

RIVERDALE PARK

Riverdale Park Farmer's Market



The Riverdale Park Farmers Market (Market), a vibrant feature of the Town of Riverdale Park (TRP) continually strives to be an accessible way for all neighbors to share in its values and benefits. Each Thursday from 3-7 pm, year round, “producer only” vendors gather at Riverdale Park’s Town Center to display, educate, and sell local, high quality organic and conventionally grown fresh vegetables and fruits, award-winning honey, European-style baked goods, pasture-fed meats, bedding plants, artisan breads, hand-made soaps, pottery, jams and jellies, cheeses, and freshly cut flowers. All goods are locally grown or made. The Market also features the talents of local musicians and artisans during warmer months. Flyers and posters promoting the Market continue to hang prominently within Town Hall, and 12 to 20 directional street signs (depending on the season) are placed around the town. TRP also maintains a [page about the Market](#) on the

town website in addition to the [Local Harvest](#), [Yelp](#), [Farmers Market Places](#), [National Farmers Market Directory](#), [Maryland Office of Tourism Farmers Market page](#), [Americantown.com](#), and [Facebook](#) pages run by Marketmaster Jim Coleman. Additionally, area businesses now promote the Market to their customers. As of 2019, Marketmaster Jim Coleman improved promotion and outreach through the ecommerce platform, [Weebly](#), and increased social media activity. The previous versions of paper-based vendor applications, vendor guide, and sample contract have been transitioned to electronic documents (see attachments). These initiatives follow the general trend of modernizing the Market, which also includes vendors who can accept online and pre-paid orders from their customers.

In this reporting period, the Market has seen a consistent increase in sales and revenue, each successive year. This past year more than four new vendors have joined. In 2019, the Market hosted the first [Pre-Thanksgiving Farmers Market](#) on Tuesday, November 26, which allowed residents to get fresh herbs and food supplies or pick-up pre-ordered meats only a few days before Thanksgiving. Also in 2019, the Market hosted Maryland Farmers Market Week, attracting a broader regional audience with a visit from the Maryland Secretary of Agriculture and a proclamation from Governor Hogan. The Marketmaster reports a positive impact on the area economy with four new small businesses moving into the Town Center over the past three year period. Of particular note are the initiatives funded by TRP in 2020 to support those in need of affordable, healthy food, which were quickly implemented by the Market (see the Food Security summary from this 2020 recertification application).

In summary, the Market builds and nurtures familiar relationships with area businesses, and is constantly aware of and reaches to address the needs of the entire community, not just those who can afford it.

RIVERDALE PARK



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Town Hall • 5008 Queensbury Road • Riverdale Park • Maryland 20737
www.RiverdaleParkMD.gov - Telephone - 301.927.6381

2019 Riverdale Park Farmers Market Guidelines



- 1) This is a "producers only" market.
- 2) This is a "local only" market. Products must be from the Chesapeake Bay watershed region, preferably within a 150-mile radius from Washington, DC.
- 3) **Vendor visits:** It is a policy of the market to conduct regular visitations to the production locations of all vendors. Each participant in the market may be asked to take part in one or more visitations of fellow vendors.
- 4) **Vendor certification:** All vendors at the market will, by applying, agree to allow inspection of their farms and production facilities as a means of assuring compliance with the "producer only" and "local only" rules, and thereby establishing their vendor certification:
 - a) New vendors will be inspected prior to joining the market.
 - b) Continuing vendors will be re-inspected every 3 years.
 - c) Vendors with certification from other area markets will be accepted as certified by Riverdale Park markets when deemed appropriate.
- 5) **Vendor fees:** 2019 seasonal fees will have two different price structures based on operating dates: between January and March, fees will be (minimum of \$22 or 6% of sales if sales are greater than \$367 for Farmers), (non farm vendors minimum is \$22 or 8% of sales if over \$275); between March and December the minimum fees will be \$25 or 6% of sales (if greater than \$417) for farmers and \$25 or 8% of sales for non-farm vendors (if greater than \$313.)
- 6) **Sales Reporting-** Any vendors who fail to report sales for six weeks or more will owe their outstanding fees plus any accrued tokens money collected on their behalf. If no accommodations can be made regarding sales, fees owed or tokens outstanding, the vendor(s) will be subject to termination, additional fees, and possible criminal prosecution.
- 7) **Compliance:** Vendors agree to comply with all applicable federal, state, and local governmental laws and regulations.
- 8) **Permits:** It is the vendors' responsibility to secure all required state, county or municipal permits.
- 9) **Insurance:** The overall market will be covered by a general liability insurance policy. Farmers and food vendors are required to carry their own general liability insurance for market operations. Product liability insurance for farmers and food vendors is strongly recommended. Other vendors are strongly encouraged to get general liability insurance for market operations.
- 10) **Scales** used at the market must be registered with and inspected by the Maryland Department of Agriculture's Weights and Measures Section prior to their use at the market.
- 11) All vendors using more than one 10x10 tent must submit a copy of the **fire retardant certification from the canopy manufacturer** attached to their application for the market, as a condition of the County temporary U & O application.
- 12) **Unexcused absences** have a serious negative effect on consumers' opinion of the market. Therefore, unexcused absences may, at the discretion of the Market Coordinator, be imposed a fine of **\$50 / unexcused absence.**
- 13) **Timely notice:** To facilitate orderly daily layout of the market(s), vendors are requested to notify the Market Coordinator **48 hours in advance** when they plan to begin participation in a given market. They are also asked to notify the Market Coordinator when they plan to discontinue participation for the season.
- 14) The Market Advisory Board may, at its discretion, bar certain non-fresh produce items for sale at the market. See the stipulation section for further explanation of the items covered.

