



2024 Westside Farmers Markets
VENDOR HANDBOOK

Westside Farmers Markets 2024 Vendor Handbook

Welcome Westside Farmers Markets Vendors!

This handbook is your and your staff members' guide to WFM policies and practices. It covers many frequently asked questions and may be helpful in working out many common concerns. Please share the handbook with your staff members and encourage them to refer to it if questions arise. As always, your WFM market managers are happy to clarify any questions you may have.

With Gratitude, The WFM Team

Your Westside Farmers Markets Manager & Committee
Chair is Ali Washington
For more information, please contact us at:
hello@westsidefarmersmarkets.org
770-758-7830

PLEASE NOTE: All WFM vendors are required to return a signed copy of the 2024 Vendor Partnership Contract no later than opening day of their market starting date acknowledging they have read and understood the following material.

Westside Farmers Markets 2024 Vendor Handbook

Contents

About Westside Farmers Markets.....	5
2024 Market Schedule.....	5
WFM Vendor Expectations & Contracts.....	5
Community Expectations.....	5
Criteria for Vendor Selection and Governance.....	6
Products Welcome at WFM Markets.....	6
Products Not Accepted at WFM Markets.....	7
Rules and Exceptions to “Producer-Only” Criteria.....	7
Additional Product Approvals.....	8
Vendor Product Category Guidelines.....	8
Farmer Guidelines.....	9
Value-Added Vendors.....	9
Value Added Food Guidelines.....	10
Artists / Craftspeople.....	10
Business Licensing Regulations and Food Safety.....	10
Licenses and Regulations.....	10
Liability Insurance.....	11
Sales Tax.....	12
Food Safety Basics.....	12
Basic Food Safety Requirements for all vendors	
Basic Booth Requirements and Safety.....	12
Vendor Maps.....	13
Parking.....	13
Loading Areas.....	14
Trash & Cleanliness.....	14
Cancellations.....	14
Fees and Payment Procedures.....	14
2024 Market Vendor Fees	
Application Fees	

Market Currency and Token Reimbursement Procedures.....	15
Credit and Debit Card Processing	
SNAP Token Program	
Georgia Fresh for Less Program/ Double SNAP	
EBT Token Reporting and Token	
Reimbursements	
Conflict Resolution at WFM.....	16
Vendor to Vendor Disputes	
Monitoring and Enforcing Compliance with Market Standards and Rules	17
Westside Farmers Markets Inclement Weather Policy	17
Vendor Alcohol, Illegal Drug, and Smoking Policy	18
Westside Farmers Market Dog Policy	18
Market Dog Policy	
Market Staff and Communication Policies	19
Contact Information	
Social Media	19
Sponsors and Partners.....	19
Tips for Selling at WFM Markets.....	19
Merchandise Your	
Booth Sampling	
Provide Great Customer Service	
Pricing and Inventory	
Use your personality	
Train Employees	
What to Bring and General Market Logistics	
Example Market Checklist	
2024 Vendor Partnership Contract.....	22

About Westside Farmers Markets

At Westside Farmers Markets, our mission is to create an enjoyable shopping experience that customers of all ages can enjoy. Since 2019, we've provided Atlanta communities west of I-75 with quality products at very attractive prices. We have something to suit everyone's taste! Our Markets are home to a number of local professionals who go above and beyond to give back to the community through the products they offer.

Castleberry Market and Underground Atlanta Farmers Markets are Atlanta Farmers Markets under our Westside Farmers Markets umbrella. Our markets were formulated to bring locally produced food to the underserved communities of southwest and west Atlanta. Our mission is to provide substantial locally sourced food from Georgia growers and producers, serving and nourishing our unhoused community. We are taking action by providing a place for our local makers, producers, and growers to thrive as entrepreneurs and serve our community by giving back.

2024 Market Schedule

The Castleberry Market takes place every Sunday from 1 pm-5 pm, March 31st through November 10th at 99 Centennial Olympic Park Dr, SW, Atlanta, GA 30313.

Underground Atlanta Farmers Market will not return until 2026.

WFM Vendor Expectations & Contracts

Vendors and their staff are expected to abide by the rules and regulations of the markets detailed in this handbook to ensure a welcoming, professional, and considerate atmosphere. If a vendor is found to be violating these rules, they will be subject to further action, including probation periods, fines, or removal from the market.

WFM markets exist to support local producers and to provide fresh, local products to our neighbors. Use of local farm ingredients is preferred, and it is strongly encouraged that vendors source directly from current WFM farmers if possible.

All WFM vendors are required to submit a copy of the 2024 Vendor Partnership Contract at the end of this handbook no later than their market starting dates acknowledging they have read and understood the following material. Furthermore, it is the responsibility of the business owner to share the WFM Vendor Handbook with all on-site market staff.

Community Expectations

Westside Farmers Market is an organization built upon relationships; everyone is welcome. We expect all vendors and staff members to uphold a commitment to creating a respectful and

welcoming environ- ment.

- Please treat your fellow community members (vendors, customers, staff) with respect.
- Please deal with conflict in a professional manner.
- WFM Markets is a safe, community spaces. Vendors should be welcoming to a diverse group of people. Discriminatory behavior is not acceptable and is grounds for disciplinary action.

