

# The Carytown Farmers Market

## Vendor Handbook

2025 Season



*GET YOUR LOCAL ON....!!!*

## Our Market:

The Carytown Farmers Market, an Urban Greenlight LLC sponsored event, was created to give local farmers, producers of goods, and artisans the opportunity to interact directly with customers rather than through third parties. As a Sunday market, we provide customers an alternative shopping day to buy fresh and local products.

## Our Mission:

To enhance the unique character of the Carytown neighborhood while providing residents and visitors a healthy shopping alternative. By creating a fun and interactive atmosphere our focus is to support local farmers and artisans as small businesses while providing an educational and social experience to our shoppers.

## To apply for the 2025 season:

- ❖ Complete an Application online.

[www.Marketdpread.com](http://www.Marketdpread.com)

(If you do not already have a vendor profile you will need to set that up. This will also enable you to easily apply to other markets using the Farmspread system)

- ❖ Indicate market days you wish to participate. Vendors **must** commit to a minimum of **four** dates during the season
- ❖ Read and agree to the 2025 Carytown Market Vendor Handbook
- ❖ Pay the refundable deposit, \$100.00. We do not charge an application fee.
- ❖ Invoices are sent at the beginning of each month and must be paid online upon receipt
- ❖ All inquiries go to: [carytownmarket@gmail.com](mailto:carytownmarket@gmail.com)
- ❖ Submit copies of required certificates, licenses, and permits upon application through Farmspread – if unable to do so, bring copies to the first scheduled day of market
- ❖ It is strongly recommended that you carry liability insurance for your company
- ❖ Submit a copy of City business license if you are a vendor that prepares food and drink for onsite consumption

## Contact Information:

### Urban GreenLight LLC

Patrick Warner, Market Owner  
PO Box 7172 Richmond, Va. 23221  
(804) 402-9076  
[carytownmarket@gmail.com](mailto:carytownmarket@gmail.com)

## I- Information for vendors:

- ❖ The Carytown Farmers Market does not charge an application fee, but we do require a refundable deposit at the beginning of the season. The refundable deposit will be applied/refunded at the end of the season if a vendor successfully attends the dates they are assigned.
  - 1st absence - \$25 fee applied to weekly booth fee
  - 2<sup>nd</sup> absence - \$25 fee applied to weekly booth fee
  - 3<sup>rd</sup> absence - \$50 fee applied to weekly booth fee and termination from market.
- ❖ The weekly booth fee is **\$25.00**.
- ❖ Vendors will be invoiced before the beginning of each month for the number of days they are attending that month. Invoices **must** be paid online before the first market of the respective month. Once the invoice is sent vendors are committed to the dates they signed up for during the month invoiced. Changes to dates can be done throughout the season before monthly invoices are sent.
- ❖ Our markets are held during inclement weather unless deemed too dangerous by the market representative. All vendors are expected to attend the days they agreed to participate in the current month. There are no refunds for cancellations within the current month, but you may add or drop markets in future months.
- ❖ Our market strives to be a producer only market. We stress that vendors grow, raise, make, or be part of the process of what they sell. Vendors are forbidden to resell any item without the permission of the market manager and all items must be labeled as to their origin if not grown or produced by the vendor.
- ❖ As a producer only market we do allow health and wellness vendors as well as nonprofits. Spaces are limited and must be approved by the market manager.
- ❖ Arts and crafts vendors are accepted in the market. Farmers & artisans are welcomed to sell crafts at the market as long as it is a by-product from their operation (i.e. yarn from sheep) or of their own work. All items must be approved in advance by the Market Manager.
- ❖ Each vendor will be responsible to abide by all local, state, and federal regulations pertaining to the production, harvesting, preparation, preservation, labeling, and safety of products brought to the markets.
- ❖ Each vendor is responsible for paying Virginia sales tax and Richmond meals tax if applicable.
- ❖ Urban Greenlight LLC may present the City of Richmond with a weekly list of attending vendors. If a vendor sells on site consumption of food or beverages, they are required to pay the city meals tax.
  - Vendors selling food for onsite consumption **must** have a Richmond City business license and report monthly to the city
  - Failure to pay the required meals tax will result in suspension until the vendor is current with all meal taxes with the city.

