokens (Red): edible food that is cooked/consumed at home, as outlined by federal law (refer to <https://www.fns.usda.gov/snap/eligible-food-items>)
  - iii. Match tokens (Yellow): Anything sold at the market
  - iv. FMNP coupon books: only fresh fruits, fresh veggies, and honey from vendors certified by the state, as outlined by the Louisiana Department of Agriculture
- b. Tokens acquired illegally will not be reimbursed.
- c. Failing to comply with FMNP or SNAP rules is a federal offense and grounds for immediate termination from the Alexandria Farmers Market.

## **VI. Fees**

- a. An application fee of \$20 is due at the time of application.
- b. Vendor fees are \$20 per market day, \$60 per month, or \$600 per year. Fees are due to the Market Manager by the beginning of the day's market, the first week of the month (if paying monthly). Fees may be paid by cash or check made payable to CLEDA. Receipts will be provided upon request.

## **VII. Hold Harmless Cause and Insurance**

- a. All authorized vendors participating in the AFM shall be individually and severally responsible to the Alexandria Farmers Market, its sponsors, employees, and volunteers for any loss, personal injury, deaths, and/or any other damage that may occur because of vendor negligence or that of its agents and employees. All vendors must agree to indemnify and save the Alexandria Farmers Market, its sponsors, employees, and volunteers from any loss, costs, damages, and other expenses, including attorney's fees, suffered or incurred by the Alexandria Farmers Market, its sponsors, employees, and volunteers by reasons of the vendor's negligence or that of its servants, agents, and employees.
- b. Each vendor must carry a \$1,000,000 product liability insurance policy and cover any liability incidents related to damage caused to persons or property by a vendor's vehicle. Proof of both product and vehicle liability insurance must accompany the vendor application.

## **VIII. Attendance**

- a. Vendors are expected to attend the market every week, to the extent possible. Other participation schedules (such as monthly or seasonal) must be established in advance with the Market Manager. In the event a vendor is unable to attend when expected, he/she must notify the Market Manager 48 hours before the market time (i.e., Sunday).
- b. Vendors are expected to bring enough product to last the duration of the market and stay for the duration of the market.

## **IX. Application Renewal:**

- a. Each vendor is responsible for re-submitting an application each year for renewal. Failure to submit an application, comply with the renewal process. Failure to complete and signing all forms will result in the vendor's inability to participate in the Alexandria Farmers Market.
- b. A renewing vendor is not guaranteed its position as a vendor at the Alexandria Farmers Market.

## **X. Communications**

- a. Vendors should respond to communications with the Market Manager in a timely manner.
- b. Vendor to Vendor complaints must be in writing for the Market Manager to investigate.
- c. If there is any reason that a vendor feels uncomfortable discussing something with the Market Manager, then they may request an appointment with CLEDA's Director of Regional Farmers Market Development.
  1. Allison Tohme: [atohme@cenla.org](mailto:atohme@cenla.org)

## **XI. Harassment**

- a. All representatives have a right to work in an environment free from all forms of harassment and, accordingly, any form of harassment is unacceptable. Harassment is defined as any unwanted conduct or comment that is intimidating, hostile or offensive in the work environment. Any harassment is cause for immediate removal from the Farmers Market.

## **XII. Compliance:**

- a. Violations of the AFM Rules & Regulations will be handled as follows:
  - a. 1<sup>st</sup> offense: Verbal reminder
  - b. 2<sup>nd</sup> offense: Written notice
  - c. 3<sup>rd</sup> offense: Meeting with Market Manager and representative(s) of VAC
  - d. 4<sup>th</sup> offense: Removal from market participation
  - e. Alexandria Farmers Market retains the right to terminate any vendor, with or without cause, for any reason. The application fee is non-refundable. Any paid rent that will not be used will be refunded to the vendor.

## **XIII. Modifications:**

- a. Alexandria Farmers Market reserves the right to revise the Alexandria Farmers Market rules and regulations at any time they deem appropriate. These rules are hereby adopted and valid as of November

### Contact

[www.facebook.com/alexandriafarmersmarket](https://www.facebook.com/alexandriafarmersmarket)

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