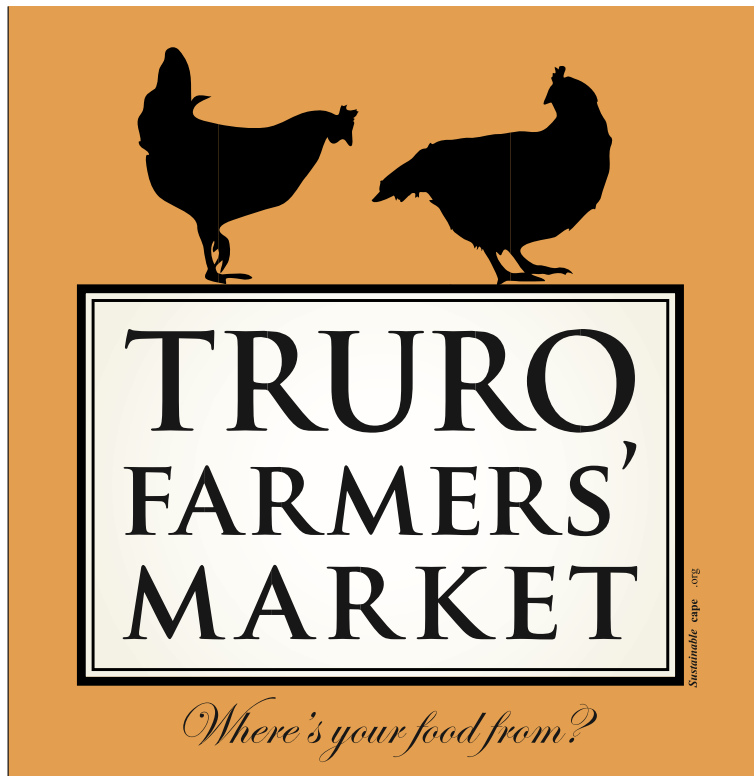




## Truro Educational Farmers' Market Handbook



**OUR MISSION** is to educate about local food while encouraging customers to care for the health of our community and environment. Our outdoor marketplace on the banks of the Pamet River features a wide variety of food grown, raised, caught, & produced on Cape Cod while offering fun & informative Vendor Ed Boards, scavenger hunts, music and tastings. Nutrition incentive programs for veterans, seniors, WIC families, SNAP clients and food pantries encourage all to join in purchasing our local harvest.

**Contact:**

Truro Farmers' Market Manager  
truofarmersmarket@sustainablecape.org.  
Sustainable CAPE, Box 988, Truro, MA 02666



## Synopsis- Truro Educational Farmers' Market *Please read TFM Handbook for full information*

### Dates & Times

- *Dates:* Mondays, June - August
- *Hours of operation:* 8:00 am to 12pm.
- *Set-up:* Set-up begins at 7:00 am. No arrivals after 7:45 a.m. Sales begin at 8:00 a.m. *No sales before 8 a.m.*
- *Rain or Shine:* The market is open rain or shine.

### Eligibility

- *Vendor Ratio:* at least 50% produce (raw, edible food) unless otherwise determined by the Board
- *Open to:* farmers, harvesters and food producers working and living within Barnstable County unless otherwise determined by the Board
- *Products:* Produce, seafood, animal products, processed foods, plants – **food or food producing plants only**

### Space, Display, Fees

- *Space & Fees:* Full-time Vendor..... 10'x10' space .... \$225/season  
Part-time Vendor..... 10'x10' space .... \$25/day  
Tabletop Vendor (under \$125 worth of goods)..... 6' x 6' space .... \$15/day
- *Display:* Vendors provide: tents, tables, chairs, etc. Tents/umbrellas must be secured & anchored.
- *Signage:* Vendors must provide signage stating business name and town, prices clearly marked, clear educational materials if not a full-time vendor (provided by the market for fulltime vendors), all applicable permits and/or forms

### Clean-up, trash, wash stations

*Broom-clean* - Each vendor must leave their space broom-clean

*Trash Receptacles* - Prepared food or food sample vendors must provide a trash receptacle for public use. Vendors are responsible for their own trash removal and for all trash left in their area.

*Wash Station* -Vendors offering food samples must provide a wash station, as per Truro's Board of Health.