## II- Market Eligibility:

Market participation is open to any regional grower, harvester, producer, baker, artisan, or maker. Vendors must participate in the production of the product they sell, unless approved by the market as an add on to enhance the shopper’s experience.

- ❖ Each application will be reviewed by the market manager and approval or denial will be communicated via Marketspread and/or email.
- ❖ Vendors wanting to sell “add on” items must be approved by the market. All requests will be considered as long as it doesn’t impact another vendor’s product in which they grew, made, or participated in the production.

## III- Market Location and Dates:

The market is located at City Stadium, 3201 Maplewood Avenue. The location is approximately six blocks south of Carytown and offers a unique opportunity to grow and enhance vendor’s sales.

The market is held every Sunday beginning May 5 and running until the last Sunday in October. Market hours are from 9:00 AM to 1:00 PM.

### 2024 Market Dates:

<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>
4	1	6	3	7	5
11	8	13	10	14	12
18	15	20	17	21	19
25	22	27	24	28	26
	29		31		

Weekly reminders of attendance will be emailed to participating vendors prior to each scheduled market date. Please notify by **NOON on THURSDAY** if you cannot make the market so that we have enough time to update the vendor map. Reminder, there are no refunds for cancellations made within the current month.

## Additional Market Specifics:

- ❖ Tents, tables, and generators are available to rent during the market. Fees will be collected during the market.
  - Tents - \$15.00 per day
  - Generator/Electricity - \$20.00 per day
  - Table - \$8.00 per day
- ❖ Vendor fees must be paid online by the due date unless other payment arrangements are made in advance.

- ❖ The market manager reserves the right to cancel a market due to extreme weather conditions.
- ❖ No refunds will be issued for missed markets during the current monthly billing cycle.
- ❖ Vendors must notify the market by noon on the Thursday before each market if not attending. Failure to do so will count as an absence.
- ❖ Repeated absences or late set ups can be grounds for termination from the farmers market.
- ❖ Vendors are required to be present and open for business by the start of the market.
- ❖ The market manager or a representative will be present during market hours.
- ❖ Vendors are not allowed to bring pets into the market for health and safety reasons. The exception would be for educational purposes or with prior approval from the Market Manager.
- ❖ No loud or disturbing noise is to be made which will interfere with the rights, comfort, or convenience of other vendors or the public. The running of any gasoline engines is not permitted, unless approved by the market manager. No fires, charcoal grills, or propane heaters are permitted unless approved by the market manager.
- ❖ Any accident or injury must be immediately reported to the market manager and 911 if necessary. Anyone who participates in the market, whether vendor, customer, or otherwise attends at their own risk. Vendors will carry their own liability insurance.
- ❖ The use or possession of alcohol beverages & illegal drugs are not allowed. Smoking by vendors is prohibited in the market area. If you do smoke away from market, be conscientious of your litter.
- ❖ All vendor spaces are based upon a 10' by 10' area. Vendors are not allowed to have tents larger than 10' by 10' unless approved by the market manager.
- ❖ Vendors will supply their own tents, tables, chairs. Generators.
- ❖ Vendors are responsible for setting up and taking down their individual space in the allotted time. Take down should be completed within one hour after the close of the market.
- ❖ It is required that vendors have weights to attach to each leg of their tent.
- ❖ Vendors will police their individual area and make sure all trash is packed out at the completion of the market - we are operating on the Golden Rule here – let's leave it better than we found it, so please pack accordingly – broom, dustpan, trash bags – THANK YOU!

#### **IV- Site space:**

The overall space for the market includes amenities such as electricity and restrooms. As in previous years the market will strive to be a selective market attracting quality vendors. It will be the market managers responsibility to ensure there is a fair balance in vendor selection so to offer the customer a wide-ranging selection of products without needless repetition. While there may be some crossover to what individual vendor's supply, the market will try to adhere to maintaining a cohesive balance.

## V- Product requirements:

### **Raw fruit and vegetables**

Must be grown from cuttings grown by the vendor or from seeds or transplants, and the final product may not be purchased or bartered for. The vendor must have tended perennial crops. Must not be processed or adulterated. Vendors may sell mixed bags of produce but may not process, including chopping or shredding, fruits or vegetables without a processing license and approved processing procedures.

### **Meat**

All meat products must be 100% raised from animals raised from weaning by the vendor. Meat must be certified and/or inspected.