- Farmers markets are important social spaces for communities to gather, build relationships, and businesses to grow. Vendors and staff should work together to enhance this experience and help to create a lively and inviting atmosphere.
- It is the vendor's responsibility to market and sell their own products. As such vendors and their staff should be friendly, professional, and engaging.
- Vendors should minimize personal cell phone usage while selling at the markets, instead engage with shoppers.
- All vendors should have clean and presentable booths, including signs/banners noting business names and table clothes. Spaces should be free of food debris and trash.
- All vendors are required to comply with instructions set forth by their market managers, including but not limited to vendor spacing, loading in/out procedures, and market policies.
- Vendors may not engage in defamation of WFM markets or fellow vendors while at market, on Social Media platforms, or otherwise.
- Vendors may not have personal pets on the property while selling during market hours.
- Please see conflict resolution section for any concerns you have with other vendors, staff, or community members.

Criteria for Vendor Selection and Governance

Vendor selection is guided by a variety of considerations including but not limited to: ingredient sourcing, production practices, business scale, and type of ownership. In choosing vendors, we seek those that best align with the above priorities. WFM reserves the right to make decisions about vendor balance and neighborhood need based on our best understanding of the neighborhood.

WFM reserves the right to accept or refuse any business as a WFM vendor.

Products Welcome at WFM Markets

We select a diverse group of vendors for each of our markets to provide our customers with access to the highest quality fresh and local food. No spots are guaranteed and all selected vendors will be considered probationary in the first season. The criteria outline below will be strictly enforced and is subject to audit.

WFM supports primary producers. All products must be grown, raised, gathered or produced by the vendor selling the product within a 200-mile radius of the city of Atlanta, and must be pre-approved before being sold at the market. We do not allow the resale of any product at our markets without prior approval.

- Vendors selling edible products must obtain general and product liability insurance.
- Vendors must comply with all requirements set forth by Georgia Department of Health, the Georgia Department of Agriculture, and/ or the USDA, and obtain any and all permits and licenses required by local and State law, including, but not limited to a business license.
- Vendors who are found not adhering to WFM by-laws and regulations of local and State laws are subject to review.

Products that may be sold at WFM markets include the following:

- Vegetables grown by the seller from seeds, seedlings, or sets.
- Fruits, berries, or nuts grown on trees, bushes, or vines on the seller's farm.
- Plants grown by the seller from seed, seedling, or transplant.
- Eggs produced by the seller's poultry.
- Honey produced by the seller's bees.
- Fresh baked goods and prepared food items must be made from scratch by the seller using locally sourced, sustainable ingredients.
- Fresh cut flowers grown on the seller's farm.
- Meat products must be produced from animals raised on the seller's farm.
- Dairy products, including milk, cheese, and yogurt must be produced from animals raised on the seller's farm.
- Fish products must to be humanely caught or raised.
- Pet food and treats made from scratch by the seller using locally sourced, sustainable ingredients.
- Foraging is an acceptable practice. Foraged products must be approved by the WFM management prior to sale. All vendors must comply with state and federal law regarding foraging and labeling of foraged products, and vendors are liable for complying with these regulations.

Products Not Accepted at WFM Markets

We will NOT ACCEPT the following products at our markets:

- Any product not produced in within a 200-mile radius of Atlanta, Georgia.
- Overly processed and/or fried foods.
- Beverages not produced by vendor business (i.e. cans of soda or juice and bottled water).
- Synthetic Energy drinks.
- Meat and dairy products treated with growth hormones.
- Products containing illegal substances.

Rules and Exceptions to "Producer-Only" Criteria

WFM aims to meet market demand for local products from both customer's needs and vendor production capabilities. All products sold must be produced by the vendor who is selling them, with the exception of the 'Local Supplements Rule'.

Reselling is defined as the sale of an item in which the business selling the product was not involved in and has no stake in the specific product. No reselling is permitted without pre-approval by market management in writing. If the accepted vendor is structured as a cooperative organization, all products and vendors must be approved.

The Local Supplements Rule is as follows:

- When the market is lacking a product that is needed (typically at the request of customers), vendors may resell product from another local producer under a provisional agreement, with prior approval by market management with at least one week advance notice from the desired start date.
- The supplemental farm/vendor needs to meet WFM standards and may be required to fill out a separate application. Supplemental partnerships between businesses already in the WFM network are preferred.
- The origin of 'local supplements' are required by the City of Atlanta to be clearly labeled with the name of the farm, farm location, and price.
- Farmers must be able to present a receipt (physical or digital) indicating the local origin of the product as requested by WFM.
- If a vendor is found reselling a product that has not been pre-approved in writing, the vendor will be subject to suspension or removal from the market.
- Market management reserves the right to ask a vendor to cease sales of a resold product should a producer vendor be found for that market.

Disputes: If another vendor suspects that a vendor is reselling products without approval, please report it immediately to market management.

Please see the Product Challenge Form to submit official concerns regarding questionable products at the market.

Additional Product Approvals

WFM encourages vendors to try new ideas and be innovative with products. We expect all vendors to list and forecast product availability minimally once per year during their vendor application submission.

Vendors who wish to bring a new product to market throughout the season must submit product requests in writing to WFM as far in advance as possible and at a minimum one week in advance before the intended sell date. Please email the market manager(s) for approval. Include the type of product, relevant ingredients, sourcing and availability.

Bringing unapproved products to market is a violation of the Vendor Agreement.