### Other

- *Insurance:* Vendors are encouraged to carry their own product liability insurance.
- *Absences:* Please notify the Market Manager by the **Wednesday prior** to the absence so that we may fill your spot.
- *No pets* - Truro Board of Health
- *Market Rules & Regs* – Familiarity with regulations is each vendor's responsibility.

## I. CONTENTS

p. 3	II. GOALS & MANAGEMENT Educational Goals & Vision   Market Management: Market Manager & SC   Education Coordinator
p. 4	III. ABOUT THE MARKET Location and Time   Market Participation   Market Vendor Mix   Product Eligibility
p. 6	IV. APPLYING TO THE MARKET Application Information   Crop List & Additions   Visits, Interviews & Photography   Permits, Licenses, State & Federal Requirements
p. 8	V. MARKET SPECIFICS Vendor Spaces   Placement & Fees   Arrival, Display, Set-up, Departure   Additional Guidelines & Vendor Responsibilities
p. 10	VI. POLICY & PROCEDURE Rain or Shine Policy   Attendance Policy   Safety Protocol   Rules, Regulations & Violations Policy   Suggestions, Grievances & Product Challenge Process   Right to Appeal   Damages
p. 12	VII. FORMS Application Checklist   Product Challenge Form   Suggestion Form   On-site Vendor Safety Checklist

## II. GOALS & MANAGEMENT

## **Educational Goals & Vision**

The Truro Farmers' Market goal is to create a more sustainable Cape Cod through education and by encouraging a greater appreciation of our local harvest. Local food education serves to support our local growers and increase demand for their goods. In turn, we hope to strengthen our local food supply and our ability to sustain ourselves as a region. Together we can educate the public on the importance of a healthy environment to our food supply. TFM management seeks a varied mix of vendors in order to broaden education, nurture market growth and develop repeat customers.

## **Market Management**

The TFM operates under rules and regulations set forth by the Board of Directors of Sustainable CAPE (SC). SC reviews all submitted forms and correspondence and works with the Market Manager so that every stakeholder involved in the market can be heard. *Communication is encouraged from all involved in the market.* Suggestions and requests for changes or complaints are documented and reviewed via the forms attached.

### **• The Market Manager**

The market manager coordinates all of the activities of the weekly functioning of the Market and implements market policies. This includes collection of fees and vendor application information, space assignments, oversight of the Market set-up and clean-up, posting and/or blogging about the Market, answering vendor/customer questions and creating clear channels of communication with all involved at the market regarding any suggestions and/or complaints. The Market Manager, in addition to the forms attached, acts as a conduit of information from the vendors and customers to SC. ***The Market Manager has final authority to interpret and implement policy at the Market site.***

• **SC's responsibilities** include vendor application review and approval. SC will promote the Market, create enthusiasm for the market's activities, create educational boards for each fulltime vendor, and create Market-branded merchandise to assist in funding Market expenses and to help support SC's educational mission. SC has final authority to interpret and implement policy on the Market and to remove any person or vendor from the Market who violates these Market regulations, or who violates any ordinance of the Town of Truro, or law of the state of Massachusetts.

The SC Board, with recommendations from the former Market Manager, appoints each new Market Manager.

### **• Education Coordinator**

The Education Coordinator coordinates all of the education boards for the full-time vendors. Education boards clearly and simply convey information to consumers about the vendors' products, processes, and related lessons on sustainability. Our intent is not to make more work for the Market's vendors, but rather to educate the public about issues important to vendors that can serve as valuable lessons on the importance of our local food system and its connection to physical health & environment. The Education Coordinator also reviews Part-time and Tabletop vendors' educational materials and offers assistance when needed. Education is a primary function of the Truro Farmers' Market – the Education Coordinator determines if a part-time vendor's materials are sufficient to provide education in keeping with the market's goals.

## **III. ABOUT THE MARKET**

## Location and Time

The Truro Educational Farmers' Market is located at Veterans Park, Truro Center Road, Truro, MA 02666. The Market operates Mondays June through August. The Truro Agricultural Fair, if held, takes place on the Sunday of Labor Day weekend, in place of that Monday Market. Fruit and vegetable vendors are automatically included in the Ag Fair if they desire – value-added food producers participate on a case by case basis as Sustainable CAPE has historically run food booths to fund the next year's fair. Opening and Closing dates are determined each season by SC in conjunction with the Market Manager.

