



# STURBRIDGE FARMERS MARKET RULES

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Last Updated | 1 January 2024

The Sturbridge Farmers Market was created by the Special Events Committee in Sturbridge to provide a cooperative community for small scale local agricultural and artisan products, striving to enrich the quality of life in our area by providing a healthy community activity that promoting wellness in a wholesome, social gathering place. In 2023, management and operations of the Sturbridge Farmers Market were transferred to the Sturbridge Recreation Department.

The Sturbridge Recreation Department (herein referred to simply as Market) provides the following rules that it expects all of its vendors to adhere to while participating in the Market. These rules were approved and adopted by the Sturbridge Recreation Department on January 1, 2024.

If there are any questions or concerns regarding these rules, you can email those concerns directly to the Market at [sturbridgefarmersmkt@gmail.com](mailto:sturbridgefarmersmkt@gmail.com).

## PARTICIPANT ELIGIBILITY

The Market is open and available to all Farmers (one who grows or harvests their own product) or Producers (one who makes their own products) in the local region. Preference will be given to vendors within a twenty-five (25) mile radius of Sturbridge. Any items sold at the market must have been grown, raised, harvested or made by the vendor. No third-party sales are permitted at the market.

## PERMITS AND LICENSING

Vendors are required to have permits if they are selling/handling food products.

Information on permits can be found on the Sturbridge Board of Health website at [www.sturbridge.gov/board-health](http://www.sturbridge.gov/board-health), or to speak with the Board of Health please call (508) 347-2504.

Vendors are also required to have permits if they are using propane tanks in any capacity. Information on permits can be found on the Sturbridge Fire Department website <https://www.sturbridge.gov/fire-department>, or to speak with an on duty fire officer please call 508-347-2525 and follow the prompts.



All permits and licenses MUST be kept current for the entire market season, and copies of said permits MUST be provided to the Market prior to arrival. Failure to adhere to all aspects of this section will result in expulsion from the market.

## APPLICATION PROCESS

All Vendors must complete the Market's online application. Only online applications will be considered. Applications will open early in quarter one and an announcement of the vendors will be made before the end of said quarter.

## APPLICATION REVIEW PROCESS & REASONS FOR DISMISSAL OF APPLICATION

The Market will review all applications fairly, and give equal consideration to all vendors who submitted the application before the deadline. Priority will be given to those who apply before February. When reviewing applications, the Market will consider the following metrics when considering which vendors to permit on a given Market day:

- Does said vendor meet and/or support the Vision and Mission of the Sturbridge Farmers Market?
- Is the product unique?
- How many similar / conflicting products are or may be sold at the Market?
- If a vendor has participated, have they adhered to all Rules and Policies set forth by the Market?

The Market reserves the right to use these and other categories not listed when considering a potential vendor for the Market.

The goal of the Market is to highlight the diversity and skill of our local farmers and producers in the Sturbridge region. To that end the Market will make every effort to allow all vendors to participate. However not every vendor may be permitted to participate. Reasons for this can include (but are not limited to): insufficient space; business location; product mix; duplication of product(s); relationship with farmers; sourcing impact; unfulfilled ingredient sourcing requirements; not submitting the required licenses/permits on time; late arrival and/or absence without proper notice; and refusal to adhere to the Sturbridge Farmers Market Rules.

## VENDOR FEES



Vendor Fees are introduced in 2024 under the following schedule:

\$15.00 per market. Full Season capped at \$150.00 (19 dates), biweekly capped at \$100.00.

The 2024 fee of \$15.00 per market applies to those booking or approved for fewer dates. This applies to all vendors, including food trucks. Payment is due for approved dates prior to the start of the first market. There are no refunds for vendor or weather cancellations.

Note that there are fees related to licensing in the Town of Sturbridge which vendors MUST have prior to their arrival at the Market. Insurance requirements listed below.

## FOOD SAFETY (BOARD OF HEALTH)

The Market adheres to all appropriate Federal, State and local health regulations and standards. The Market expects ALL of its vendors to adhere to said codes and standards. If a vendor is selling products that require Board of Health licensing, then said vendor must coordinate with the Sturbridge Board of Health to ensure that they are in complete compliance with any and all applicable laws. Furthermore they may be subject to periodic inspections by the Health Inspector during the Market.

## MARKET COMMITMENT

It is expected that any Vendor who signs up for, and is confirmed to be at a given Market will be there for the duration of that Market. The Market expects vendors to arrive one (1) hour prior to the opening of the Market and stay until closing. Vendors are expected to maintain their booth area, keep it clean, and carry out any items that are carried in. All refuse MUST be picked up prior to leaving the Market. Failure to comply with the aforementioned commitments shall result in a verbal warning for the first offense, a written warning for the second and ejection from the market for the third. That decision shall be at the discretion of the Sturbridge Recreation Department. Finally, no sales shall occur before the opening bell or following the closing bell of the market.

In the event there are extenuating circumstances beyond Vendor's control that cause Vendor to arrive late or leave early, please contact the Market via email ([sturbridgefarmersmkt@gmail.com](mailto:sturbridgefarmersmkt@gmail.com)) as soon as possible to discuss the situation.

## CONDUCT AT MARKET

The Market expects all participants to conduct themselves in a respectful and cordial manner at all times while onsite. In the event that a participant is deemed by the Market Manager to be conducting themselves in a manner unbecoming of the Market, they will be asked to leave the



Market. Said vendor may also be barred from future markets; that decision shall be at the discretion of the Sturbridge Recreation Department.