Vendor Product Category Guidelines

Westside Farmers Markets uses the following terms to define categories of vendors. These definitions apply to the owner/ operator of the business entity approved to sell at the market. For

further clarification, the following definitions provide guidelines for better understanding these categories.

Farms Those who are actively involved and invested in the planting, growing, raising, harvesting, and cultivation of agricultural and livestock products. The farmer category includes agricultural, livestock, dairy, and honey producers. This group may also include farmers who sell value-added products made from the majority of their own farms' products. A farm may also consist of a group of member's cooperativity

producing farm products under one name. These products are fresh vegetables and fruits, eggs, meat, dairy products, herbs, nursery products, honey, nuts, and foraged products.

Farmer Guidelines

WFM supports sustainable farming practices, and a sustainability assessment is a requirement of the vendor application process.

We use USDA Certified Organic and Certified Naturally Grown standards as the baseline for selecting vendors, although we do not require vendors to hold either certification. Use of any pesticides, herbicides, GMO seeds, or synthetic fertilizers must be disclosed during the Vendor Application process. If accepted to vend at any WFM, written approval from the Director of Operations must be obtained prior to selling produce at the market that does not meet Organic/CNG standards.

- WFM supports small, local, and diversified farms. CFM defines local as within a 200-mile radius of the city of Atlanta. The proximity of your farm's location will be considered in the application process.
- Reselling is not permitted without prior approval. We may permit you to sell a colleague's products if the farm has undergone WFM approval and you receive prior written approval from the Director of Operations. See Local Supplements Rule
- All products not grown on your farm must be labeled as such, meeting the criteria of the City of Atlanta Farmers Market Ordinance, regardless of which WFM market you are vending at.
- Foraged products are acceptable, but all foraged food must be pre-approved by the market manager and clearly labeled as "wild" or "foraged".

Value-Added Vendors

Those who are actively involved and invested in the processing of an artisan product sold at market. Value-Added vendors may include packaged foods, ready to eat foods, bath and body products, pet foods, or artists/craftspeople. The Value-Added Vendor categories are outlined below:

Packaged Food Vendors Those who sell processed food products made from raw ingredients that have been cooked, canned, dried, baked or preserved. Products include pickles, condiments, jams and jellies, charcuterie, and packaged foods.

Ready to Eat Food Vendors Those who sell food that is freshly made and available for immediate consumption on-site. This includes beverages prepared for immediate consumption, such as coffee.

Bath and Body Vendors Those who sell bath and body products that incorporate raw, local, and sustainable ingredients.

Pet Food and Treats Vendor Those who sell processed pet food and pet treats that incorporate raw, local, and sustainable ingredients.

- All Pet Food and Treats must meet the regulations and requirements outlined by the Georgia Department of Agriculture Plant Food, Feed and Grain Division.
- Preference is given to those who are sourcing products from current WFM farmers.
- There is only one space devoted to the Pet Food and Treats category at each market.

Value-Added Food Guidelines

All vendors within the Value-Added Foods Category must prepare all items being sold at WFM markets in a kitchen that is certified by Georgia Department of Agriculture, Georgia Department of Health or USDA. Furthermore, all products within the Prepared Food Category must be made by the vendor and staff using raw ingredients. For example, if a vendor is selling bread, that vendor must make the bread from scratch.

If selling packaged food items, all vendors must have Food Sales Establishment License and Department of Agriculture approved labels.

Use of local farm ingredients is strongly preferred when possible. Use of sustainably produced and/or organic ingredients is encouraged.

All meat products must be pre-approved by the Director of Operations.

All vendors must label products with all ingredients, and make sure common allergens are clearly marked.

Artists / Craftspeople

Those who sell handcrafted items that demonstrate fine craftsmanship. These businesses include may include artists, ceramics, jewelry, etc. Artists are strongly encouraged to create items that reflect the mission of WFM and thoughtfully utilize sustainable source materials.

Business Licensing Regulations and Food Safety

All vendors and at-market employees are responsible for reading, understanding, and adhering to WFM's rules regarding safety and licensing requirements. This includes federal, state, and local health regulations and licensing requirements governing the production, distribution, sampling, and sale of products.

All vendors must submit the following required paperwork before they are allowed to participate in the market. The following materials are based upon vendor categories. It is the responsibility of the business owner to be in compliance with federal and state licensing and certifications:

- Copy of Department of Agriculture and/or Department of Health certifications
- Copy Business License
- Labels for all packaged food products
- Ingredient and sourcing lists
- Proof of Liability Insurance

Vendors must carry copies of all their licenses, certifications, and liability insurance in their market booth at all times.

All vendors are required to know and follow the rules and regulations set out by the Department of Health or Department of Agriculture. Please do not hesitate to ask WFM staff if you have any questions.

Licenses and Regulations

The following information is from The Georgia Farmers Market Guide: Farmers Market Toolkit and Farm-ers Market Frequently Asked Question (FAQ) released by the Georgia Department of Agriculture.

Department of Health vs. the Department of Agriculture: In general food service items or prepared food for on-site consumption is regulated by the city Health Department. Food sale items, or those prepared in a facility off-site is regulated by the Georgia Department of Agriculture (GDA). Fresh, unprocessed fruits and vegetables do no fall under regulatory oversight.

Fresh Produce: Selling unaltered fresh produce does not require a licenses or registration. However, if the product is processed in any way, such a s slicing or freezing, then it requires a license issued by the GDA.

