



2024
VENDOR MARKET POLICIES
AND INFORMATION





2024 SUFFOLK FARMERS' MARKET POLICIES AND INFORMATION

As a perspective vendor, you and your staff are responsible for reading, understanding and following market policies and regulations pertaining to your business. This includes all federal, state and local regulations. The Suffolk Farmers' Market policies may be amended without advance notice.

Thank you for your interest in the 2024 Suffolk Farmers' Market!

Please review this market vendor packet carefully ensuring you are familiar with its contents, as there are annual updates.

If you would like to participate in the Suffolk Farmers' Market, complete the vendor application and return it to the Suffolk Visitor Center. Applications must be received by postal mail or delivered in-person. **No scanned, photographed or emailed applications will be accepted.** Once received, your application will be reviewed by Suffolk Tourism and you will be notified via letter/email as to whether your application has been approved or denied.

2024 Regular Market Season Timeline

FEBRUARY 12: All applications open.

MARCH 17: Full time vendor applications close at 5pm.

MARCH 25: Notification of vendor selection status and invoices distributed.

MARCH 26: Notification of one-day vendor selection status and invoices distributed for applications received on or before March 17.

APRIL 7: Market fees due by 5pm.

May 4: 2024 regular market season begins.

November 23: 2024 regular market season concludes.

Vendor participation is open to regional producers within a 100-mile radius of Suffolk. Selection is based on product mix and space availability. Crafters are welcome to apply; however, agriculture vendors have priority of space and participation.

Receipt of a completed application does **not** guarantee the applicant a space at the market.

Review the 2024 Market Guidelines, complete the entire vendor application including your signature and notarization and return it to the Suffolk Visitor Center.

Thank you again for your interest in the 2024 Suffolk Farmers' Market.

If you have questions concerning the application process or market in general, please contact the Suffolk Tourism Farmers' Market Facilitator at 757.514.4130 or email visitsuffolk@suffolkva.us.

The Suffolk Farmers' Market and associated events are produced and managed by Suffolk Tourism.

MARKET INTRODUCTION

Launched in 2005, the Suffolk Farmers' Market is an open-air seasonal gathering place offering fresh, locally grown foods, value-added products, and handcrafted goods. The Market and associated special events relating to farm life, gardening, nutrition and ecology are free, family-oriented, and open to the public.

Participation is open to regional producers within a 100-mile radius of Suffolk. Vendors are prequalified and pay a nominal fee to participate. Food inspection is conducted by the Virginia Department of Agriculture and Consumer Services. Suffolk Tourism provides marketing, promotions and sponsors special events.

MARKET MISSION

The Suffolk Farmers' Market is founded on the concept of preserving the City's agricultural heritage through wholesome family activities. Our mission is to support local farms and artisans by creating a place of connectivity between producers and consumers.

2024 MARKET DATES, TIMES AND LOCATION

The Suffolk Farmers' Market is located at the Suffolk Visitor Center's Special Events Pavilion, 524 North Main Street. The Market operates Saturdays, 9:00AM to 1:00PM, May 4 through November 23. The market operates rain or shine, as long as the safety of the vendors and patrons is not at risk.

Market dates are subject to change. City of Suffolk / Suffolk Tourism reserves the right to open/close the market for inclement weather or other safety concerns.

MARKET PRODUCTS

Vendors may only sell goods that are grown, raised or processed during the current growing season within a 100-mile radius of the City of Suffolk. Such goods may include, but are not limited to fruits, vegetables, nuts, eggs, plants, cut flowers, cheeses, meats, poultry and seafood.

All processed foods (such as dried fruits, milk, and milk products, honey, home canned and baked goods) must be certified by the Virginia Department of Agriculture and Consumer Services. For information and proper protocol, log onto: <http://vdacs.virginia.gov/vagrown>. It is the sole responsibility of the vendor to abide by the Virginia Department of Agriculture and Consumer Services regulations.

Market Vendors may only sell crafts and related products that are handmade. Flea market sales are not allowed. Refurbished/reclaimed items must be at least 70% handmade using new materials. (i.e. painted picture frames and furniture are not permitted unless item meets the 70% rule.)

Agriculture/food related vendors have priority for participation in the market.

PERMITS AND FEES

Vendors may reserve a standard vendor space for a seasonal fee of \$75, an extended vendor space for a fee of \$125, a tent space for a fee of \$40 (tent not provided and must be approved), or an umbrella space (umbrella provided) for a fee of \$45. A one-day vendor space for a fee of \$15 is also available. Fees are not collected until the vendor has been approved by market management.

Vendor participation is accepted based on product mix, adherence to market guidelines and space availability.