Hours of operation are 8:00 am to 12pm. The market opens at 7:00 am for vendor set-up. **Vendors must be fully set-up and ready to sell by 8:00 am.** No vendor arrivals will be permitted after 7:45 am. *The Market has a strict policy forbidding any sales to take place before the 8 am opening bell.*

## Market Participation

The TFM is committed to creating a diverse marketplace with the emphasis on offering education as well as high quality, locally grown and produced agricultural, seafood and locally processed foods made from Cape grown or harvested products. The Market considers many factors when evaluating vendor applications and participation, including but not limited to the ability to produce a reliable product consistently throughout a season, the ability and enthusiasm for education about our local food system and issues of sustainability, representation of unique products which would serve to broaden the variety offered for the Market as a whole, and the vendor's proximity to Truro.

There will be both full-time vendors as well as smaller tabletop spaces available for gardeners.

## Market Vendor Mix

The Truro Farmers' Market Management strives to attain a mix of vendors, with at least 50% produce (raw, edible food). To maintain this mix, the Board may limit the types of products allowed for sale at any given time; therefore, not all products applied for may be approved.

## Product Eligibility

The TFM is a 'producers market' – this means *all products sold must be grown, raised, caught, or produced BY THE VENDOR within Barnstable County.* The grower, a member of their family, or an employee, must sell these products at the Market. Exceptions may be made on a case by case basis through SC Board approval in order to maintain a diverse offering at the market.

All products must be clearly labeled with the grower's name and business name as well as prices. Where the food is grown and harvested must be clearly displayed. Existing vendors who are not able to attend on a certain day may appoint another vendor to sell their approved products with pre-approval from the Market Manager. Vendors must make every effort to assure that the products they sell pose no health hazards to the public. Vendors selling products as "certified organic" must display this certification.

**A. Produce & Seafood** (raw edible food) will be vendor grown and sold at the Market if:

- a. The product is harvested from plants grown on the vendor's farm, or seafood from a vendor's grant or local waters.
  - b. The plant was grown from seed, purchased plugs, cutting, bulb or rootstock.
  - c. A copy of all applicable permits from shellfish vendors has been submitted to the Market Manager before selling these products at the Market.
- *Saleable items may include, but are not limited to:* Vegetables, fruit, berries, honey, eggs, fresh or dried culinary herbs, cultivated mushrooms, seafood, shellfish and lobsters.

*\*Select produce and products may be purchased and resold at the market in its original state only by former permission of Market Manager. Such items must be noted on vendor application.*

**B. Horticultural Products** (potted plants, fresh cut and dried flowers) will be vendor grown and sold at the Market if:

- a. The plant was started from seed, purchased plugs, cutting, or bulb and has been in the vendor's possession for 60 days before being sold at the Market.
  - b. If purchased as a full-grown plant, the product must be altered from its original purchased state(i.e.: repotted, divided) and then have been in the vendor's possession for 45 days before being sold at the Market.
- No horticultural product may be purchased and resold at the Market in its original state.*

**C. Processed Foods & Goods** can be sold at the Market if:

- a. These products are *made by the vendor in Barnstable County*.
  - b. These products must be considered appropriate to be sold at the Market by SC.
  - c. The vendor's kitchen must have been inspected by the local Board of Health yielding a retail kitchen permit to retail that particular product, when applicable.
  - d. The Truro Board of Health has approved the vendor's product line.
  - e. The vendor has taken a food handling safety course through the County Extension Service, where applicable, or Food Manager Certification as required by the BOH.
  - f. A copy of all applicable permits has been submitted to the Market Manager before selling these products at the Market.
- Saleable items may include, but are not limited to: prepared and specialty foods such as jam, jellies, sauces, salsas, vinegar, chocolates, coffee, baked goods, seafood, and any other items deemed appropriate by SC.*
- No processed foods or goods may be purchased by the vendor and resold at the Market in its original state.*

**D. Off-Cape Grown Produce** may be sold at the TFM at certain times by SC at the SC table and/or by vendors who have previously applied to sell off-Cape produce. It must be clearly marked as off-Cape produce. This policy does not exist to compete with Cape growers, but rather augment the variety of offerings to support the Market and all vendors by attracting a broad customer base. Proceeds from off-Cape produce and goods will go to SC to benefit the market's operations for all harvesters and for SC's educational mission. (Please see SustainableCAPE.org for a current listing of educational agricultural activities.)