## DISPUTES

The Sturbridge Farmers Market is meant for all residents, visitors, and vendors in and around Sturbridge. It is the Market's goal to resolve all issues swiftly and fairly. If you have a dispute with something or someone at the market, please direct your concerns immediately to the Market Manager onsite.

All other concerns should be sent to the Market via email at [sturbridgefarmersmkt@gmail.com](mailto:sturbridgefarmersmkt@gmail.com). Please do not address any individual disputes between vendors as that is not something the market can assist with. Please also do not contact individual market volunteers as they will be unable to assist you.

## NON-COMPLIANCE

The Market Manager reserves the right to dismiss any Market Participant (Vendor, Patron, etc.) and/or remove any product being sold that does not adhere to the rules and procedures as outlined in this document or were not approved for sale at the market. If you wish to add products not listed on your original application, you must request prior approval from the Market. In the event this occurs, the Market reserves the right to take appropriate action up to and including the banning of said Market Participant from future markets. That decision shall be at the discretion of the Sturbridge Recreation Department.

## SCALES

Scales used at the market shall be sealed and inspected. Scales must be clearly visible and readable to customers at all times.

## SAFETY

The safety of the Market Patrons and Vendors is our top priority. All Market Participants are required to act in a safe manner and mitigate any and all potential risks while on site. All tents must be firmly secured by using stakes or weights. The Market Manager will monitor the Market and will ask Patrons and Vendors to correct unsafe behavior or practices. Failure to do so will result in expulsion from the Market.



## INSURANCE

The Market requires that all Vendors hold their own liability insurance, and that they add “Town of Sturbridge” at 308 Main Street, Sturbridge MA 01566 as additionally insured. An Insurance Certificate Naming the Town as Additional Insured for general liability with limits of \$1,000,000 Occurrence and \$2,000,000 General Aggregate MUST be submitted to the Town of Sturbridge before the market. Failure to provide this document will result in a rejection of the applicant.

## INCLEMENT WEATHER

Although the Sturbridge Framers Market strives for a rain or shine event, if the day’s forecasted weather includes severe weather and/or heavy rain the scheduled Market Manager, may at their discretion, cancel market operations prior to the normal 9:00 AM start time. The Market Manager will make their cancellation decision and communicate it to all market vendors and volunteers through email as well as posting on the Sturbridge Farmers Market Facebook page no later than 6:00 AM on Sunday.

The Market Manager shall monitor the National Weather Service for forecasted weather prior to the market opening as well as for real-time weather updates throughout market operations. However, notwithstanding the use of good judgement and common sense by all market participants regarding inclement weather during market operation, The Sturbridge Farmers Market, as a matter of Policy, shall adhere to the following safety guidelines:

In the event of a *Thunderstorm Warning* issued by the National Weather Service which includes Sturbridge and/or lightning is visible from the Town Common, the Market Manager shall immediately suspend all market operations and all participants shall seek adequate safe shelter. Vendors are prohibited from selling during the suspended operations. The Market Manager may, at their discretion, reopen the market once the Thunderstorm warning has expired and/or lightning is no longer visible for the Town Common. If the market cannot reopen within one hour of suspended operations, then the Market Manager, at their discretion, may cancel market operations for the remainder of the day.

In the event of a *Tornado Warning* issued by the National Weather Service which includes Sturbridge, the Market Manger shall immediately suspend all market operations for the remainder of the day and all participants shall seek adequate safe shelter. Vendors are prohibited from selling after the suspension of market operations.



The Sturbridge Farmers Market is neither responsible nor liable for income loss, damage to vendor equipment, or participant injury suffered due to inclement weather. All participants are encouraged to utilize their own level of comfort and safety in best determining their respective market activities.

## MARKET EQUIPMENT/SUPPLIES

Each farm/business will be responsible for bringing canopies and any/all supplies necessary to participate in the market. ALL canopies must be staked or weighted down properly.

## SIGNAGE

Participants must clearly display signs that show the name of their farm/business and location, product types, prices, and enrollment in any Federal nutrition assistance programs. Prices must be legible and visible for customers to see at all times. Prices must be established at start of market, and may only be changed one hour prior to close of market. Prices of items for sale must utilize one or more of the following techniques:

- Individual price stickers on each item;
- Individual price signs for each type of item; or
- A list of prices on a large sign or board

Furthermore, all signage must fit within the assigned vendor space (see next section) and must be no higher than the lowest section of their tent/canopy.

## STALLS AND PARKING

Each booth is approximately 10 foot by 10 foot with a gap between vendors. Vendors shall be mindful of their space and not expand beyond their allocated booth. If more space is required, you must receive approval from the Sturbridge Farmers Market before the day of said market. If the Vendor needs vehicle access for their booth, please note that in the initial application and the Market will provide additional instructions. Otherwise after unloading your vehicle, please either park by the Town Hall or Center Office Building.

## VOLUNTEERS

Volunteers are available at each market for questions and concerns. Volunteers prepare vendor spaces for 8:00 AM each Sunday, as well as helping with various tasks throughout the day. Please note the number of volunteers may fluctuate market to market, or be nonexistent. Volunteers are



not permitted to assist with the assembling of vendor booths.

## QUESTIONS

If you have questions prior to a Market, please contact the Market at [sturbridgefarmersmkt@gmail.com](mailto:sturbridgefarmersmkt@gmail.com). If you have a question on the day of the Market, please see the Market Manager. They will be onsite for the duration of the Market and are there to help you.

The Sturbridge Farmers Market would like to thank the US Department of Agriculture for providing the outline for this document.