



### **Mendon Farmers Market Mission**

The Mendon Farmers Market (MFM) contributes to the local economy and promotes the efforts of local farmers and food producers who hold to the highest standards of quality in terms of health, taste, and environmental benefits to their customers. We provide a facility to bring the community together in a casual fun atmosphere, suitable for families and friends to gather and enjoy unique culinary experiences.

### **Governing Body**

- ◆ The Mendon Farmers Market (MFM) has fiduciary oversight by Cibi deliziosi, LLC.
- ◆ MFM is to be directed by Cibi managers in partnership with an established Advisory Committee, comprised of Cibi customers, local residents, and participating vendors.
- ◆ Day-to-day responsibilities for MFM operations and functions will be carried out by Cibi staff and members of the volunteer-based committees.
- ◆ The MFM Advisory Committee will meet on an as-needed basis, to be determined by the Advisory Committee. The MFM Advisory Committee will:
  - Establish and amend rules and regulations, which shall be adopted and amended on an as-needed basis.
  - Establish requirements for vendor/seller participation in the MFM
  - Establish the annual vendor/seller fees and other fees associated with running the market.
  - Determine the times and dates of the MFM
  - Work with market manager(s) to oversee the mission and operation and to address specific needs and issues associated with the market.
- ◆ The Market Manager(s)
  - The Market Manager for the 2009 season shall be Rosita Caridi-Miller, Managing Partner of Cibi deliziosi, LLC; farmersmarket@cibi-d.com; 585-624-9590 or 585-905-1061(cell).
  - The Market Manager(s) or their designee(s) shall represent the management of the MFM during market days.
  - The Market Manager(s) are responsible for the orderly and efficient conduct of the MFM, implementing the Rules and Regulations and overseeing all activities, operations, and general communications.

### **MFM Agriculture Committee**

The mission of the Agriculture Committee is to maintain standards of agricultural excellence and integrity. The following prerequisites attempt to establish guidelines for the MFM's agricultural aspects, and the steps to ensure compliance.



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### Agriculture Committee Members

- ◆ TBD

### MFM Pre-Requisites (*as determined by the Agriculture Committee*)

- ◆ **Early Disclosure Rule:** Only items listed on your application may be sold at the market. Additional items need to be approved by the Agriculture Committee. Market Management must receive in writing, at least one week before item is brought to market, a list of additional crops a producer is planning to sell if they are significantly different from your usual products.
- ◆ **Grower-Producer-only:** All goods to be sold at the MFM are to be grown, prepared or crafted by the vendor offering the item for sale, or an employee of that respective business/operation. The MFM is a strict producer-only market; no re-sellers are to be allowed at the MFM. Vendors also may NOT sell items grown at locations other than their own farm/orchard: you may not sell produce from another grower at your booth, unless pre-approved by the MFM Management.
- ◆ **Exceptions to the Producer-only Rule:** Re-selling may be permitted by MFM Management if and only if there is no competition amongst similar goods already being sold at the MFM by a pre-existing vendor. Re-sold goods are to be permitted only if the good's original producer's farm/orchard operation meets all MFM pre-requisites. In the case of re-sales at the MFM, all resold goods MUST be visibly labeled as such, including the name and location of the farm, from which the food originated. The purpose of allowing said products is to create product diversity at the MFM and to further support the work of small producers.
- ◆ **100-Miles Rule:** All vendors allowed to sell at market shall come from no further than 100-miles of the town limits of Mendon, NY.
- ◆ **Earth, Animal, People-friendly Rule:** All vendors at the MFM will actively promote the practices of sustainable agriculture at a level deemed appropriate to their individual operations. Certified organic, NOFA-Farmers' Pledge, and uncertified products are welcome. All vendors, including those employing low-spray or Integrated Pest Management (IPM) farming/orchards or conventional farming practices, will be considered based on conversations and recommendations of the Agriculture Committee and at the Market Manager(s)'s discretion. The MFM is committed to ecologically sound and humane animal husbandry. The market will emphasize, but not limit market options to grass based production and pasture raised meats, but we will require a production operation that meets basic guidelines established and interpreted by the Agriculture Committee. Guidelines will work to assure consumers of a level of integrity that they can count on within a range of meats to choose from. The Agriculture Committee reserves the right to alter these guidelines as needed.



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### **Inspection Policy**

The MFM reserves the right to inspect the farm, growing and storage areas of the grower. We often require one scheduled farm visit for each vendor, and reserve the right for unannounced visits when farm practices are in question. Refusal to permit a farm inspection can result in a suspension from market and/or a termination of vendor privileges.