Processed Foods: Require a license from the GDA. Items that are considered low risk or cottage foods licenses are alternatives.

The Georgia Food Act requires anyone in the State of Georgia engaging in food sales operations to obtain a Food Sales Establishment License from the Georgia Department Agriculture, which must be renewed yearly. These operations include retail (including internet sales), wholesale, and manufacturing food sales.

A Cottage Food License allows cottage food operators to produce non potentially hazardous foods in their home kitchens for sale to the end consumer. These foods may include:

- Loaf Breads, Rolls, and Biscuits
- Cakes
- Pastries and Cookies
- Candies and Confections
- Fruit Pies
- Jams, Jellies, and Preserves
- Dried Fruits
- Dry Herbs, Seasonings and Mixtures
- Cereals, Trail Mixes, and Granola
- Coated or Uncoated Nuts
- Vinegar and Flavored Vinegars
- Popcorn, Popcorn Balls, and Cotton Candy

For frequently asked questions regarding Cottage Food Law, please go to the link below to the Georgia Department of Agriculture Food Safety Division Cottage Foods: Frequently Asked

Questions page.

agr.georgia.gov/cottage-foods.aspx

Liability Insurance

All vendors selling edible products must hold liability insurance in order to sell at a farmer's market. The vendor liability program covers farmers and vendors only at farmer's market. All Vendors **MUST** include

WFM on their Liability Policy:

"Westside Farmers Markets. P.O. Box 310501 Atlanta, GA 31131. Attn:

Castleberry Farmers Market "99 Centennial Olympic Park Dr SW, Atlanta, GA
30313.

~~Westside Farmers Markets. P.O. Box 310501 Atlanta, GA 31131" Attn:-~~

~~Underground Atlanta Farmers Market " 50 Upper Alabama St SW Atlanta, GA
30303.-~~

Sales Tax

At farmers markets, a vendor should collect sales tax for the sale of non-food related items.

Food products have state and some city sales tax exemptions including the exemptions from taxes on agricultural and livestock raised in the state.

For additional clarification on Sales Tax for your business, please review the following information from The Georgia Farmers Market Guide: Farmers Market Toolkit released by the Georgia Department of Agriculture.

Food Safety Basics

All vendors are responsible for ensuring the food products they are selling are safe, properly handled, labeled, and maintained from production to sale. Each vendor should have food safety and hygiene knowledge specific to the type of vendor they are and must have the proper equipment and supplies to keep food safe prior to market, during transportation, and while at market including but not limited to thermometers, utensils, scales and adequate cold and hot storage as needed.

Basic Food Safety Requirements for all vendors:

- All vendors must maintain their market stands and booths in a clean and sanitary condition.
- Farmers may not sell cut veggies, peeled corn, or shelled beans without the proper licenses.
- Fresh fruits and vegetables may be displayed in open area, but are required to be stored off the ground using plastic tubs or containers to hold the produce and should not have direct contact with the ground.
- Eggs must be refrigerated in a cooler with a thermometer held at 45° or below. You may keep a couple cartons on display, but the majority of the eggs must be stored in a cooler.
- Gloves must be used for sampling or handling food. Gloves should be removed when

handling money or non- food related items.

- When sampling a product, trash receptacles must be readily available for customers to dispose of unwanted samples or single serve items such as toothpicks or plastic utensils.
- All labels for packaged food products must approved by Department of Agriculture.
- If scales are not used you must pre-price your produce.

Basic Booth Requirements and Safety

All vendors are responsible for their own supplies and materials including a 10x10 canopy tent, tent weights, tables, and inclement weather protection. Vendors are responsible for keeping their booths clean, presentable, and professional. Booth set up must not be hazardous to the public or other vendors.

- **Tent Weights:** All vendors are required to have 160 lbs of (40 lbs per leg) tent weights. This rule is strictly enforced for every market, no matter the predicted, perceived, or actual weather.
- **Electricity:** There is no electricity available at select WFM locations; however, if you are a vendor using your own electricity or heat, you must get permission in advance from the market manager AND have a fire department-approved fire extinguisher on site. The use of outdoor extension cords must be secure and not hazardous to customers and fellow vendors.
- **Booth Locations:** All vendors will be given their assigned space at the beginning of each market. Market spaces are subject to change at the manager's discretion. Please adhere to your assigned load in time.
- While we will do our best to uphold any special requests, such as trailer or truck access, space assignments will be made at the manager's discretion to ensure viability, accessibility, and diversity within the market space.
- **Booth Set Up and Take Down:** To be considered "on time," vendor booths must be set up and ready to sell by the time that market begins. This includes being fully unloaded, vehicles parked in designated locations, and being present and ready to sell in the booth.
- **Supplies:** Vendors are responsible for carrying in all of their own supplies to assigned spaces. If you need a dolly or wagon, you must provide your own. Please alert a WFM staff member if you require extra help or time for set-up, and plan to arrive early.
- **Pricing and Display:** All products must clearly be labeled with prices indicated per product.

Vendor Maps

A vendor layout will be available via our website. We will have it onsite at the market information booth or email it to you the day prior.

- 11 ft tent spaces will be physically marked on the pavement area.
- Location assignments are subject to change throughout the year with vendor fluctuations, but we aim to keep people in roughly the same areas all market season.

Parking

Vendor parking is designated by market management prior to the season start. Availability of customer parking is critical to the vendor's success and the image of the market. Potential customers will turn away if they cannot find a parking space. No vendors are permitted to stay parked in any unauthorized spaces.

