

**Poplar Head Farmers Market**  
*Where Farm and City Meet*  
**Dothan, Alabama**

**Rules and Guidelines Handbook**  
**2010**

## **INTRODUCTION**

The mission of the Poplar Head Farmers Market will be:

- To promote the sale of Wiregrass area grown produce
- To educate consumers on the benefits and uses of quality, locally grown food
- To offer healthy, regionally produced foods to lower-income residents
- To enhance the quality of life and promote growth in the downtown by providing a community activity which fosters social gathering and interaction
- To encourage a more direct connection between consumers, producers and artisans so that each has a better understanding of the other

The following rules and guidelines are designed to make it as easy as possible for local producers to sell their products directly to the public. The Poplar Head Farmers Market Advisory Committee manages the regular business operations and welcomes your input. The Market Advisory Committee will conduct its day to day operations through a Market Manager designated by the committee. The Advisory Committee's meeting schedule may be obtained through the Market Manager. The Market Manager will be Paula Hennig. Market Director will be Julie Bishop.

## **LOCATION**

Rain or shine, the Market will be open for retail sales from 8:00 AM to 12:00 PM beginning Saturday, June 5<sup>th</sup> and running through July 31<sup>st</sup>, 2009, a total of nine (9) Saturdays in the Civic Center / Wiregrass Museum of Art parking areas of downtown Dothan. The Market Manager, with the consent of The Downtown Group, Inc. Director, may curtail and/or modify such hours for special events or for other reasons such as lack of activity during inclement weather or insufficient vendor participation. When in question, call the Market Manager.

## **PERMITS AND FEES**

A grower's permit must be completed before selling at the Market. Permits are available at no cost from the County Extension Office. The purpose of the certificate is to ensure that the products sold originate with the producer, his or her family, employees or partners. This allows the producer and customer to be exempt from state and local taxes for goods sold. If you are selling products that do not allow you to be classified as a grower, ie. baked goods or art work, you are required to have a business license from the City of Dothan, Houston County and the State of Alabama, and are responsible for collecting and remitting related sales taxes. All permits and/or licenses must accompany each vendor on each Market day.

Any fees collected by the Market are for the express purpose of promoting and operating the Poplar Head Farmers Market. This includes but is not limited to administrative expenses and advertising.

## SPACE ASSIGNMENTS AND RESERVATION POLICIES

1. Growers will be licensed to sell from only one vehicle plus 10' x 10' white tent and must occupy only one space as assigned by the Market Manager, unless an additional space has been approved and payment received. Maximum vehicle size is a 1-ton pickup truck, SUV or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle must be disconnected and moved out of the area to the designated vendor parking area. If a vehicle or display is obstructing pedestrian traffic, or judged to be a safety hazard, it must be removed. Vendors who are not growers must sell from their 10' x 10' white tent.
2. To reserve a space at the 2010 Market, a \$20.00 check made out to Poplar Head Farmers Market is required to be paid with the application. This fee will pay for the first Saturday's rental and is non-refundable, except in the case where the application is denied. In such case, the check will be returned. A \$30.00 late fee should be included if the application is mailed after May 10<sup>th</sup>. Applications received after May 15<sup>th</sup> will be put on a waiting list. Vendors may reserve a space for a fee of \$20.00 per market, to be paid to the Market Manager at the end of each market day. The vendor must provide notification to the Market Manager of his/her participation each week by the previous Saturday. Should a vendor fail to pay the rental fee, they will not be permitted to return to the Market until full payment is received and only if space is available.
3. Spaces are assigned upon receipt of the \$20.00 on a first come, first serve basis. Spaces are to be used only by the approved applicant. The Market Manager designates the location for all vendors with or without vehicles and if the Market Manager judges it necessary, may require a vendor to relocate as needed. Assigned spaces may only be used by approved applicants.