**E. Other non-farming/fishing Merchandise** may be sold at the TFM by SC at the SC table. Proceeds from other merchandise will go to SC to benefit the Market's operations for all harvesters and for SC's educational mission. (Please see SustainableCAPE.org for a current listing of agricultural education programs.) No other non-farming/fishing merchandise may be sold at the TFM by individual vendors.

***Exceptions (rare, but possible):*** In special instances, if there are no competing product applications from vendors who produce food in Barnstable County, the Board will consider exceptions to the "Barnstable County grown" rule and broaden the market's offerings *on a season by season basis*. In the rare case of an exception, both the market's breadth of food offerings and the market's education of the public must be significantly enhanced.

***Note:*** Any vendor involved in the resale of any previously unapproved product or selling other non-farming/fishing merchandise at the Market will be immediately evicted, temporarily or permanently, at the discretion of the Market Manager or SC.

#### **IV. APPLYING TO THE MARKET**

## **Application Information**

Application is open to farmers, growers and producers from within Barnstable County. Acceptance or rejection of an application is based on multiple criteria and the changing needs of the Market as determined by SC (under advisement from the Market Manager). Applications accepted each season will depend on several factors, including the number of previous season vendors seeking to return.

Applications from vendors willing to commit to being a 'full time' (FT) vendor will be given preference over those seeking to participate part-time (PT). Applications from previous season vendors in good standing will also be given preference over new vendor applications. If admitted under special circumstances (for instance for a product grown on a family farm off-Cape), vendors will be reviewed on a season-by-season basis.

Part-time vendors are contacted on a rotating basis for any open spaces available each week. Tabletop Vendors will be included as space and need allows as determined by market management.

Applications from vendors not admitted due to space or product limitations will be kept on a waitlist and will be contacted when space becomes available.

All vendors (FT, PT, Tabletop: occasional or new) must complete a current year Vendor Registration Form and pay the required fee in full before selling at the market. Failure to do so will delay a vendor's ability to participate in the Market, *no exceptions*. The Application constitutes a binding agreement between sellers and the Market to abide by the policies and rules governing the TFM.

Each vendor will declare the type of vendor they are on the application based on the majority of their sales during the peak season of July and August.

Application by a vendor, new or previous season, does not guarantee acceptance for the upcoming season.

## **Crop List & Additions**

Vendors are required to submit a list of all products they plan to sell along with their application each season and must have approval from SC on all products offered for sale at the TFM. Both the submission of a crop list, a processed food/goods list, and/or a fisherman crop list and a possible vendor inspection may occur before any new vendor may sell at the Market.

*Adding a Product Line:* The decision to add other products not on the initial crop list will need approval by the Market Manager and/or SC, with final approval from the Truro Board of Health in the case of processed foods and goods.

## **Visits, Interviews & Photography**

Vendor visits may take place at a mutually agreed upon time by the Market Manager, a TFM Education Coordinator and/or SC employee or trustee to:

- a. Gather information for Educational Market Boards provided to each FT vendor
- b. Photograph vendors and/or their farm, grant, boat or kitchen for the web, print or TFM Educational Boards
- c. If the vendor is new, or there is a question about product origin, to verify that the harvest list on the application is being grown on their farm, processed on their site, and/or caught by the vendor. Any visit will be conducted at a mutually agreed upon time and with permission of the vendor. If a mutually convenient time cannot be arranged within a reasonable time period to resolve a question, non-compliance may result in the vendor losing market privileges.

## **Permits, Licenses, State & Federal Requirements**

*For produce and processed goods*, each vendor is responsible for complying with federal, state and local regulations for obtaining any necessary permits and licenses. Each vendor is responsible for collecting sales tax on all applicable goods sold.

**Eggs** must be transported to the Market and stored in a cooler with a thermometer to assure a temperature of under 45°F.

**Certified scales** must be inspected by the Sealer of Weights and Measures if a vendor is selling by weight. Scale certification is the responsibility of the vendor.

**WIC & Senior Farmers' Market Nutrition Program Coupons:** the market is registered with the state to allow growers to accept the coupons; individual certification, redemption/reimbursement are the responsibility of the vendor, via MDAR.