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- 15) **CSA's:** Vendors approved to sell at the RPFM may:
- a) include in their CSA distributions any food they grow or items from other farmers at the market.
- 16) **Use of agricultural terms.**
- a) Use of the word "organic" in any form by vendors on signs, cards, price listings, etc., is restricted to the following vendors:
 - i) Those who are certified under provisions of the Maryland Department of Agriculture's Organic Certification Program. A grower from states other than Maryland who are certified by a recognized certification program accepted by USDA. In such cases, growers will be required to show written proof of such certification for the current season.
 - ii) Use of the terms "transitional", "Certified Naturally Grown", "Grown using GAP", and "Grown with Integrated Pest Management" must be documented and verifiable also.
- 17) **WIC Coupon Program:** Vendors participating in the WIC Coupon Program have the following requirements:
- a) The WIC sign must be displayed at the vendor's stand.
 - b) The vendor must be properly signed into the program for the market involved prior to accepting coupons.
 - c) The vendor agrees to report on all WIC transactions conducted on a weekly basis.
- 18) All vendors need to provide **receipts for all seed purchases.**
- 19) All vendors need to provide a **copy of the deed to the property that crops are grown on for the season.**
- 20) **Nursery stock** offered for sale must be from operations in compliance with the Maryland Department of Agriculture's nursery inspection and certification program.
- 21) **Eggs:** Anyone wishing to sell eggs at the market must be **in compliance with the Maryland Egg Law's Egg Inspection Program and supply the packer registration number on the application form for the market.**
- 22) **Leased ground:** Producers are permitted to lease ground for the production of items to be sold at market. All leased ground must be disclosed on their seasonal application prior to opening of the market. Information to be provided in this disclosure shall include the following: descriptive address of the leased ground; name and address of the lessor; description of the size of the leased ground; and the crops to be produced on it. The lease must be in writing and made available to the Market Advisory Board upon request.
- 23) Management of the market reserves the right to **remove any spoiled or off-condition product from sale.**
- 24) **Crop Loss/Disaster:** In the event of a vendor suffering a total crop loss due to weather, fire, insects, plant disease or vandalism and thus is prevented from taking part in the market, no fill-in supply arrangements will be permitted such as through leasing crops already in production, etc. The vendor will not be penalized as to loss of seniority and will be permitted to return to the market the next season. If the crop loss occurs prior to the vendor's normal participation time, any dues paid for the season will be returned to the grower. If a grower suffers total crop loss during his or her active participation at market and thus is forced to drop out of the market, season dues already paid will be rebated to them on a pro rata basis.
- 25) **Market Coordinator and Market Advisory Board:** Each market will have a designated "Market Coordinator" whose duty is to oversee orderly operation at the market and see that market rules are being observed. The Market Coordinator has the authority to direct vendors to comply with provisions of the market rules.