Inspection criteria will be based on the grower's market application. Are they growing the crops listed on Application? Are they growing amounts that correspond to what is sold at market?

### **Fair Price Parity Clause**

The MFM appreciates your goodwill in creating an atmosphere that is mutually beneficial to all participants. The MFM encourages all vendors to charge a price for their products that is fair to customers, the producer, fellow producers and employees. Such pricing should include the current costs of production and a fair profit for the producer. Price fixing or gouging is not allowed.

### **Who May Sell at the MFM**

In addition to the Pre-requisites listed above:

- ◆ All vendors must be approved by the MFM Market Management. The MFM maintains a minimum 70/30 ratio grower & food producer/food related crafts. The Market Manager reserves the right to deny or grant access to sell at the MFM based on this ratio. Only juried crafts and health and beauty products will be allowed. To have your product juried, please contact the Market Manager. Prepared or prepackaged food vendors will not be in direct competition with each other or Cibi.
- ◆ All vendors must be fully insured for general liability.
- ◆ All vendors must have the appropriate permits, licenses and certifications required by NYS and the Monroe County Department of Health for sale of their products to the general public.
- ◆ Only vendors who have paid their application fees before their start of sale date will be allowed to sell at the MFM.
- ◆ Not-for-Profit, Community Groups, Local For-Profit Participation in MFM:
  - Not-for-Profit groups, community organizations and local businesses are permitted space to promote their respective organizations and/or events. Normally, each organization may have the space for one week per market season. Please contact management for more information.
  - The Market Manager and the MFM Advisory Committee reserve the right to determine which groups are deemed appropriate to the general environment of the market and surrounding neighborhood.
  - Displays are not to exceed the space limitations of other vendors at the market.



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- Availability of space at the MFM is determined by the Market Manager in light of demand for vendors and limitations on location size.

### What May be Sold at the MFM

Products sold at the MFM must be produced and sold in accordance with NYS, Monroe County and Federal food safety, tax and “truth in advertising” regulations.

- ◆ For a list of required certificates/permits/licenses, please consult with the Farmers Market Federation of New York State (See [www.nyfarmersmarket.com](http://www.nyfarmersmarket.com)) or consult with the MFM Market Manager.
- ◆ All items to be sold at market must meet the requirements of the Monroe County Health Department and the NYS Department of Agriculture and Markets.
- ◆ For vendors selling taxable items, a valid NYS Certificate of Authority must be displayed in view of the customer and on file with the Market Manager.
- ◆ For vendors selling product by weight only scales approved by the County Dept. of Weights and Measures are allowed.
- ◆ All pre-packaged items must be labeled in accordance to NYS label requirements—this includes, but is not limited to, baked goods, teas and health and beauty products.
- ◆ Products are allowed to be termed or advertised as “Organic” if and only if they have been certified by a recognized third-party certifier. This certification document must be clearly on display for the customer within the vendor’s allotted space.

Products that are allowed at the MFM are indicated in bold faced type. Specifications beyond those required by the State of New York are listed according to each product.

- ◆ **Vegetables, Herbs & Fruits:** Produce offered for sale must be grown, harvested and cared for post-harvest so as to ensure the  *freshest* and  *safest* product possible.
- ◆ **Cider & Fruit Juices** may be sold only by the growers of those fruits or the employees associated with the respective farm/orchard business. Juices may be pressed off-farm, but must consist only of fruits grown on-farm.
- ◆ **Eggs** must be from your own, tended chickens.
- ◆ **Honey and Honey Products:** must be from your own hives.
- ◆ **Maple and Maple Syrup Products** must be from sap of trees on your own land or trees under your own control.
- ◆ **Cheese and other Dairy Products** must come from animals in your own herds. These products must be stored and sold according to NYS regulations (see meats and poultry for addition guidelines regarding livestock).
- ◆ **Meats and Poultry** must have proper NYS certification/inspection. Additionally, the MFM is committed to ecologically sound and humane animal husbandry. The market will emphasize, but not limit market options to grass based production and pasture raised meats, a production operation that meets basic guidelines established, interpreted and changed by the



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Agriculture Committee. Such guidelines work to assure consumers of a level of integrity that they can count on within a range of meats to choose from. These include:

- *Animals must have spent a majority of their life on your farm.*
- *They must have an appropriate quality of life.*
- *Farms may not use growth hormones or feeds with antibiotics.*
- ◆ **Dried Fruit:** Only product grown by the vendor may be sold; product may be dried off-farm
- ◆ **Crafts:** Crafts allowed to be sold should reflect the quality and character of the MFM, which is to be determined by the Market Manager.
- ◆ **Transplants (vegetable, herb and flower)** must be grown by the vendor; must come from a certified and inspected greenhouse.
- ◆ **Flowers (cut)** must be grown and/or arranged by the vendor.
- ◆ **Baked Goods:**
  - *must come from a certified kitchen;*
  - *must be handmade from scratch by the vendor;*
  - *must be wrapped or covered;*
  - *must have all ingredients listed clearly for the customer and in accordance to NYS labeling requirements;*
  - *Must contain natural ingredients. Limited use of artificial ingredients is permitted only when the ingredients are clearly marked as such.*
  - *Must not require refrigeration unless provisions have been made and approved by the MFM management to store the products at 40° or below.*
- ◆ **Other Products:** These include: preserves/jams, herb vinegars, teas, chutneys, grains and health and beauty products such as soaps and salves. These products must include vegetables, fruits, flowers or herbs grown by the seller. For grains, the grains must be grown entirely by the vendor; grain may be milled off-farm. Health and Beauty products must list all ingredients clearly for the customer and according to NYS labeling requirements if packaged.
- ◆ **Products not listed** in these rules and regulation must be approved by and are to be accepted at the discretion of the Market Manager and the MFM Advisory Committee.

### Guidelines for Selling at the MFM

- ◆ No form of discrimination in selling is allowed.
- ◆ All vendors, without exception, must provide proof of general liability insurance. Cibi deliziosi, LLC / 3894 Rush Mendon Road / Mendon, NY 14506 must be named co-insured on your insurance (for a minimum of \$1,000,000 unless pre-approved by MFM Management and Cibi insurance providers. Name & address as stated above must appear in proof of insurance paperwork
- ◆ All vendors must provide documentation of permits, licenses, certificates and insurance as stated in the *Who May Sell at the MFM* section above. Such documentation must be provided to the Market Manager before the vendor's first day of sale at the MFM. The



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Market Manager reserves the right to refuse set-up to any vendor without proper documentation.

- ◆ All vendors must have a sign clearly displaying their operation's name and location
- ◆ Each seller will be responsible for all equipment and supplies deemed necessary for their displays.
- ◆ All displays shall be arranged in a manner that neither obstructs pedestrian, customer or traffic flow, nor poses any other hazards to customers. Vendors may be asked by the Market Manager to alleviate any said obstructions or hazards.
- ◆ All pop-up tents or canopies, used by vendors for outdoor displays, must be properly secured in place in case of inclement weather and high winds.
- ◆ Vendors are expected to maintain displays that are neat, clean and free of debris.
- ◆ Sellers are expected to treat customers, each other and the Market Manager and the MFM Advisory Committee in a courteous manner.
- ◆ No hawking or amplified music is permitted within the market.
- ◆ All produce displayed for consumption must be kept 12" off the ground and protected from contact with the ground.
- ◆ No dogs, cats, pets or farm animals are allowed at the MFM.
- ◆ All products offered for sale must be of good quality and condition. the Market Manager reserves the right to direct that inferior products be removed from the vendor's display. Failure to remove said product from display may result in an incident report to the MFM Advisory Committee and may result in the vendor's loss of access to sale at the MFM

### **Food Sampling**

Food sampling and tasting are the best selling tools of any quality food producer. MFM vendors will be encouraged to offer samples of their foods. Vendors, under the auspices of Cibi, can offer samples of hot or cold foods prepared or heated on the Cibi premises. Cibi is fully certified by the Monroe County Health Department to operate a restaurant and catering establishment. Furthermore, a Monroe County Health Department Certified Food Safety Manager or Worker is always on the premises when food is prepared or served. To offer samples of hot or cold prepared foods at the MFM, vendors must:

- ◆ Adhere to the NYS, Monroe County Health Department and Ag & Markets guidelines for safe food sampling.
- ◆ Be knowledgeable of and adhere to safe food handling practices. These include, but are not limited, to maintaining safe temperatures, handling ready-to-eat foods with clean gloves or utensils and protecting foods from cross contamination. Cibi personnel, certified in safe food handling practices, will review these practices with vendors before their first day of selling at the MFM.
- ◆ Prepare hot foods, including warmed pre-packaged foods or dishes combining fresh ingredients on the Cibi premises.
- ◆ Let the Market Manager know when they will be offering prepared foods as samples.