SPACE ASSIGNMENTS

Vendors may sell only within the space assigned by the Market Facilitator. Vendors may not spread in to unapproved spaces or thoroughfares. Vendors are not permitted to sell from vehicles, trucks and/or trailers unless approved by the Market Facilitator. All vendors are expected to be ready to serve customers by the time the market opens.

SPACE ASSIGNMENTS CONTINUED

Space assignment is determined by the Market Facilitator/Suffolk Tourism Staff. Produce and food vendors have first priority in placement. Space assignments may vary from market to market. Vendors must accept the space assigned by Suffolk Tourism/Market Staff. A limited number of tables and chairs are provided but vendors must provide their own equipment, ice and any additional materials for display of items. Vendors may not use nails or any other materials which may damage the pavilion. Vendors should display their products using safe displays that are neat and attractive, with consideration for the other vendors and the public. A well designed display is a great strategy for increasing sales!

Displays must be confined to the area within the allocated space and must not impede pedestrian traffic. Any display or practice that is judged by the market staff to be a safety hazard must be discontinued immediately.

Market staff has the discretion to disapprove any signage considered inappropriate.

The Market Facilitator and staff retain the right to change vendor spaces without advance notice.

Vendors are required to post an attractive identification sign (no smaller than 8.5"x11") in a prominent place stating the vendor's business name.

SET UP AND BREAKDOWN TIMES

7:45am-8:45am

Vendors may arrive during this time to set up. When you arrive in the morning, check-in with market staff to clarify your space assignment. Vendors arriving before said time will not be allowed on market grounds until area has been fully prepped by staff.

Vendors arriving first should unload their products as quickly as possible (15 minutes or less) and move vehicles to a designated vendor parking space. Be mindful of other vendors needing space to unload. No parking is allowed along the curb after 8:45am.

The assigned vendor space will be held for 15 minutes prior to the market opening. If you arrive late, you will not be allowed to unload curbside.

Vendors arriving after 8:45am without proper notification will be considered late. Market staff has the discretion to deny the vendor's participation for that day. Vendors arriving late over two (2) times in a market season will result in space forfeiture. Vendor fee will not be refunded.

Breakdown begins at 1:00pm and must conclude by 2:15pm. All boxes/crates and larger trash items must be broken down before being placed in the green trash cans. Vendor refuse should not be placed in the black iron trashcans located along side of the visitor center.

Vendors are solely responsible at all times for the cleanliness within their vending area. Each vendor is required to leave the space clean at the end of each market day.

FACILITY AND PUBLIC PARKING

Public restrooms, water and refuse containers are provided on site by the City of Suffolk. All vendors must enter through the visitor center's front door (entrance facing Main Street) to access restrooms, etc. Access is restricted to only Suffolk Tourism staff before 8:30am. Vendors may have access beginning at 8:30am. The visitor center opens to the public at 9am.

Electricity is limited and provided to vendors as availability allows.

FACILITY AND PUBLIC PARKING CONTINUED

Public parking is located adjacent to the Market. Vendors are encouraged to leave the most convenient parking for market patrons and to limit vendor vehicles to one (1) per vendor.

Vendors are to park at the edges of the parking lot after unloading unless they have special accommodations.

MARKET ABSENCES

Vendors are expected to attend all market dates noted and approved for on the vendor application. If a vendor is unable to attend a scheduled market, the vendor is expected to notify the market manager/tourism staff by 3pm the day prior to market day. Vendors are limited to two (2) absences for the entire season. Vendors will forfeit space after the second occurrence. Vendor fee will not be refunded.

All vendors are expected to stay open until the official closing of the market day. If you have sold out, you may use the time to promote your business to potential customers. If you leave the market early or start shutting down before the market officially closes, you may forfeit your vending space. One (1) emergency is allowed as long as the facilitator is informed and approves the early departure before space breakdown begins. Vendor fee will not be refunded.

VENDOR SALES REPORTING

Sales information from each vendor is collected at the end of each market day. This allows Suffolk Tourism to track market success and sales trends. Suffolk Tourism does not openly share individual sales information with any person or any agency. Failure to submit or report false numbers at the conclusion of each market may result in vendor forfeiture. Sales information slips must indicate the vendor business' name, date, and sales total. Anonymous sales reports will no longer be accepted.

EQUIPMENT

A limited number of tables, chairs, and benches are provided but vendors must provide their own equipment, ice, and any additional materials for display of items. Tables, chairs, and benches are made available on a first-come, first-served basis and are located at the onsite market storage room behind the entertainment stage. For safety and security, vendors/public are not allowed inside the storage room without a market/tourism staff member. It is the responsibility of the vendor to collect, set-up, breakdown and return all market tables, chairs and benches. Not doing so may result in vendor forfeiture. Vendor fee will not be refunded.

Vendors are allowed a maximum of two tables. Vendors are welcome to bring additional tables, as long they do not exceed the allotted vendor space. Vendors must take their personal tables at the conclusion of each market. Suffolk Tourism may not store them.

