

**Adams–Ricci Farmers Market - Enola, PA  
2021 Market Guidelines**

*The mission of Adams–Ricci Farmers Market is to provide access to fresh, local food choices, to support local farmers, to improve health & nutrition education, to serve as a community gathering place and to further the economic development of our community.*

**Participation:** Vendors must meet the following criteria to qualify for participation:

- A. All goods for sale and/or resale must be grown or produced on a farm located within a 50 mile radius of ARFM.
- B. Vendors must produce a minimum of 80% of what they sell at ARFM on their own farms, kitchens, nurseries, etc.
- C. Full Season Vendor – Weekly attendance at the Market from May through October.
- D. Half Season Vendor – Four consecutive months of consecutive weekly market attendance OR alternating weekly attendance during the market season.
- E. Monthly Vendor – Attendance once a month during the full market season.
- F. Guest Vendor – Attendance no more than four (4) times per year either consecutive or non-consecutive.
- G. Community Vendor – Non-profit corporation or unincorporated association or the like whose attendance is meant to promote a community group or service and/or increase foot-traffic through subjects of interests.

**Additional Vendor Categories and Definitions:**

- A. **Bakers and Secondary Producers** of preserved or prepared foods must make all products from scratch. The sale of “bake-off” products is prohibited.
- B. **Value-added Products** encompass any raw product grown by a farmer within a 50-mile radius of ARFM and modified, changed and/or enhanced resulting in another product with a higher net worth (jams, jellies, preserves, fruit sauces and spreads, pickled and preserved vegetables, etc.). Must be farm produced and not commercially manufactured. Vendors must list anticipated value-added products on the application for the current season and be approved by the Board.
- C. **Carrying/Resale** are permitted on a case-by-case basis if it benefits the market as a whole and does not represent unfair competition to a regular vendor. Resale items must meet the following requirements:
  - 1. Producer of the resale item must be located within 50 miles of ARFM.
  - 2. Requests must be submitted on the application for the current season and be approved by the Board.
  - 3. All resold items must be accompanied by visible signage displayed at the vendor’s stand indicating the product’s origin.
  - 4. Total volume of resale items may not exceed 20% of a vendor’s stand.
- D. **Guest Vendors** can be producers, crafters, or artisan. They are intended to increase consumer traffic, boost Adams–Ricci Farmers Market’s publicity and marketing, Guest vendors must:
  - 1. Not compete with any product offered by a regular market vendor.
  - 2. Be invited or approved by the Adams–Ricci Farmers Market Board.
  - 3. Make no more than 4 market appearances per market year.
  - 4. Adhere to all rules and regulations, with the only exception being the 50-mile radius rule.
  - 5. Complete the Vendor Application and pay the Guest Vendor Fee of \$25.00 per market day.
- E. **Outside Vendor Space** is reserved for educational and community groups related to health, nutrition, and sustainable agriculture or for non-profit community groups that complement the mission of Adams–Ricci Farmers Market. Groups are prohibited from selling any product that competes with vendor products. This space must be reserved in advance and approved by the Board.

**Market Operation:** Thursdays 3-7 pm, rain or shine, from May to October.

**Fees & Operating Requirements**

- A. **Fee Rates:** Fees are non-refundable. Vendors may not participate in any Market until payment is received. Rates for the Market are as follows:
  - 1. Full season \$300 for a stand up to 10 x 20; Additional 10 x 10 spaces are \$100 each.
  - 2. Half season \$150 for a 10 x 10 stand; Additional 10 x 10 spaces are \$50 each.
  - 3. Monthly vendor \$100 for a 10 x 10 stand
  - 4. Guest vendor \$25 each attendance
- B. **Attendance Bonuses (Full season vendors only) are:** Perfect attendance \$150; 1-2 absences \$75; and 3 absences \$50
- C. **Insurance:** Members must submit proof of liability insurance, with limits of \$1,000,000 per occurrence and \$2,000,000 aggregate prior to their first market day. The following must be listed as additionally insured:
  - 1. Adams–Ricci Farmers Market, 100 East Penn Drive, Enola, PA 17025
  - 2. East Pennsboro Township, 98 S. Enola Drive, Enola, PA 17025
- D. **Hold Harmless Clause:** All authorized vendors participating in Adams–Ricci Farmers Market shall be individually and severally responsible to Adams–Ricci Farmers Market or East Pennsboro Township for any loss, personal injury, deaths, and/or any other damage that may occur as a result of the vendors’ negligence or that of its servants, agents, and employees, and all vendors

hereby agree to indemnify and save Adams–Ricci Farmers Market and East Pennsboro Township harmless from any loss, cost, damages, and other expenses, including attorneys’ fees, suffered or incurred by Adams–Ricci Farmers Market or by East Pennsboro Township by reason of the vendor’s negligence or that of its servants, agents, and employees; provided that the vendors shall not be responsible nor required to indemnify Adams–Ricci Farmers Market for negligence of Adams–Ricci Farmers Market, its servants, agents, and employees.

- E. **Regulatory Compliance:** Each vendor is responsible for complying with all applicable state and local regulations, whether now existing or hereinafter enacted, including but not limited to weights and measures, sales tax collection, organic or other certification, and health and labeling laws as may be amended from time to time. Meat must be processed by USDA standards and dairy by PDA standards. Bakers and secondary processors must follow PDA regulations. Please provide PDA or USDA license or registration to be kept on file.
- F. **Labels and Signage:** All vendors are required to label their products. If the vendor is approved to resell, the farm of origin must be displayed in accordance with the requirements of Carrying/Resell above. Vendors must clearly display the name and location of their farm and prices for all products being sold.
- G. **Safety:** Shade structures must be secured to prevent wind damage and injury. Canopies must be weighted and secured with 25# weights per leg. In the event of sudden severe weather, please lower your canopy. Please keep aisles and walkways clear; product must remain within the allotted vendor space.

**Commitment and Attendance:** Vendors are expected to fulfill the commitment they make at the beginning of the market season. Empty stands adversely affect the entire market.

- A. Advance notice of absences is required if a vendor is unable to attend the Market for any reason. This is to allow for ease of vendor placement and also to knowledgeable answer customer inquiries.
- B. Habitual tardiness or absences are grounds for expulsion from the market; vendors must have a minimum of 80% attendance for their market season.
- C. You are expected to be set up and ready to sell at the start of the market at 3 p.m.
- D. Vendors must stay until the close of the Market at 7 p.m.

**Application Process & Approval:** New and returning vendors must apply to the Market and be approved by the Board. Approval is based on space availability and demand for the products being offered.

- A. New members must submit an Application at least 3 weeks prior to the date they would like to start attending the Market to allow time for Board review & approval.
- B. Returning vendors are asked to give notification of intent for the following year on the last day of the regular market season. Returning members must amend their applications to reflect any changes to the products they will offer the next season.

**Behavior & Compliance with Market Rules:** Adams–Ricci Farmers Market is committed to providing a safe and welcoming environment for vendors and shoppers alike. Vendors are encouraged to resolve their differences by discussing market–related concerns or grievances with the Board of Directors. Failure of a vendor to comply with the rules listed in the Market’s Guidelines compromises the integrity of the market and may jeopardize that vendor’s participation for the remainder of the present season or approval for renewal in future seasons.

**Dissolution:** Adam–Ricci Farmers Market will automatically terminate when there is less than four (4) vendor applicants, or by mutual consent.