**Processed food** and goods such as jam, jelly, preserves or baked goods must conform to the Federal, State and Local Labeling Laws and Sanitary Codes. These goods must be protected from wind, sun and rain at all times.

**Shellfish and Lobsters** sold at the Market must be transported to and stored at the Market at a temperature under 45°F. Ice used must be potable and its melted water must be kept out of contact with shellfish, and collected and disposed of properly off-site. Shellfish, if displayed, must be covered, on ice, and held separate from melted water. Rubber gloves will be used to handle shellfish, dipped in disinfectant (1 Tbsp Clorox / 1 gal water) at the Market as needed.

When brought to the Market, shellfish must be bagged, tagged and sealed with a log kept for 90 days. Bags opened at the Market should be resealed and retagged before leaving the Market.

However, any shellfish openly displayed cannot then be bagged and later sold. Bags brought out of refrigeration should be placed on a clean surface and never on the ground.

*Definition of terms:*

1. *Bag* - a clean container.
2. *Tag* - an official tag, preferably of waterproof material, showing dealer's name, certification number, harvester's number, seal identifier, date harvested, type of shellfish, quantity and harvest area.
3. *Seal* - a numbered closure that is tamper-evident.
4. *Log* - a permanent bound ledger with page numbers, including seal number, type, quantity, location and bagging date.

**Permits Required of Shellfish Vendors:** Local and state shellfish license and a retail truck permit. Shellfish vendors must have the approval of the Truro Board of Health to sell at the Market.

**Shell Fishermen Log Review:** Shell fisherman will have their shellfish log reviewed periodically at market by the Market Manager.

## V. MARKET SPECIFICS

### Vendor Spaces, Placement and Fees

<i>Space &amp; Fees:</i>	Full-time Vendor.....	10'x10' space ....	\$225/season
	Part-time Vendor.....	10'x10' space ....	\$25/day
	Tabletop Vendor (under \$125 worth of goods).....	6' x 6' space ....	\$15/day

- *Full-time Vendors:* A fulltime vendor shall be given a space of 10' x 10'. A vendor may purchase a maximum of two spaces. Fees for these spaces will be determined annually and every effort will be made to keep the fees reasonable.

Vendors are placed on the vendor map according to the Market Manager using seniority and placement in previous seasons among other criteria; every effort is made to keep placement consistent throughout the season.

Vendors provide tables and chairs. Vendors providing their own canopies, pop-up tents or umbrellas must ensure that they are well anchored at all times while the Market is in operation.

FT vendor fees must be paid in full before the season begins. No sublets, however a vendor can share a booth. No more than three (3) vendors per space and all must have submitted an approved application form and all applicable permits.

- *Part-time Vendors:* All of the above for a full-time vendor applies to part-time vendors as well. The primary difference being a part-time vendor pays a drop in rate if there is space available, instead of the rate for a full season and a designated weekly spot. The part-time vendor must bring their own educational materials to display at the market.

PT vendor fees must be paid in full before the start of each Market. If the fee is not pre-paid the vendor will not be allowed to set-up and sell their products, *no exceptions*.

*Applications and permits are due Wednesday prior to the Monday market for all Part-time Vendors.*

- *Tabletop Vendors:* Tabletop vendors are hyper-local smaller growers or harvesters (Provincetown through Eastham) who have under \$125 worth of goods to sell at the market in a day. A tabletop vendor pays a reduced drop-in rate meant to encourage participation and the growth of their business. A tabletop vendor brings a 6' table or smaller and their own educational materials. Vendors provide their own canopies, pop-up tents or umbrellas and must ensure that they are well anchored at all times.

A tabletop vendor must participate in the market for the full day, focusing on education if their goods have all sold. Tabletop vendors must submit an application form and all applicable permits and be approved prior to the market opening.

*Applications and permits are due Wednesday prior to the Monday market for all Tabletop Vendors. This enables us to file the appropriate paperwork with the BOH before Monday's market.*

### **Arrival, Display Set-Up and Departure**

Set-up begins at 7:00 am. Vendors must be fully setup and ready to sell by 8:00 am. No vendor arrivals will be permitted after 7:45am, *no exceptions*.

Vendors must display their products for sale on tables or other suitable display fixtures, at least one foot up off the ground – exceptions may be granted by the Market Manager for items such as plants and very large items.