The repositioning of vendor tables located under the pavilion must be approved by the Market Facilitator.

Vendor tents must have a weight securely attached to each tent leg. Weights that sit unattached on the tent legs are not acceptable.

Large market patio umbrellas are provided and will be installed by market staff at the vendor's assigned space at the beginning of each market. Vendors may not move umbrellas without notifying market staff. Umbrellas may be adjusted/angled by the vendor for shade as needed. Umbrellas may not be used when heavy winds are forecasted. Market staff will breakdown and store umbrellas but tables and chairs must be broken down and returned to storage by the vendor.

SMOKING AND VAPING

Smoking is prohibited within 100 feet of any market area and visitor center.

ADDITIONAL REGULATIONS

- The Suffolk Farmers' Market/Suffolk Tourism reviews all applications in an effort to limit product oversaturation. The market may approve and/or deny products listed on the application.
- It is the responsibility of the vendor to abide by all local, state, and federal regulations which govern the production, harvest, preparation, preservation, labeling or safety of products offered for sale. The City of Suffolk will not be held liable for the products offered by vendors. Product liability insurance is the sole responsibility of the vendor. Vendors are responsible for their own products.
- Scales for weighing items must display a valid certification sticker authorized by the Virginia Department of Weights and Measures.
- Fraudulent, dishonest or deceptive merchandising or collusion to set prices among vendors will be grounds for forfeiture of the right to conduct business. Vendor fee will not be refunded.
- Solicitation for products, services or charitable contributions not specifically identified as a market commodity is not permitted without prior permission of the market facilitator.
- Vendors may not sublet or share stall space with other vendors.
- Vendors are required to wear footwear and appropriate attire at all times.
- No cooking is permitted onsite without prior approval by the market facilitator. Cooking is prohibited under the pavilion and patio umbrellas.
- Gas generators and propane burners are prohibited without prior approval by the market facilitator. Generators and burners are prohibited under the pavilion and patio umbrellas.
- Slaughtering or dressing of animals is prohibited.
- The sale of live animals is prohibited.
- Reselling of items bought from a wholesaler or retailer is prohibited (i.e. Avon, Mary Kay, Wal-mart, etc.).
- Beverages not produced by the vendor's business are not permitted to be sold (i.e. cans of soda or juice and bottled water).
- Vendors must be 16 years of age or older. Younger children are welcome to participate when directly supervised by an adult responsible for the childrens' conduct and safety. Parents/guardians will see that their childrens' behavior meets the expectations of a place of business.
- The Suffolk Farmer's Market promotes a family atmosphere. Profane language and gestures are prohibited.
- No person shall make a public outcry, engage in hawking, play any musical instrument or give other entertainment whether for personal pleasure or for public enjoyment.
- Photographs and videos may be taken by the City of Suffolk for promotional purposes. By participating in the market, you are granting permission to have photographs and/or videos taken of you and/or your products.

ADDITIONAL REGULATIONS CONTINUED

- The Suffolk Farmers' Market is not a forum for political or religious activities. A vendor space will not be issued to persons or organizations wishing to campaign, proselytize or gather signatures with regard to civic, political or social issues. Vendors at the market should note that this covers their verbal discussions also.
- City of Suffolk and Suffolk Tourism reserves the right to refuse/revoke any vendor without reason when considered to be in the best interest of patrons, vendors, and staff.
- Complaints of known or suspected violations of these regulations must be submitted in writing, signed by the complainant, to the Market Facilitator and/or Tourism Development Manager.

FOOD SAFETY RESOURCES

Vendors must insure that their business complies with all Virginia Department of Agriculture and Consumer Services (VDACS), Virginia Department of Health (VDH), and United States Department of Agriculture (USDA) regulations and requirements, including but not limited to food safety, sampling, inspections, and labeling.

Virginia Farmers Market Association offers a great source of vendor information regarding education, promotion, and advocacy. www.vafma.org.



**SUFFOLK VISITOR CENTER
524 NORTH MAIN STREET
SUFFOLK, VA 23434
757.514.4130**

visitsuffok@suffolkva.us

visitsuffolkva.com | suffolkvafarmersmarket.com





Suffolk FARMERS' MARKET

at the Pavilion

MAY 4 – NOVEMBER 23, 2024
Saturdays, 9am - 1pm
SuffolkVaFarmersMarket.com

The Market offers an array of fresh local produce, beef, poultry, eggs, honey, baked goods, pickled vegetables, jams, plants and flowers, handmade soaps, candles, garden and farm décor, jewelry, and other artisan crafts. Food trucks.

Suffolk Visitor Center Pavilion
524 North Main St. | Downtown Suffolk
757.514.4130   /suffolkvafarmersmarket
SuffolkVaFarmersMarket.com