- **Take Down:** No vendor will be allowed to take down until the market is officially closed. Even

if you sell out, you must still leave your booth intact until market closing. If you begin packing up before market is closed market management will require you to set your booth back up.

During take down, please break down your booth completely before pulling your vehicle up to load out.

- Late Arrivals/Excessively Early Arrivals: All vendors must be unloaded 30 minutes before market opening. If you are running

late/have an emergency, you must call or text 770-758-7830 to let us know. If it is not an emergency or during regular business hours, please contact us via email: hello@westsidefarmersmarkets.org. No matter how late, please always call or text the market manager if a situation arises that will prevent you from participating or arriving on time.

Excessively early arrival is considered arriving earlier than two hours prior to market start. The market site may not be accessible, and market staff may not be available or on-site.

Loading Areas

Vendors may unload/load vehicles directly in front of the vendor booth area and park in designated vendor parking spaces.

- There are only about four central spaces to unload here. Be considerate of your fellow vendors
- PLEASE UNLOAD EVERYTHING AND PARK YOUR VEHICLE BEFORE SETTING UP YOUR BOOTH SPACE.
- All vehicles must be out of the loading areas by 12:15 pm.
- We usually have volunteers to help you. Feel free to grab a volunteer if you need a hand moving any of your items.
- During load out, retrieve your vehicle after your space is completely broken down after 5 pm, to minimize your active time in the loading area.

Trash & Cleanliness

This is important for maintaining our relationship with the property managers.

- Do not leave unbroken down boxes next to our trash cans. Do not leave trash that cannot fit in our trash can.
- Please dispose of all trash in our trash receptacle next to our market booth.
- Prepared food and mess prone vendors, please use a ground tarp or adequate covering to prevent any ground spillage.
- Make sure you are keeping your booth space clean during the market and as you leave.

Cancellations

Cancellation notification must be received at least 72 hours in advance before market to avoid incurring vendor fees.

Late cancellations (less than 72 hours in advance) for anything other than an emergency will incur a fee in the amount of \$50.00. Multiple unexcused late cancellations may result in suspension or

removal from the market at the discretion of WFM.

No call/no shows will be automatically charged a \$50 late cancellation fee and may be suspended or removed from the market, at the discretion of WFM.

Note: Regardless of prepaid vendor fees, all vendors are subject to late cancel and no show charges since, with advance notification, the market space could have been offered to another vendor.

Fees and Payment Procedures

Every vendor is required to pay a vendor fee to participate in the market. Vendor fees are an essential component to operating a farmers market. Vendors should not expect WFM to discount their fees for a slow sales day. Vendor fees payment contribute to WFM operating costs including: market permits and licenses, market liability insurance, market staffing, signage, printed materials, marketing and pro- motion of the market.

Please use your vendor login on (www.managemymarket.com) to process vendor payments. Please note, market tokens may not be used to pay Vendor Fees.

2024 Castleberry Market Vendor Fees

\$20 per week for Farmers'

\$35 per week for all other vendors excluding Hot Food Vendors/Food Trucks

\$50 per week for Hot Food Vendors/Food Trucks

A 20% discount is provided for vendors wishing to pay for the entire season upfront.

Weekly payments are due the Thursday before your scheduled market date. No refunds will be given to vendors who miss market dates when prepaying vendor fees.

~~**2024 Underground Atlanta Farmers Market Vendor Fees**~~

~~Farmers \$15 weekly~~

~~Value Added Food & Beverage Vendors \$25 weekly~~

~~Artisans \$35 weekly~~

~~Food Trucks/Ready-Made Food Vendors \$50 weekly~~

~~A 20% discount is provided if your market season fees are paid in full~~

Application Fees

Due to the level of attention that is required to process and verify information outlined in the vendor application, a \$50 non- refundable fee is required for all new applicants. WFM must receive application fee(s) prior to acceptance into our markets.

Market Currency and Token Reimbursement Procedures

Credit and Debit Card Processing

All WFM vendors are required to have credit and debit processing capabilities at their individual booths. We recommend using Square or PayPal as credit/debit processors. Please make sure you

have a data plan and the proper technology that will allow for the ability to process without the use of the internet.

WFM will not process credit or debit purchases for vendors at the Information Booth. Vendors are responsible for ensuring their business and on-site staff have the capacity to process debit and credit cards at their individual booths.

SNAP Token Program

WFM provides DOUBLE SNAP/ EBT benefits for food stamp recipients at the Information Booth through the Georgia Fresh for Less Program (GF4L) in partnership with Wholesome Wave Georgia (WWG). Please pay attention to customers' token usage, as CFM will not accept or reimburse vendors for non-CFM-compliant tokens.

- There is no purchase minimum or fee to obtain SNAP tokens. There is no limit for federal nutrition assistance (FNA) dollars allowed to be doubled by WWG per market day, per customer.
- Tokens may only be used on foods that are SNAP-eligible.
Eligible Items: Fruits and Vegetables, Bread and Cereals, Meats, fish and poultry, Pre-Packaged/To-Go Foods, Dairy products, Seeds and plants which produce food.
Prohibited Items: any non-food item such as: Pet foods or pet treats, Soap/paper products, and

Household supplies. Hot and Prepared Foods meant to be consumed on site are ineligible for SNAP tokens.