Vendors are responsible for set-up, display, packaging and pricing of their products. The products will be priced clearly, either on a price list or on each product or its container. Any product less than premium quality should be clearly labeled 'seconds'.

No boxes or displays shall extend into common and/or customer traffic areas or impede customer traffic, encroach into foot traffic paths, or disrupt or interfere with any other vendor's space, display, or ability to conduct business. Stands and displays are to be kept hazard free and attractive at all times.

Vendors shall display a visible sign stating the business name and town out of which the vendor operates as required by the Commonwealth of Massachusetts.

The Market Manager and SC reserve the right to require any vendor to remove or change any display that appears hazardous, unsanitary, or does not conform to the Market requirements for displays.

Each vendor must leave their space broom-clean before departure on the day of the Market. Vendors whose products generate waste (e.g. – food vendors and those providing food samples) must provide a trash receptacle at their booth for use by anyone. In addition, vendors offering food samples must provide a wash station, as required in the regulations of the Truro's Board of Health. All vendors are responsible for



their own trash removal at the end of the day and shall clean up all litter, toothpicks, and/or product debris before leaving the grounds.

### **Additional Guidelines and Vendor Responsibilities**

- ∞ *The Market is not intended for quick sales of produce at below market prices - produce must be priced in line with other vendors at current market values.*
- ∞ Vendors are responsible for ensuring they and their representatives are familiar with all Market Rules and Regulations and are expected to fully comply with them. Extra copies of this handbook or copies of the By-Laws are available upon request from the Market Manager.
- ∞ All vendors are expected to be cooperative with and respectful toward management, the public and other vendors, many of whom may be direct competitors. Any vendor who repeatedly shows an inability or an unwillingness to cooperate or is otherwise disruptive to the upbeat day-to-day activities of the Market will receive a written warning detailing the expected change of behavior. Upon any subsequent infraction, the member will be evicted temporarily or permanently from the Market at the discretion of the Market Manager and/or SC Board. Sustainable CAPE's decision, made after consultation with the Market Manager, must be submitted to the offending vendor in writing within 7 business days of the eviction.
- ∞ Behavior that is threatening, abusive or harassing shall constitute a violation of Market rules and shall result in immediate termination of the vendor's market privileges and removal from the grounds. Committing a criminal act at the Market is grounds for immediate expulsion and the vendor will be permanently barred from future participation in the Market.
- ∞ Soliciting or collection drives are not permitted, except to support Sustainable CAPE's educational programs including the Truro Educational Farmers' Market.
- ∞ Vendors may not bring pets to the Market as per the Board of Health.
- ∞ There is a No-Smoking policy for vendors and their parties within their displays and on Market grounds.
- ∞ All vendors are strongly encouraged to carry their own product liability insurance. Many of our vendors use:  
**Campbell Risk Management**, tel. 800-730-7475 ext. 203  
<http://www.campbellriskmanagement.com/farmers-market-vendors>

## **VI. POLICY & PROCEDURE**

### **Rain or Shine Policy**

The TFM has an 'Open Rain or Shine' policy. All FT vendors are expected to participate despite the weather conditions. Cancellation of a Market would be necessary, if and only if, the weather forecast is predicting dangerous weather conditions.

Maintaining this policy is important for several reasons:

- ∞ Customers expect to find a full market and their favorite vendor every Monday during the season (excluding Labor Day), 8 am – 12pm, RAIN or SHINE.
- ∞ Customers **WILL** come to the market in inclement weather – and those that venture out usually intend to buy. Vendors often experience strong sales during bad weather.

- ∞ There is no practical way to notify customers that the market would be closed and they should never be left to guess if a particular vendor ventured out that day or if the Market itself is open or closed.
- ∞ New England weather changes quickly. A wet day can easily turn dry and vice versa.
- ∞ In the case of extreme circumstances we will be in contact with vendors and update our social media pages on Facebook and Instagram @SustainableCAPE

### **Attendance Policy**

If a vendor is unable to attend a market the vendor must notify the Market Manager as far ahead as possible, but no later than the Wednesday prior to the absence. Failure to give timely notification is a violation of Market Rules and Regulations. Timely notice of absences assists management in attempts to fill the space from the waiting list to help the market retain a full look.

Vendors are asked to be present at the Market every Monday during the peak season of July and August unless the absence is absolutely unavoidable.