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Baked goods, pre-packaged ready-to-eat foods, such as jams and cheeses, prepared by a vendor with appropriate NYS certifications, may offer samples as they do at any Farmers' Market.

Vendors who do not adhere to safe food handling practices will not be allowed to serve samples or may be asked to leave the MFM.

### Market Dates and Fees

- ◆ Annual participation fees are to be paid, by check made out to Cibi deliziosi, by the vendor's first day of sale.
- ◆ 2010 fees are:
  - *Pre-Season Market* - Mar. 23 - Jun. 8 (12 weeks) - Tuesdays 3 PM – 7 PM (\$75)
  - *Main-Season Market* - Jun. 15 - Nov. 30, 2009 (24 weeks) - Tuesdays 3 PM – 7 PM (\$150)
  - Pre & Main-Season (36 weeks) combined fee ~ \$200
  - *A Holiday Market Place* - Nov. 30 - Dec. 21 (4 weeks) - Tuesdays 3 PM – 7 PM (\$75)
- ◆ The annual vendor fee will be determined annually by the MFM Advisory Committee
- ◆ Fees not-for-profit and/or community groups will be \$10 per week. Fees for For-profit businesses will be \$20 per week, for the pre & main season and \$25/week for the Holiday season.
- ◆ Fees collected will be used for general operating expenses and promotion of the market.
- ◆ No sharing of booth space by any vendors is allowed, unless approved by Market Management.

### Set-Up, Arrival and Break Down

- ◆ Set-up begins 1½ hour before the opening of the MFM, as specified in the *Market Dates & Fees* section. Selling begins at opening time. Vendors must respect these times.
- ◆ All vendors must have their booths/displays dismantled, cleared and cleaned of all debris within one hour of the close of market.
- ◆ All vendors must dispose of their own trash. Use of on-site dumpsters by vendors wishing to dispose of unsold product is strictly prohibited. The MFM will provide no receptacle for said waste.
- ◆ The Cibi parking lot and on-street parking closest to the Cibi building is reserved for customers. Vendors may drop off their product/displays through ramp access at the rear of the building. Vendors will be asked to park their vehicles in the public lot behind the Cibi building.



## Grievance Procedure

- ◆ All complaints must be addressed in writing to the Market Manager and the MFM Advisory Committee.
- ◆ The vendor shall be guaranteed a response to their complaint—but not necessarily resolution of their issue—within two weeks of the submitted grievance.
- ◆ Resolution of a vendor’s grievance will be determined within a time frame deemed appropriate by the MFM Advisory Committee.
- ◆ The Market Manager will notify vendors in writing of any rule violations and notify the MFM Advisory Committee of said violations. The MFM Advisory Committee will review these violations and determine consequences appropriate to the recorded offenses. Consequences may include warnings, fines/fees or termination of rights to sell at the MFM.
- ◆ Fines levied against a vendor may not exceed \$50.00
- ◆ Fines levied against a vendor may be appealed to the MFM Advisory Committee.
- ◆ Fines levied against a vendor must be paid in full before the vendor’s next market day; Market Manager reserves the right to refuse set-up to said vendor.
- ◆ Vendor grievances may also be made by appearing at the next meeting of the MFM Advisory Committee.

## Emergency Procedure

Examples of *Emergencies and Risk* situations are, but are not limited to fire, severe weather, medical emergency, criminal behavior, civil disturbances, automobile/pedestrian accidents, slip-and-fall, and bomb threats.

In the event of an emergency taking place at the MFM, a designated response team will address the situation and take steps to reduce response time, minimize harm or injuries to all involved in the MFM and reduce liability to the MFM. The emergency response team will be comprised of the current MFM Manager(s) or their authorized designee.

The MFM Manager(s) will determine if an emergency/accident warrants closing of the MFM or to assure normal market operation in a timely and safe manner.



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### Emergency Protocol

The MFM Manager(s) will follow the following protocol in the event that an emergency situation is realized:

1. Assess and document the situation in writing and in photos (if possible). Fully document all facts, actions/events, including:
  - **Who** was involved
  - **Where** exactly did the incident occur
  - **When** exactly did the incident occur
  - **How** the incident occurred (describe based on facts and observations)
  - **Witnesses** to the incident - Names and contact information of witnesses
  - **Injuries** incurred.
  - **Care provided on-scene** – Nature of the care and by whom
  - **Damage to the facility/grounds** - describe
2. If appropriate, contact pertinent emergency response personnel
3. Secure the scene until the proper emergency response officials arrive
4. Make decision whether or not to continue market in light of the situation.