## REGULATIONS

1. Only approved producers and artisans may sell at the Poplar Head Farmers Market. A producer, for the purpose of this document, is defined as a person that grows or makes the product and may also include the producer's immediate family, partners, employees, or local cooperatives upon prior review. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of such products. **No items are to be resold.** Any complaints filed with the Market Manager concerning production regulations will be investigated by the Poplar Head Farmers Market Advisory Committee and/or a representative of the State of Alabama Farmers Market Authority. Should a complaint be found valid, it may result in expulsion from the Market for the remainder of the selling season, and no refund will be made for market fees paid to date.
2. Producers may sell their own farm and kitchen products including, but not limited to: fruits, vegetables, eggs, cut flowers, plants, cheese, cider, jams, jellies, relishes, honey, home canned goods and baked goods provided the prepared foods have a label listing ingredients and a statement is made either on the label or on a sign stating that the product was made in an uninspected kitchen. It is the responsibility of the producer to abide by these regulations. Contact the Health Department with questions. No cooking is permitted within the market area without prior approval by the Market Advisory Committee. It is the responsibility of each producer to abide by all state and federal

regulations which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the Market. Vendors are liable for their own products. The Poplar Head Farmers Market Advisory Committee, The Downtown Group, Inc., City of Dothan, Houston County, Wiregrass Museum of Art, and/or Management, and/or the State of Alabama Farmers Market Authority will not be held accountable for the products offered by vendors. Product and liability insurance is the responsibility of the producer.

3. An artisan, for the purpose of this document, is anyone who offers art for sale as defined in Appendix "A" or who performs an artistic service at the Market.
4. By **7:30 AM** of each market day, rain or shine, vendors will check in with the Market Manager. **Vendors must be set up and ready to do business when the Market officially opens at 8:00 AM. There will be no selling prior to 8:00.** Customers will adapt to this rule if all vendors are consistent with it. **If running late, contact the Market Manager (Paula) at (334) 797-9358. If a vendor fails to call, and has not occupied his/her space by 7:30 AM, such space is forfeited and may be assigned to another vendor.** Vendor relocation will be at the discretion of the Market Manager and will be based on reasons regarding feasible and practical distribution of vendors and/or products. Each seller is expected to keep their tent up and items displayed to sell until 12:00 PM and have all produce, baked goods, boxes, containers, trash, etc. loaded for removal by 1:00 PM.
5. The sale of live animals is not allowed at the Market.
6. No eating, drinking alcoholic beverages, or smoking while selling.
7. Dogs are discouraged from being at the market. They must be kept on a short leash under the control of their owner and be kept away from food. The owner must clean up after their dog.
8. The use of electrical outlets and/or water fixtures must be cleared with the Market Advisory Committee before being used.
9. Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed as a market commodity is **not permitted**.
10. Vendors must be sixteen years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied at all times by an adult responsible for the child's conduct and safety.
11. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the Market for a length of time to be determined by the Market Advisory Committee.
12. All profane, abusive, discourteous, and boisterous language and/or inappropriate attire/conduct at or about the Market area is prohibited. Vendors will be responsible for the actions of employees, agents, or other persons working for or with the vendor.

13. Vendors will be solely responsible at all times for the cleanliness within their vending area, regardless of the origin of debris in that location and otherwise help to keep the Market clean and attractive, welcoming our customers. Each vendor is required to leave his/her space clean at the end of the day. The City of Dothan will supply and empty all garbage receptacles provided by the City.
14. The Market Manager and/or Advisory Committee will have the full power to enforce all rules and regulations within the Market area as authorized by the Advisory Committee. They will further have the authority to approve or disapprove any item offered for sale at the Market. Failure by any vendor to comply with any of these rules and regulations can result in the forfeiture of the right to do business of any kind in the Market for a length of time determined by the Advisory Committee and if need be, escorted by legal authority off premises.
15. Vendors who violate any of the regulations contained in this Market Handbook will be given a written warning. A second violation for the same or for a different violation, will result in the termination of the space with no refund of funds paid.

## **GUIDELINES**

It is recommended that vendors use safe, natural and colorful displays. Be aware of tripping hazards in the walk area. It is best to raise all displays, especially food items at least 24 inches from the ground. Three vertical levels of display will dramatically increase product visibility. **10' x 10' white tents, tables, table cloths and banners identifying the name and location of the farm/business are required and must be provided by each vendor.** Signs made of poster board are not acceptable for identifying the vendor. Vendors may not set up materials that damage the space. It is recommended that weights be used to safely secure the tent.