2019 Riverdale Park Farmers Market Guidelines



- a) Appeals of decisions of the Market Coordinator are to be directed to the market advisor and/or Market Advisory Board (see: Market Stipulations).
 - b) The market may have a "Market Advisory Board" (see: Stipulations). This group works with market sponsors to develop and maintain policies to ensure an orderly and successful market.
- 26) **Booth Appearance:**
- a) Vendors are required to maintain their stands in a neat and orderly fashion including **maintaining clean and fully operable canopies each week**, and all vendors will be held responsible for removing all dirt and debris from their stall area at the end of each market day.
 - b) **Canopies:** are preferred for vendors. **It is the responsibility of the vendor to secure their canopies.**
 - c) **Signs:** Vendors are required to have a sign at their stand each week identifying their farm or firm and listing the town of the operation. The sign must be legible with lettering at least three inches high.
 - d) **Price Posting:** All prices must be posted in writing in 2 inch letters at the market, be legible, orderly, and visible to customers at all times.
 - e) **Safety:** All vendors are required to operate their stands in a safe manner so that customers do not trip or fall over produce, tables, boxes, etc. or slip on liquid spills, etc. Vendors are required to make immediate safety changes when directed to do so by the Market Coordinator or the Market Advisory Board.
- 27) **Market Hours:** The market will adopt stated and posted operating hours at the beginning of each season (see: Market Stipulations). The Market Coordinator and/or the Market Advisory Board must approve any departure from these listed hours in advance.
- 28) Vendors who pay market fees prior to market opening day will qualify for **assigned spaces** whenever possible. Rules governing assigned space policy are as follows:
- a) It is in everyone's interest to have a neatly laid out and compact market operation.
 - b) Day-to-day layout of the market will be at the discretion of the Market Coordinator.
 - c) In the event a seasonal vendor is not coming to market on a given day, the Market Coordinator should be notified in writing **three days before the market session** so the space can be allocated to other vendors for the market day if needed.
- 29) Vendors wishing to use their reserved spaces at a market must arrive no later than **30** minutes before market opening. After that time, the Market Coordinator may, at his discretion, assign that space for the day to someone else.
- 30) **Weather.** Each market day will take place as scheduled unless **severe weather** prevents the market from opening. Every effort will be made to inform both vendors and customers of any and all cancellations of market hours.
- 31) **Fulfilling Produce Market Demands:** First priority for filling new or replacement product lines at the market will be from existing farmers (assuming the farmers produce the products on their farms), followed by those farmers on the waiting list. Replacement market slots will be filled by product line. Participating farmers in the market will bring forward any and all concerns regarding product lines to board members (including three farmers) who will vote on each proposal to fill market niches made available by someone dropping out of the market or to fulfill market demands.
- 32) **Fulfilling Vendor Market Demands:** First priority for filling new or replacement product lines at the market will be from existing vendors (assuming the vendors produce the products at their place of business), followed by those vendors on the waiting list. Replacement market slots will be filled by product line. Participating vendors in the market

2019 Riverdale Park Farmers Market Guidelines



will bring forward any and all concerns regarding product lines to board members (including three farmers) who will vote on each proposal to fill market niches made available by someone dropping out of the market or to fulfill market demands.

- 33) **Complaints:** In the case of a complaint about alleged violations of the producers' only rule, the market's policy is as follows: All complaints must be in writing and signed by the complainant. The complaint is to be given to the Market coordinator who will then bring it to the attention of the Market Advisory Board. A written report of the inspection, signed by all members of the inspection committee will be promptly given to the Market Advisory Board for action. Such inspections will take place as soon as possible following the complaint. The inspection committee is required to notify the subject of the complaint and to make arrangements with that party for the inspection. Any vendor refusing to allow an inspection shall forfeit the right to participate in the market for the remainder of the season. No market dues will be refunded in such cases.
 - a) **Market Schedule:** All vendors need to fill out a schedule for their appearances at the market. Once returned, any discrepancies with the current schedule must be cleared with the Market coordinator.
- 34) Watermen, aquaculture producers and certified organic growers are encouraged to sell their catch/product at the market.
- 35) **Temporary Acquisition Agreements:** - At the request of the Market Coordinator and under the circumstances of a temporary nature within a season when a particular necessary and requested farm product is unavailable or in high demand, a vote will be taken to consider acquiring the farm based product in question until such time as a permanent farm based producer can be found to sell the product that's needed at the market. Once the permanent farm is established as a market vendors, the temporary acquisition agreement will be null and void. In every case, all other market rules that govern products sold at the market will be enforced.
- 36) **Surveys:** Businesses and consumer/customer surveys will be conducted from time to time. Vendors agree to cooperate in such surveys.
- 37) **Alcohol:** Alcohol purchased at the market will only be available for sale through local producers or permitted local value added producers. Once properly permitted, samples may be available to producer customers and their prospects only. Any consumed alcohol and its inherent liabilities are automatically transferred from the seller to the consumer as part of their transaction.
- 38) **Waiting List:** The market will have a waiting list policy as follows: All new applicants to the market will be placed on a markers waiting list if they are not admitted immediately to the market. This list will be kept in writing with copies available from the Market Coordinator. Name, address, telephone number and brief description of their product line will note each person on the list. The date they were placed on the list will be included in their listing. Prior to each new market season each person on the waiting list will be asked if he or she wishes to remain on it.
- 39) **Stipulations:** Any addition or omission by a vendor to his/her product line must be provided in writing to the Market Coordinator one week before the proposed date of sale~ Any additions and omissions of product must be approved by the Market Coordinator.

Riverdale Park Farmers Market Vendor Structure & Fee Agreement 2018 Season

Riverdale Park Farmers Market (RPFM), as agent for its vendors, will run the Riverdale Park Farmers Market. RPFM will use all reasonable means to resolve any operational questions to the satisfaction of the customers, our sponsors, and the vendors. Particular attention will be paid to balance the interests of each of these parties.

