



Outdoor Season

A Ministry of St. Stephen's Episcopal Church

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Market dates: Saturdays, April 5 – November 22

Welcome to a new season with the Farmers Market @ St. Stephen's. In keeping with our commitment to environmental stewardship, St. Stephen's Church hosts year-round farmers market every Saturday. The market is outdoors in the church parking lot, or inside the fellowship hall when there is inclement weather. **Hours are 9 a.m.-noon in April, 8 a.m.-noon May-September, and 9 a.m.-noon in October-November.** Locally produced seasonal vegetables, fruit, eggs, poultry, beef, pork, flowers, bread, cheese, pasta, and other foods are available. In addition, the market features local artisans (jewelry, clothing, wooden toys, etc.), coffee, and much more. The Farmers Market @ Saint Stephen's is a self-supporting ministry of St. Stephen's Episcopal Church.

We promote the market through several means, including Facebook, Instagram, church communications, posters, postcards, and an electronic market newsletter sent to more than 3,000 subscribers each Wednesday afternoon. Vendors are encouraged to submit items such as announcements of new products or specials for the newsletter. If vendors wish to have farm or product information highlighted in the newsletter, they must provide the market manager with pertinent information by **9 a.m. the Wednesday** prior to the Saturday market day. The addition of these items in marketing materials will be at the discretion of the manager based on space limitations. Vendors are also encouraged to promote specials and announcements directly to their customers through their own newsletters, emails, and social media.

Please read these rules and regulations carefully.

I. Market integrity, food safety, licenses, etc.

It is the mission of the market to attract and keep vendors with sustainable farming practices, artisanal production, and varied goods which reflect and celebrate local agriculture. Please be aware that ours is a **full disclosure market, with first priority given to vendors who grow or produce their own products.** Items sold at the market that are **NOT** produced by the vendor must be marked *prominently* with the name of producer and place of origin of the product. Cooperatives must have a list of producers and their locations displayed prominently at their booth. Non-producer items are sold at the market at the discretion of the market manager in concert with the market mission and must have prior approval.

In addition:

- Any claims such as “Organic,” “Organically Grown,” “Naturally Grown” or “No Spray” must have a certification and/or written statement with precise definitions of these terms.
- The market management will be allowed to make scheduled farm/business visits.
- Vendors of non-food/agricultural items (art, clothing, other crafts) will make up no more than 25% of the total number of vendors on any given Saturday.

Products must also be made in a way that conforms to **local government regulations.** To that end:

- Vendors are required to collect and remit **sales tax** to the **Virginia Department of Taxation.** To obtain a State Sales Tax ID number, contact the Virginia Department of Taxation at 804.440.2541 and request forms R-1. You may also register online at **www.tax.virginia.gov**. The tax form should be on hand at the vendor’s booth.
- Vendors must also supply their most recent **business license** with their application, if applicable. Business licenses are remitted in the city or county of the business.
- Vendors must comply with all local Health Department and Virginia Department of Agriculture and Consumer Services (**VDACS**) regulations applicable to their product. **This includes proper labels for prepared foods.** Call VDACS Food Safety Program at 804.786.3520 to ensure that you are within their guidelines for safety.
- **General liability insurance** is *required* of food vendors and *encouraged* for all.
- Documentation of these items is due with each season’s application.

II. Fees

Vendors pay an application fee once per season and a weekly vendor fee each week that they attend the market.

- The application fee is \$50. Checks will be returned to vendors who are not accepted for the season. Application fees can be sent by mail to:
ATTN Farmers Market
6000 Grove Ave
Richmond, VA 23226
- Rent for a spot depends on the size of your space. There are three types of space available:
 - Regular spaces (\$30/week, 1.5 parking spots, about 13'x20')
 - Double spaces (\$60/week, 3 parking spots, about 27'x20')
 - Mini spaces (\$20/week, 1 parking spot, about 8'x20', head-on parking only)

Most spaces are “regular” ones, and we will do our best to accommodate space size requests.

- Fees can be paid by cash or check, placed in an envelope (provided), labelled with the vendor's name, and dropped in the black drop-box near the welcome tent at any point during market hours, setup, or break down.
- Additional fees:
 - \$2/week to use electricity
 - If you miss a market without adequate notice, you pay the fee for that day. Cancellation must be made by 9 a.m. on the Wednesday prior to a given market.
 - \$10 if a vendor breaks down their booth before noon
 - \$30 for late arrival (after 7:30/8:30)

III. Safety

A few simple procedures help keep the market as safe as possible:

- Vendors who use tents must provide and use their own **tent weights**. These must either fit *securely* around each leg of the tent (such as a tent weight or sandbag) or tie to the top of the tent and sit near the ground (such as a bucket of gravel). A small amount of wind can pick up a tent and cause injury and commotion. ***The weights must be on your tent from the moment it is set up to the moment it is taken down.***
- Smoking is not allowed on church property.
- Dogs are allowed **when the market is outdoors**, so vendors should take this into consideration when preparing their displays.