- \$1 tokens may never be given as change for any purchase for any reason and no cash will be provided back on any purchases using SNAP/EBT tokens.
- Recipients agree that if a total comes to an uneven dollar amount, the vendor will round up or down to the closest even dollar amount. For example, if the total purchase comes to \$4.50, the WWG recipient will pay \$4.00 or \$5.00. It is up to the vendor to determine the amount, but they must do so consistently for every EBT customer as you cannot give cash change.
- Vendors cannot exchange or purchase items from other vendors using \$1 SNAP tokens, this is illegal.
- Any misuse of the \$1 tokens compromises WFM's eligibility to accept SNAP/EBT at our markets. It is a privilege to offer this service to our community and provides additional revenue to vendors who are able to accept SNAP/ EBT. Please help us maintain our eligibility by following the rules.
- Please be aware of these policies to handle customer questions or direct people to the Information Booth. See below for more info on the Georgia Fresh for Less Program.

Georgia Fresh for Less Program/ Double SNAP EBT

SNAP is the Supplemental Nutrition Assistance Program, which offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. EBT is the Electronic Benefits Transfer card that beneficiaries use as payment.

WFM provides Double SNAP/ EBT services at the market information booth through our partnership with Wholesome Wave Georgia and the Georgia Fresh for Less program. Customers using the Georgia Fresh for Less program are given green tokens worth \$1 to spend at participating booths at the farmer's markets.

Through this program, we match SNAP/ EBT dollars – dollar for dollar. When a customer swipes their EBT card for \$10, they are given \$20 in tokens to spend on fresh, local food. This program allows shoppers access fresh and local food and provides the opportunity for farmers and eligible vendors to increase sales revenue at market and puts money back into our community.

For more information on the Georgia Fresh for Less Program and SNAP/ EBT please visit Wholesome Wave Georgia's website here: <https://www.wholesomewavegeorgia.org/georgia-fresh-for-less>.

Token Reporting and Reimbursements

All vendors should turn their tokens in at the end of each market at Information Booth or to the market manager. The market manager will verify the number of tokens turned in.

Please do not hoard EBT tokens, this throws off the accuracy of our Internal and External Reports

that allow us to track the amount of SNAP/EBT dollars spent at our markets. Requests for reimbursement over 90 days old will not be accepted.

All vendors will receive token reimbursements from the market manager within 7 business days.

Conflict Resolution at WFM

WFM does not welcome disparaging remarks about customers, vendors, or the market in front of customers during market hours. The markets are intended to be a safe space and build community. If you have concerns or issues, please handle them outside of market hours, or step away from your booth to deal with the concern. It is not acceptable to engage in conflict in the market space, as this behavior greatly impacts the customer's perception of the vendors and reflects poorly on the market overall.

Should you have a concern about market operations, vendor policies, or other vendors' compliance with market rules and regulations, please talk with the assistant market manager Lola Jones (lola@westsidefarmersmarkets.org), or you may also reach out to the committee chair, Ali Washington (ali@westsidefarmersmarkets.org).

Vendor to Vendor Disputes

From time to time, it is possible that vendors will have interpersonal disputes with each other or that vendors have a dispute regarding market operations, policies, rules, or regulations. At WFM, we expect that any disputes will be handled professionally between vendors without gossip or artifice. If, for some reason, a dispute between vendors cannot be handled between the individuals involved or is deemed to have an impact on the overall market, vendors should contact their market manager to discuss the issue. The market manager will work with the vendors involved to address the issue, perhaps with the aid of additional WFM staff.

Monitoring and Enforcing Compliance with Market Standards and Rules

Vendors are responsible for following the policies outlined in the WFM Vendor Handbook and ensuring all at-market staff are aware of said policies. It is the responsibility of both WFM staff and vendors of the markets to ensure market spaces are viable, safe, and welcoming. By following the regulations outlined in this handbook, vendors will remain in "good standing." However, violations of the above rules will result in the vendor being "out of compliance" and subject to penalties, including possible fines and/or expulsion from the market.

Westside Farmers Markets Inclement Weather Policy

Westside Farmers Markets are open rain or shine.

Vendors should be prepared for the market to remain open in inclement weather. However, vendors do so at their own risk. It is each vendor's responsibility to bring and use side panels for tents in the event of rain, sufficient base weights for tents in the event of high winds, and appropriate supplies to protect their product in case of an emergency evacuation.

Lightning in the area will result in the immediate closure of the market, and the market will remain closed until no lightning has been seen by market management for 20 minutes. Vendors

wishing to wait out the lightning do so at their own risk but are instructed to seek shelter as described below. Notwithstanding the prior statements, if market management closes the market due to weather, vendors will not be allowed to remain on the property, nor can they sell products on the property: (1) during a weather closure; or (2) after the weather closure if the closure is for the remainder of the market.

Market management may cancel the market if management determines that the weather poses a risk

to the safety of the vendors or customers. The market will credit the weekly fees only for a market day that is cancelled before the market opens. Vendors may opt out of market participation due to inclement weather, but if the market is not officially cancelled by the Manager, weekly fees will still be incurred for late notice cancellations.

If the market is closed early, the market management will determine if weather poses a risk to load vehicles. In the event of a sudden emergency, management may declare an emergency evacuation (including but not limited to severe weather), we ask you to collect your cash box, safely secure your tent*, and go inside the nearest safe open building or vehicle. All shoppers will be asked to go inside building or vehicles as well.

