



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.

Market Structure and Governance

The Market Manager supports the day-to-day operations of the AFM. The Market Manager'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.

The Vendor Advisory Committee (VAC) is called upon to consult with the Market Manager on carrying out the mission of the AFM. This committee is appointed by the Market Manager annually and consists of a subset of vendors, representing all vendor/product types. Any vendor can request to participate or nominate another vendor. Members of the VAC must commit to the following expectations:

- actively participate in monthly vendor meetings
- fairly review and vote on the approval of new vendor applications
- provide recommendations for the Alexandria Farmers Market Rules and Regulations as needed
- always consider the mission of the market when voting, advising, etc.

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.

- 50% produce, flowers, or plants; 20% meat, seafood, eggs, or dairy; 20% value-added products; 10% artisan crafts or services (non-food).

Policies

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; or
 - 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/or VAC. Artisan products are expected to be made using local agricultural products or by-products, such as beeswax, cotton, or wool.
- c. For the market to ensure an appropriate product mix, vendors are permitted to sell only the items listed on the vendor application. Vendors who want to introduce new products must contact the Market Manager and request an amendment to the vendor application.
- d. The sale of alcohol is not permitted.
- e. All vendors must agree to allow the Market Manager or other market staff to inspect their farm, production facility, or business location as needed.
- f. 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. For example, 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 and support each other in the production of value added products.
- g. Exceptions:
 - i. Exception to I.a.: A limited amount of re-selling might be approved at the discretion of the Market Manager and/or VAC. Non-commercial, fresh food

items being re-sold must have been grown and harvested in Louisiana. Vendors must verify the source of products for re-sale, which might include site visits. Booth displays must include signage indicating the source of all products for re-sale.

- ii. Exception to I.f.: Certain vendors might be exempt from I.f., at the discretion of the Market Manager and/or VAC. All baked/prepared 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.

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.

III. Market Environment, Attendance, and Set-up

- a. The market is open every Tuesday from 3:00-6:00pm. 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 by 2:30pm.
- b. Vendors are expected to bring enough product to last the duration of the market and stay for the duration of the market.
- c. 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 24 hours before the market time (i.e., Monday at 3:00pm).
- d. Vendors are responsible for their own setup, including table, tent, signage, cash box, or credit card technology, as needed.

- e. 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.
- f. Space assignments will be coordinated by the Market Manager.
- g. Separate businesses are not allowed to share booth space or vendor fees.
- h. To maintain a safe and sanitary environment for all market patrons, vendors and customers must abide by the following rules:
 - i. Pets are not allowed in the market.
 - ii. Smoking is not allowed in the market.

IV. Pricing and Taxes

- a. 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.
- b. Weights and measures must be in accordance with all applicable local, state, and federal rules and regulations.
- c. 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 (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.
 - v. State sales tax is 5%. Go to www.revenue.louisiana.gov. (Click "Businesses" then "Sales Taxes"; links for registration and payment are on the left side of page.)

V. Fees

- a. An application fee of \$20 is due at the time of application.
- b. Vendor fees are \$15 per market day, \$40 per month, or \$400 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 Community Foundation of Central Louisiana. Receipts will be provided upon request.

VI. 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.

VII. Compliance. Violations of the AFM Rules & Regulations will be handled as follows:

- a. 1st offense: Verbal reminder
- b. 2nd offense: Written notice
- c. 3rd offense: Meeting with Market Manager and representative(s) of VAC
- d. 4th offense: Removal from market participation

Contact

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