- The market is held **rain or shine**. Vendors should use their own discretion when planning to come to their scheduled dates in inclement weather. Cancellation fees will not be charged for inclement weather, but you must let the manager know of your plans.
- If a thunderstorm or other dangerous weather occurs during the market, all vendors should drop their tents to the lowest setting and wait out the storm in their cars or the church building.

V. Procedures for market day (and the days leading up to it)

During the week:

- Each week, the market manager will send an email confirmation to all vendors scheduled to attend that week's market no later than 9 a.m. Tuesday. Vendors can respond to this email with promotions for that week's website update, or to notify the manager of cancellation. Otherwise, no response is required. Responses are due by 9 a.m. Wednesday.
- Any vendor who fails to notify the market manager and does not show up at market (**No Call/No Show**) is required to pay all fees, and may lose their usual market location at their next market appearance. Please note: There is no second **No Call/No Show**. The vendor will be removed from the schedule for the remainder of the season.
- The market manager will send a map of vendor placements on Thursday or Friday before each market.

On Saturdays:

- Vendors must arrive no later than 30 minutes prior to the beginning of the market (7:30/8:30 a.m.). In order to ensure safety and consistency, the management reserves the right to reassign the location of vendors who are not at the market 30 minutes before opening. *There is a \$30 fee for anyone who arrives less than thirty minutes before the market opens.*
- Vendors should sell only during the market hours, 8/9 a.m.-noon. A bell rings at the beginning and end of the market. Customers are not allowed in the market area before opening. **Vendors must keep their booths set up all the way until noon.** Breaking down and leaving early hurts other vendors by giving customers the impression that the market is over.
- Details for offloading and set-up will be given separately to accepted applicants.
- Vendors should provide their own displays, tents, tables, etc.
- While market management strives to keep each vendor in the same spot from week to week, **no one is guaranteed to be in the same spot every week.** Sometimes vendors must move to fill

in a vacant place, as the market population ebbs and flows, or for another reason for the betterment of the whole market.

VI. SNAP, Virginia Fresh Match, and Gleaning

Our market accepts SNAP benefits (formerly known as food stamps) as payment for eligible items. If you sell these items, you can and should accept SNAP tokens. Most foods intended for home consumption are eligible. They include:

- fresh fruits and vegetables
- meat, eggs, and seafood
- bread, cakes, and cookies
- soups and casseroles to heat and eat at home
- kombucha and water kefir
- olive oil and honey
- food-producing plants for the garden (tomato plant, lettuce plant, herbs, etc.)

These items **cannot** be purchased with SNAP:

- non-food items (jewelry, pottery, soap, etc.)
- hot foods (empanadas, breakfast sandwiches, etc.)
- cups of coffee
- ornamental plants (dahlias, etc.)
- floral bouquets

We also participate in a program called **Virginia Fresh Match** which doubles customers' SNAP benefits for the purchase of fresh produce. This means that if a customer decides to spend \$10 in SNAP at the market, they get another \$10 in VFM funds for fruits and vegetables.

Here is how SNAP and VFM work on market day:

- a customer who wishes to spend SNAP funds at the market comes to the welcome table to get wooden tokens. If they decide to spend \$10, that amount is debited from their SNAP account and they receive 10 wooden tokens **with green font**. Each token is worth \$1. (*Can*

you accept SNAP tokens? If you sell any of the items listed above, just remember “green means go,” since most foods can be purchased with SNAP.)

- If the customer is interested in Virginia Fresh Match, they’ll also receive 10 wooden tokens **with purple font**. These are for fruits and vegetables only. Again, each token is worth \$1. *(Can you take purple tokens? Only if you sell fresh fruits and vegetables! Remember “purple for produce.”)*
- Customers spend their tokens around the market just like cash on eligible foods.
- At the end of the market, vendors can bring the tokens they have collected throughout the day up to the welcome table, where there is a set of drawers dedicated to SNAP supplies. Each vendor has a labelled pouch in the drawers. Take a deposit form from the drawers, fill it out completely, and place the deposit form and tokens in your pouch and put them in the bottom drawer. They’ll be processed on Tuesday and you’ll be reimbursed by direct deposit the following week.

It is essential to treat customers who use SNAP just like customers who do not. People who use SNAP benefits may or may not fit your idea of what someone who receives government assistance looks like – they might drive nicer cars, etc. Remember that any of us could be a couple of mishaps away from needing assistance, and that all SNAP recipients are thoroughly vetted by social services.

St. Stephen’s also operates a food pantry on Monday afternoons. Each Saturday, volunteer “gleaners” come around to vendors at the end of the market to collect any donations vendors might like to make for the food pantry. *Donating is strictly optional and will not result in any sort of special treatment or favor at the market.* If you are interested in donating, we thank you very much for your support of our pantry shoppers. The gleaning program is the main source of fresh produce for the pantry.