*Tents will be considered secure if properly weighted at the base, secured to a stationary object such as a building or fence if available, dropped to the lowest height, and covered with flaps or plastic to protect the product to the desired extent of the vendor. Market management will direct you to the best location.

Vendor Alcohol, Illegal Drug, and Smoking Policy

Westside Farmers Markets has determined that the overt and visual consumption of alcohol, illegal drugs, cigarettes, electronic cigarettes/vaporizers by vendors while markets are open: (1) conflicts with WFM's mission and the family-oriented atmosphere WFM endeavors to maintain at its markets; and (2) exposes WFM, other vendors, and its customers to risk and liability.

Accordingly, vendors are prohibited from consuming alcohol or illegal drugs or overtly smoking cigarettes/vaping while selling product at any WFM market. Smoking on any property used by the market is forbidden. Vendors must walk to a discreet, off-site location should a vendor wish to utilize tobacco

based products. An exception may be made for the consumption of alcohol, if the alcohol is provided as part of a sanctioned WFM event.

This policy will be governed by a three strikes policy. During any market season, a vendor will be given up to two warnings if found to be in violation of this policy. Violations at any market will be cumulative with violations at any other market. On the third warning, the vendor will be asked to leave all WFM markets in which he/she participates for the remainder of the season. Note, a vendor's repeated violation of this policy will be taken into consideration if the vendor applies for a market booth for a following market season.

It shall also be a violation of this policy to consume alcohol or drugs (illegal or otherwise) prior to a market if that consumption results in a vendor being impaired while at market. What constitutes impairment will be governed by a reasonable standard and determined by the market management or anyone acting on their behalf.

Westside Farmers Markets Dog Policy

Market Dog Policy

1. Owners are responsible and liable for their dogs. Dogs must be under control, on a short, non-extend- able leash, and by the (adult) owner's side at all times.
2. Dogs must be kept away from produce, plants, food products, and product displays. Items damaged

by pets must be purchased by the owner.

3. Dogs must be socialized with other dogs and children. Barking and growling is not allowed. Aggressive dogs are not welcome.

4. Owners should be considerate of vendors and other guests — not everyone enjoys dogs.

5. Dog owners must clean up after their pet.

6. Vendors may not have personal pets on the property while selling during market hours.

WFM management will request owner's remove dogs from the market if the above rules are violated. Thank you for helping to keep our market safe for everyone. Please report to the WFM market staff if you see a violation of the above rules occurring during market.

Market Staff and Communication Policies

Market managers will send emails as needed to market vendors regarding operations, changes/reminders, and upcoming events or opportunities to become further involved. It is the vendor's responsibility to read these emails.

If you would like to have a product featured on social media or email marketing, please contact us at hello@westsidefarmersmarkets.org at least one week in advance of market. Media features are posted at management's discretion, and excessive promotional requests may not be granted.

Contact Information

Please use email as the primary means of communication and reserve texts/calls for market hours and emergency situations. All calls and texts are routed to the staff's personal cell phone numbers. Please, no calls or texts outside of business hours or sharing without permission!

Social Media

Remember to tag us! We are @castleberrymarket and @undergroundatmarket on Instagram and Castleberry Farmers Market on Facebook. We are on TikTok as Castleberry Farmers Markets.

Sponsors and Partners

Vendor fees at WFM markets cover operational costs associated with the market, including market materials, permits, and insurance, and some portion of the market staff. In order to keep vendor fees low, WFM may solicit sponsors to provide additional income to support the market and supplement, as well as work to create new market attractions such as special events.

Tips for Selling at WFM Markets

Farmers markets are important social spaces for communities to gather, build relationships, and businesses to grow. Here are some tips for enhancing the customer shopping experience, making your products stand out at the market, and creating a lively and inviting atmosphere.

Merchandise Your Booth

- ● Make a focal point to draw people in.
- ● Create a bountiful display for your products using baskets, crates, tilted containers, etc.
- ● Think in terms of colors, shapes, and textures. Balance aesthetics with practicality by using table- cloths and displaying items that go well together visually.
- ● Label all products and display prices!
- ● Hang a banner or use signage for branding, include name of your business and logo.
- ● Highlight uncommon and heirloom varieties of produce or unique products that customers may not be aware of.
- ● Keep things well organized.
- Sampling
 - ● The herding effect is an effective tool to attract customers to your booth.
 - ● Rather than asking “Would you like a sample?”, engage further by saying “Have you ever tried this variety of...?” This tends to slow customers down and with a growing audience at your booth, it’s more of an incentive for folks passing by to stop.
 - ● Sample your best-tasting and unique products.
 - ● Rather than leaving samples on the table, try giving one sample out at a time so that you can tell the customer a couple things about the product (how it is made/ where it is grown/ cooking suggestions, etc.)
 - ● Make sure to follow the minimum guidelines for food safety. Keep a separate storage box with your sampling tools: gloves, toothpicks, serving platter, napkins, trash receptacle.

Provide Great Customer Service

- Customers shop at farmers markets because they want to meet the people who grow and produce their food--engage with shoppers!
- Educate customers about the varieties of produce or products offered.
- Share tips on how to cook or preserve (can, dry, or freeze) your produce.
- Explain how to properly store items--this may encourage customers to purchase more.
- Get to know your regular customers. Remember their names, their family, their dogs names, what they bought last week, etc. Maybe even create a cheat sheet of names at your booth!
- Educate yourself about what other vendors have at the market so that you can be of assistance when customers are looking for a certain item.
- At busy markets, try having some items pre-weighed or pre-packaged to reduce transaction time.
- Share with your customers any new varieties or products that will be available at market

in the coming weeks.