### **Safety Protocol**

Each vendor is required to maintain the safety of their own vending space and immediate surrounds. This includes staking and/or adding weights to all tents to secure them from movement. Every market day, no matter the weather, all canopies or other booth covers should have weights on all legs sufficient to keep the covering and/or tent and/or umbrella in place during windy conditions. ***The safety of a vendor's tent/s is/are the vendors responsibility and must be carefully staked, weighted and attended to so that there are no tent issues at the market.*** Tables must not be loaded beyond capacity and all goods and signage must be securely placed to prevent injury. No cars may be driven on the field during market hours. An **On-Site Vendor Compliance Checklist** is attached for convenience so that each vendor will be responsible for checking safety, signage and other protocols each market day. Additional safety items may occur to vendors and suggested to the market manager for addition to the list. Thank you!

### **Rules and Regulations Violation Policy**

The first instance of non-compliance by a vendor with any Market Rules, Regulations or By-Laws shall result in a written warning issued by the Market Manager and/or SC. A second instance, whether for the same violation or any other, shall result in termination of the vendor's Membership and selling privileges by the Board of Directors. Termination shall not relieve a vendor of un-paid dues, or other charges previously accrued, and no refund of any fees paid will be granted.

### **Suggestions, Grievances and Product Challenge Process**

Suggestions may be written on the Suggestion Form (in handbook) and submitted to the Market Manager or at the SC table.

Any grievances regarding day-to-day operations of the Market should be directed to the Market Manager and/or mailed or given to SC via the form attached in a timely manner that is not disruptive to the Market. The Market Manager and/or SC shall investigate to determine if a violation has occurred and shall respond appropriately.

*In circumstances concerning a complaint against any vendor by another vendor regarding the origination or legitimacy of their produce, product, or goods, the following shall apply:*

The complaining vendor shall submit, in a timely fashion, a completed *Product Challenge Form* (in handbook) and submit it to the Market Manager. The identity of the complainant will remain confidential.

Complaint resolution of matters of this nature is the responsibility of Sustainable CAPE. Sustainable CAPE will notify the vendor that one or more of their products offered for sale at the Market is being investigated for product legitimacy.

Sustainable CAPE will conduct an initial investigation of any complaint in conjunction with the Market Manager and Market Advisory Board using observances, statements of other witnesses and/or inspection of the vendor's production place and methods, thereby making a determination as to a product's legitimacy. If the vendor refuses to allow such an inspection or to determine a mutually convenient time, the vendor's selling privileges and Market membership will be immediately terminated. Inspections to resolve a dispute will be conducted by at least one member of Sustainable CAPE's Board of Directors.

If Sustainable CAPE determines that a product does not violate the rules, no further action will be taken.

If Sustainable CAPE determines that a product does violate the rules, the infraction shall be dealt with as set forth in the above *Rules and Regulations Violation Policy* and vendor must immediately cease sales of the product(s) in violation. Failure or refusal to do so will result in the loss of selling privileges and Market membership effective immediately. Additionally the vendor will not be eligible to re-apply for membership in the Market until the following season, and then may participate only if the vendor's application is approved by a majority vote of Sustainable CAPE's Board of Directors.

### **Right to Appeal**

Any vendor who has vending and membership rights terminated as a result of an investigation of product legitimacy may appeal the determination.

The vendor shall have seven (7) days from the date of receipt of the written determination to file a written appeal and mail it to the Market Manager. The vendor shall include evidence to support the appeal along with this request. The information will be reviewed by the Market Advisory Board who will make a recommendation to SC.

The SC Board of Directors will review the appeal within seven (7) days of receipt of the vendor's appeal request.

If the determination is reversed on appeal, the vendor's membership and vending privileges will be immediately restored.

The Board's decision upon review of the appeal shall be final and binding.

### **Damages**

In no event shall any person be entitled to recover damages from the Truro Educational Farmers' Market, Sustainable CAPE, its employees or its Board of Directors for being denied vending privileges based on good faith enforcement of the Market's Rules and Regulations.