Business cards and other handouts such as business information, recipes, or other educational literature pertinent to the products being sold are encouraged. This would include photographs of vendor farms/establishments to aid in the educational process. All signs and handouts are to be approved by the Market Manager. The Market Manager has the sole discretion to disapprove any sign or signage considered by the Market Manager to be inappropriate.

If you need further information or have any questions, you may contact the Market Manager. The Poplar Head Farmers Market is maintained by The Downtown Group, Inc. of the City of Dothan. For additional information, suggestions, comments, or questions, please call (334) 797-9358 or write: Paula Hennig, Market Manager, Poplar Head Farmers Market, 661 Westbrook Rd., Dothan, AL 36303

**This is your copy of the handbook. Please keep it for future reference.  
Poplar Head Farmers Market**

## *Where Farm and City Meet*

### **Standards of Quality for Artisans Appendix “A”**

The following are general guidelines to be followed when considering submission and/or approval of any art work for the process of review for Poplar Head Farmers Market.

An artisan’s craftsmanship should be reflective of the artisan’s considerable skill, time, and effort to produce a high quality, finished product. Each item should be original and unique, but may be assembled from patterns created by the artisan. Assembly of a copyrighted item is not allowed unless the artisan is the holder of the copyright. Proof of such copyright will be required. Assembly from kits is not acceptable to add or to improve pre-manufactured items.

The design of the item should reflect shape, form, color, and texture. The materials should be of high quality.

Items to be sold at the Market by an artisan may not include kits, cut bottles, unfinished work, bread dough sculptures, tie-dyed garments, tee-shirts, ball caps, plastic items, acrylic items, or silk or artificial flowers.

**Jewelry:** All jewelry offered for sale must be hand made by the artisan. Assembly from kits or pre-strung beads or other factory work is not acceptable. Gold or silver chains will be allowed only as a minor part of the total work (i.e., a support of a piece that the artisan has created and made).

**Pottery:** All pottery will be hand-built or wheel-thrown by the artisan, kiln-fired or other heat process by the artisan, and finished by the artisan.

**Wooden Items:** All wooden items will be designed and/or interpreted by the artisan. The artisan will craft all items, finish all items (including sanding, oiling, varnishing or other finishing processes), and assemble all such items.

**Clothing and Accessories:** An artisan may offer clothing or accessories for sale at the Market, but such clothing or accessories must be designed, or interpreted by, and sewn, knitted, or woven by the artisan personally. Clothing and accessories, including items woven and knitted, made from commercially available patterns is acceptable only if the item is reflective of the artisan’s considerable time, skill, and effort. Pre-made fabric may be hand-dyed or decorated by the artisan, as in Batik or painting, but tie-dyed items are not acceptable.

**Photography:** An artisan may offer original and reproduced photographs for sale at the Market. All such photographs and reproductions will have been created by the artisan. While it is desirable that the artisan signs all photographs and reproductions, that is not a requirement. However, on the back of each reproduction the artisan will have affixed a label that either specifies that the item is an original or, if a reproduction, will specify the method of reproduction.

**Stained Glass and Mosaic:** All stained glass and mosaics will be the original design of the artisan and will be assembled by the artisan from component parts and pieces that the artisan has personally cut or gathered.

**Paintings and Sculptures:** All paintings and sculptures will be the original work of the artisan and reflective of significant energy and time on the piece and may be created with any medium. Paintings will be upon canvas, wood, or any other solid. The artisan will control reproduction and will indicate the number of reproductions created from an original. Sculptures must each be an original and may be from any material except bread dough.

**Wreaths:** Wreaths will be the original design and work of the artisan and will not incorporate artificial elements except ribbons and bows.

**Metalwork:** All metalwork, including sculpture, boxes and candleholders must be totally designed by, assembled by, and finished by the artisan.

**Miscellaneous Arts and Crafts:** Creativity cannot be limited or controlled by rules and regulations. Therefore, an artisan may present a new idea, a new concept or a new design not covered by this outline. Each new artistic creation will be judged by the Market Manager. The Market Manager may submit any item or items to the Advisory Committee for a recommendation. However, the final decision of whether an item or items meet the above guidelines is within the discretion of the Market Manager.