- A friendly attitude and a smile goes a long way!

Pricing and Inventory

- WFM does not regulate pricing, however there are some best practices we would like to share based on vendor experience.
- Include any taxes in your price list as shoppers are used to paying the rate on the sign.
- Price products at a round number to eliminate the need to coins in your cash box.
- Create a system to track inventory — what you bring to market vs. how much you brought back home. Document what was given away as samples/ breakage/ cross-promotion.

Use your personality

- You are the expert on your products, use your knowledge and personality to build and strengthen your customer bases.
- Make your business name and location clear to customers.
- Educate customers about your practices, history of your farm or business, location, crops and produce, and growing or production methods.
- Start an email list to let customers know about special opportunities, CSA's, or other markets and locations that they can find your products.

Train Employees

Make sure all employees are knowledgeable about your products and your farm. Continuity of salespeople builds relationships with repeat customers.

What to Bring and General Market Logistics

Invest your time wisely by preparing and leaving with enough time for travel and set up. Be ready to sell as soon as market opens.

Create a checklist for all materials you will need to have a successful day at market.

Example Market Checklist

A heavy-duty canopy tent and tent weight for each leg
of the canopy Stall structure: tables and tablecloths

Display containers for your products (wicker baskets, crates, shelves) and miscellaneous display items (banner, price signs, chalkboard & chalk, price tags, duct tape, etc.)

Check-out items: pencils/ pens, calculator, sales record/ receipt book, credit/ debit processing equipment, cash box and bank (be prepared to make change for large bills!)

Plastic and paper bags

Licensed scale (for

farmers) Trash receptacle

Information about your business, promotional materials, business cards, email list sign-up

sheet. Copy of all your business licenses, certifications, and liability insurance.

Personal comfort items: weather gear, gloves, hats, rainwear, water bottle, etc.

IMPORTANT / URGENT!

ALL Vendors are required to submit a signed Vendor Contract Agreement before their starting market date. This states that you have read and agree to abide by the attached WFM Market Policies Handbook.

2024 Vendor Partnership Contract

This 2024 Market Agreement (the "Agreement") made on the _____ day of _____, 2024 between the undersigned ("Participant") and Westside Farmers Market ("WFM") with respect to Participant's participation in a Farmers Market operated by WFM. In consideration of the mutual covenants and agreements set forth herein, the parties hereto agree as follows:

1. Agreement to abide by Westside Farmers Market Policies and Procedures Participant has read and hereby agrees to be bound by the Market Policies and procedures in effect on the date of this

Agreement and agrees to read and be bound by the policies as hereafter amended or supplemented as provided therein.

2. Insurance Participant agrees to furnish WFM with a certificate of insurance in force evidencing general liability and property damage, including products coverage, in an amount of not less than \$500,000. The policy shall name Westside Farmers Market and such other entities, if determined necessary by the market location, as additional named insureds and shall also maintain all other coverage as required by law.

3. Acceptance, Suspension, and Termination Participant acknowledges that admission to the Market and market space assignments are made at the discretion of the market management personnel. Acceptance into the Market does not constitute a guarantee that the Participant will be permitted to sell in the Market during the Market season. This Agreement and the right to participate in the Market may be suspended or terminated in accordance with the terms of the Policies and Procedures.

4. Conflict Resolution The public and beneficial purposes of WFM include the effort to support regional farmers, growers and producers. WFM does not have the resources to pursue costly litigation. Therefore, Participant agrees that as a condition to participation in the Market, Participant will attempt in good faith to resolve any disputes through the administrative process outlined in the market policies and procedures before pursuing litigation. Furthermore, Participant will limit any claim Participant may have against the Market resulting from a suspension or termination from the Market to the Membership Fees paid by Participant for the 2024 Market Season and any weekly market fees Participant paid for weeks for which Participant was not permitted to participate in the Market. If Participant is unsuccessful in litigation, Participant agrees to pay all costs incurred by WFM in its defense arising from that litigation

including all attorneys' fees.

5. Indemnification Participant acknowledges full responsibility for all activities conducted in connection with the Market and agrees to indemnify and hold harmless the Market, WFM, and each of their respective employees, agents, officers, directors, representatives, and sponsors (collectively, "Representatives") from and against any and all liability, loss, damage, expense, suits, claims, penalties, or judgements arising in connection with Participant's participation in the Market. Participant acknowledges that Participant's responsibilities include any and all costs and expenses incurred by the Market, WFM, or their

Representatives in defending claims which may be brought against any of them.

Any false statements that Participant has made on their Application will be grounds for termination of membership and suspension or dismissal from the Market. Participant certifies that the information provided to the Market on Participant's Application is accurate and complete and that any additional information submitted will also be true, accurate, and complete.

Participant has read and understands this Agreement and the Rules and Procedures outlined in the Market Policies Document, and agrees to abide by them:

Print Name and Title: _____

Company Name: _____

Authorized Signature: _____

Date: _____

ACCEPTED: Westside Farmers Market — ***to be filled in by WFM Staff***

Authorized Signature: _____

Print Name and Title: _____

Date: _____