## **Truro Educational Farmers' Market**

## **Application Check List**

### **1. If a vendor of raw, unprocessed foods:**

\_\_\_ Read the Truro Farmer's Market Handbook

\_\_\_ Read the Truro Board of Health Conditions for Farmer's Market Food Vendors

- \_\_\_ Submit the BOH's **Farmers' Market Whole Product Registration Form** (no fee)
- \_\_\_ Submit the TFM Vendor Registration Form (with Vendor payment) *Vendor payment checks cashed only upon acceptance.*

**2. If a vendor of processed foods (from certified kitchens) or other permitted foods:**

- \_\_\_ Read the Truro Farmer's Market Handbook
- \_\_\_ Read the Truro Board of Health Conditions for Farmer's Market Food Vendors
- \_\_\_ Submit the BOH's **Farmers' Market Retail Food Permit Application** (with \$10 fee)  
And additional documentation as necessary
- \_\_\_ Submit the TFM Vendor Registration Form (with vendor payment) *Vendor payment checks cashed only upon acceptance.*

*Mail all forms to:*

Truro Farmers' Market Manager  
Sustainable CAPE, Box 988, Truro, MA 02666

Or email to: [truofarmersmarket@sustainablecape.org](mailto:truofarmersmarket@sustainablecape.org)

*For further questions please contact:* [info@sustainablecape.org](mailto:info@sustainablecape.org).

## Truro Educational Farmers' Market

## Product Challenge Form

In circumstances concerning a complaint against any vendor by another vendor regarding the origination/legitimacy of their produce, product, or goods, the complaining vendor shall complete this form and submit it, in a timely fashion, directly to the Market Manager. The Market Manager or SC will not reveal the identity of the complainant.

Name of vendor with product(s) you are challenging:

Specific product(s) about which you are concerned:

Market date at which the product was sold:

State the specifics of the complaint. Provide any evidence that supports your challenge:

Submitted by (Name): \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Truro Educational Farmers' Market

## Suggestion Form

If you have suggestions for the Truro Educational Farmers' Market, we'd love to hear them! We also take complaints seriously, and would like to address your concerns. Please fill out the following information and pass this form to the Market Manager or a Sustainable CAPE representative, or mail to Sustainable CAPE, PO Box 988, Truro, MA 02666.

We can keep your suggestion confidential if you request, but we do need to know where the suggestion originated from in order to address any issues. Thank you.

What is on your mind?

How do you think we might improve our Market in this regard?

Would you be willing to offer any assistance?

Is there anything else you'd like to add?

Submitted by (Name): \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## SUSTAINABLE CAPE ON-SITE VENDOR SAFETY CHECKLIST

On market day, use this checklist to help remind you of some of the basic market operation rules and policies. Thank you!

**General** o Canopy weights on all tent legs and/or umbrella securely weighted or attached EACH DAY regardless of weather (as weather can change quickly). o Booth set up with regard for public safety. Tables should not be loaded beyond capacity. o All components of the booth are contained within the boundaries of the booth. o Display set up so that people cannot trip over elements of your booth. o Signage with the name and location of the business is clear and visible. o All product PRICES are CLEARLY POSTED.

**Food safety** o Food is stored/displayed off the ground (6") or in impervious plastic tubs. o If product is not produce, it should be wrapped or covered.

- o All packaged food is labeled with name of the product, net weight, ingredients in descending order by weight, and name and address of producer (bulk foods must post a sign with this information OR a sign indicating that the info is available upon request).
- o Potentially hazardous perishable foods, stored, displayed and offered for sale are packaged and refrigerated at or below 41 degrees F and vendor has a calibrated thermometer to gauge and demonstrate temperature.

### Miscellaneous

- o If using electricity, you have checked with us and gotten permission to use the outlet (so as not to set our SNAP machine or other into a non-functioning state!). Any cords you plug in are covered and set up with regard for public safety by vendor (appropriate mats, no ability to trip on them, etc.).
- o If anything a vendor sells or distributes produces trash, the vendor has a trashcan available for customer use and transports. o If vendor claims products are organic, OG certification is posted. o No driving or cars on field during market hours of 8am – 12pm.

*Please Note:* These are only some of the required safety rules from the Board of Health and Truro Farmers Market Handbook. This document does not take the place of the Board of Health Conditions for Farmers Market Food Vendors but has been made to assist you in keeping the market as safe as possible. This list has been created by Sustainable CAPE to make it easy for vendors to check for the safety of their booth. The safety of each vendor's booth is fully the vendor's responsibility – please check these guidelines each week. Thank you for your efforts!