### **Seafood**

Fish and shellfish must be raised or caught when possible by the vendor. Agriculture and harvesting must comply with local and federal regulations. The vendor must hold a commercial license and will supply all required documentation to the market manager.

### **Eggs**

Eggs must be from the vendors own fowl. Eggs must be clean, held at 45 degrees or less. They should also be labeled according to VDACS guidelines with the date of collection included.

### **Milk, Cheese, and dairy**

Milk must be from the vendors own herd or creamery. Cheese and other dairy products must be made by the vendor. Production must comply with state dairy laws and licensing.

### **Peanuts**

The vendor of peanuts must grow and harvest their own peanuts. Processing and packaging must comply with state and local ordinances, inspections, and licenses.

### **Plants, fresh cut flowers**

The vendor must grow potted plants and cut material. Potted plants and cut plant material must not be on the state or federal list of invasive or rare and endangered plants published by the Division of Natural Heritage.

### **Honey**

Honey must be from the vendors own hives and the final product cannot be adulterated. Processing must comply with local health and safety regulations.

### **Baked Goods**

Freshly baked goods should highlight regional produce and seasonal ingredients prepared by a vendor who is a home baker or small regional bakery. The exception to this would be artisanal bread makers. A preference will be given to vendors who incorporate local ingredients. Vendors may not sell items made from purchased pre-made dough, batters, crust, or dry ingredient mixes. For example, the shortening, leavening, and salt must be added by the vendor

to comply with this rule. Production must comply with local health codes.

**Prepared Foods**

Prepared foods such as pastas, sauces, soups must be freshly prepared by the vendor who is a small regional business or an inspected home cook. Preference will be given to vendors who incorporate local ingredients. All prepared food must be packaged for offsite consumption. Production must comply with local health codes.

**Processed Foods**

Produce for canned, bottled, and preserved foods must come from or be prepared by the vendor. Additionally, the vendor must raise or produce the major ingredient. Examples include jams, preserves, salsa, relishes, oils, and vinegars.

**All Vendors who are required by local, state, and/or Federal guidelines to be licensed and meet inspection guidelines must present the market manager with all necessary documentation. Additionally, any vendor who has their products packaged or processed by another party shall provide the market manager with their certification.**

## VI- Rules for all Products:

**Weights and Measure**

All produce to be sold at market will be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance annually. Vendors must post pricing and scales used at market must be visible to customers.

**Samples**

All samples offered by vendors must meet the following criteria:

- Samples must be stored in rigid, covered containers until serving.
- All samples must be pre-cut away from the sales unit.
- All samples of processed foods must be prepared in a licensed kitchen facility.
- All samples must be held and dispensed under clean and sanitary conditions.  
(i.e. toothpicks provided for sampling)
- All vendors giving free samples must provide a waste container in a prominent place.
- All samples will adhere to current COVID regulations as set forth by the VDAC.

**Product Temperature**

The vendor is responsible for monitoring and maintaining proper temperatures in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the market.

**Product display**

Displaying products which cannot be sold at the Market in the displayed form is acceptable, but the display items must clearly marked "not for sale". Displays must incorporate only products which can be sold at the market on that day. Advertising items not related to legitimate market products are not allowed at the Market. All food items will be appropriately displayed according to VDAC regulations and current COVID restrictions.

**Labels and packaging**

All vendors using the term organic or other USDA defined terms must follow the appropriate federal guidelines. Vendors will incorporate safe handling practices with all food items, to include wearing gloves, serving utensils, and packaging if required by VDAC. And current COVID restrictions.

**VII- Miscellaneous information:****Virginia Sales Tax**

<https://www.tax.virginia.gov/retail-sales-and-use-tax>

**City of Richmond Business License**

<http://www.richmondgov.com/Finance/forms/BusinessLicenseApplication.pdf>

**City of Richmond Meals Tax Coupon**

[http://www.richmondgov.com/Finance/forms/ALM\\_coupon.pdf](http://www.richmondgov.com/Finance/forms/ALM_coupon.pdf)

**VDACS Food Safety and Inspection**

<http://www.vdacs.virginia.gov/pdf/va-food-handbook.pdf>

**Liability Insurance**

Check with your insurance company to be certain that your liability insurance covers “off-farm sales”.