

## Market Policy

**Acceptance of All Vendors** is based on the following criteria:

- Products must be locally grown or produced. Preference is given to the most local vendor available for any particular product.
- Sustainability; preference is given to local businesses using humane and sustainable practices in farming, preparing, and crafting their product to be sold at the market.
- Originality of product
- Diversity of product and space availability; we reserve the right to restrict the number of vendors selling similar products.
- Preference is given to prepared food vendors who use local ingredients.
- Primary food products/crafts must be 100% made/grown by the vendor. Secondary products (from other growers/producers) must not exceed 30% of total product available for sale.
- Completion of application materials.

**Farm Product Requirements:** Only locally grown produce and locally produced food products from local farms and businesses are eligible to participate in The Beverly Farmers' Market.

**Display of prices and quality:**

- Farmers and vendors must post prices for all items on sale at all times. Prices must be prominently displayed on signs that are easily seen and read by customers.
- Products offered for sale, which are not of the highest quality must be posted as such (e.g. "seconds").
- Farmers must post a sign (to be supplied by the MDAR) stating farmers' market coupons accepted (WIC and Senior Coupons).
- Farmers must post a sign designating the source of any items being sold that were not produced on their own farm.
- Local artists must also post a sign/tag designating the source of any items being sold that were not created personally.

**Genetic Engineering:** No one may knowingly sell products with genetically engineered or modified organisms.

**Farmers Market Nutrition Program (FMNP) Coupons:** We recommend that farms be certified to accept FMNP coupons and be HIP authorized if possible. Farmers must apply to MA Dept of Agricultural Resources by mid May. Contact Rebecca Davidson at 857-202-7699 or [rebecca.davidson@state.ma.us](mailto:rebecca.davidson@state.ma.us) for more information. Only farms may accept Farmers' Market coupons, and only for fresh produce and honey. Our

## Vendor Guidelines to Market Policy Continued

market ID is #95. Please also review the guidelines and information on accepting SNAP and HIP benefits if you are a farm at <https://www.mass.gov/farmers-market-program>

**Health/Food Permits:** Vendors of any prepared foods or products requiring special licensing (beef, poultry, etc.) must contact the Beverly Board of Health directly. The Beverly Board of Health requires a copy of the appropriate permits and licenses for food preparation and that out-of-town vendors pay a seasonal food permit fee of \$25. [The application must be submitted online.](#) The BOH may inspect any vendor stall throughout market season. Vendors must have copies of the appropriate permits and licenses with them during the market. Please contact Joe Reale at 978-921-8591 or [jreale@beverlyma.gov](mailto:jreale@beverlyma.gov).

**Non-Farm Products (foods, arts & crafts, etc.):** Must be high quality, locally made, take skill and creativity, and the vendor must add at least 75% of the total value to the product. The product(s) must be complementary to a farmers' market and *will be juried* by the market organizer and The Board of Advisers. Priority is given to products that do not use plastic in their packaging or contents.

**Rain or Shine/Attendance:** The market will be held "rain or shine" – unless the weather is dangerous (e.g. hurricane). Vendors will be notified via phone and email as soon as possible, ideally by 11 am Monday morning, in the event of a market cancellation. Please, notify the market organizer in advance if you are unable to participate in a rainy market due to your product. Otherwise, all vendors are expected to participate regardless of weather. The Board of Advisers will review membership of any vendor that chooses to be absent from the market more than once.

**Non-discrimination Policy:** The Beverly Farmers' Market vendors and management offer our services and coexist without regard to race, color, sex, religion, national origin, ethnicity, sexual orientation, gender identity, homelessness, age and/or disability, and any other class or characteristic protected by law. Failure to support an inclusive atmosphere will result in termination from the market.

**Market Day:** Vendors must be set up by 2:45 pm. We recommend arriving at least 45 minutes prior to this time. Set up and break down may not happen during market hours. The market director will work with you to find the best location for you and your product. Please, communicate freely about your set-up needs at any time during the market season. Full Season vendors will be allotted a consistent/regular vendor space each week. Part time and Popup Vendor spaces will vary when necessary. Some vendors will be able to park directly behind the vending space.

## Vendor Guidelines to Market Policy Continued

**Safety: Weights for tents/canopies are mandatory.** 15-30 pounds per tent leg is recommended, you may not set up a tent unless you have tent weights.

**Insurance:** It is required by our insurer that all vendors provide the following coverage- a policy limit minimum of \$1 million per occurrence with a \$2 million aggregate limit. Each vendor policy needs to list the market as an additional insured or contain a blanket additional insured endorsement and provide the market with a certificate of insurance confirming coverage. The following companies sell policies that are good for 1 to 3 days, or even portions of a day (as well as longer periods, of course): Thimble (food vendors and artisan/craft vendors) & ACT (artisan craft vendors)

**Marketing:** The Beverly Farmers' Market has a website, facebook page, twitter, instagram and e-newsletter. Use this information to help promote your connection to the market:

[www.beverlyfarmersmarket.org](http://www.beverlyfarmersmarket.org)

<https://www.facebook.com/beverlyfarmersmarket>

text BEVERLY to 42828 to join our e-newsletter

<http://instagram.com/beverlyfarmersmarket>

**Contact Info:** The Beverly Farmers' Market Director is Estelle Rand. She can be reached at 978-712-9054, [beverlyfarmersmarket@gmail.com](mailto:beverlyfarmersmarket@gmail.com), via text or facebook messaging as well. Market staff will be available on site at all market days to assist you with questions or concerns.

**Please keep this information handy for your reference. Thank you.**