All vendors pledge to participate for each market of the entire season, barring crop failures.

Market fees will be based on year-to-year expenses of the market, including company requirements, marketing, logistics, insurance, other miscellaneous expenses, and compliance with other Federal requirements.

Each and every vendor will comply with all city requirements including an insurance certificate with the designated agency as its beneficiary. X_____ (initials)

Each farm and vendor will be required to commit for the entire season and all subsidiary market guidelines. X_____ (initials)

Each vendor will not compete directly with Fresh Vista Markets within a **2.25 mile radius** for the next three years. X_____ (initials)

Our season will start on January 3 and end on December 26th, 2019.

Early termination fee will be \$300. X_____

2019 seasonal fees will be **\$25 or 6% of sales for farmers (whichever is greater) and \$25 or 8% of sales for other vendors (whichever is greater) plus a yearly start-up fee of: \$150 for new Seasonal Vendors, payable on date of application. Non-profit or city agency vendors' weekly fee is: \$12.50 (1/2 normal fee).**

Startup fees are determined by proportion of costs and appearances to total market season. This season's fees are composed of government fees and insurance. Startup fees are due and payable to Fresh Vista Markets upon receipt.

Mailing Address:
Riverdale Park Farmers Market
% Jim Coleman
4911 Somerset Road
Riverdale Park, MD 20737

By signing this agreement, my company is agreeing to the terms above and further agreeing to report weekly sales on a timely basis, if sales are not reported within two weeks, vendors are subject to a late fee of **\$10/week for all unreported sales weeks**. X_____ (initials)

Checks will be payable to:
"Riverdale Park Farmers Market".

On the beginning of each week, my company will pay the previous week's fees on a timely basis to ensure appropriate compliance with the payment schedule. If the company is late by more than two weeks after the previous week's fees are due, the company will be liable for an additional 5% fee for each two weeks late based on the previous month's fees owed up until the debt is paid.

_____, Date: _____
Principal Officer of Company Signature

Company Name

Company Address (inc. City, State, and zip)

**Riverdale Park Farmers Market
Vendor Structure & Fee Agreement 2018 Season**

Full name of Employees present on Market Day

Date _____

Signature of Market Coordinator

RIVERDALE PARK FARMERS MARKET

COVID 19 Operating Policies & Procedures

Plan your Visit

Before you leave home take 7 steps:

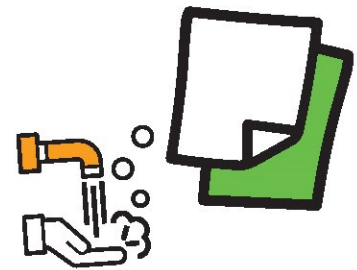
- 1.** If you are feeling sick **PLEASE STAY HOME!**



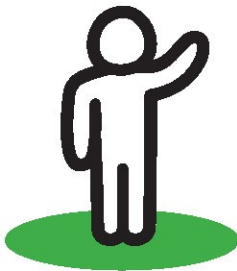
- 2.** Consider
- Prepayment
 - Pre order
 - Home Delivery



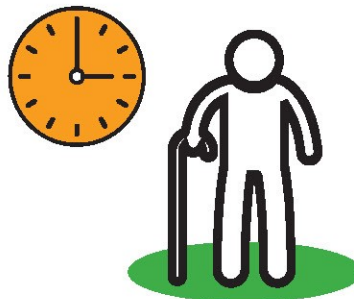
- 3.** Follow CDC and State Guidance *



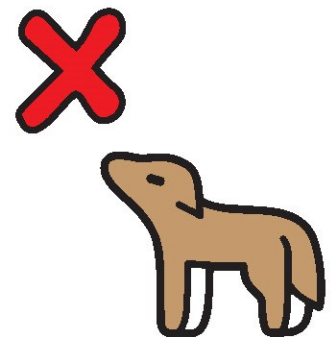
- 4.** Plan your trip:
Plan to shop alone
(if possible)



- 5.** Plan your trip:
3-4pm Seniors
and immune
compromised
customers preferred



- 6.** Plan your trip:
Leave pets at home



- 7.** Plan your trip:
Plan payment
options to limit
contact



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<https://www.coronavirus.gov/>

Thank you
Stay safe and healthy



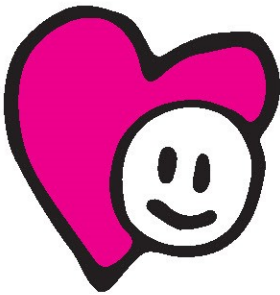
RIVERDALE PARK FARMERS MARKET

COVID 19 Operating Policies & Procedures

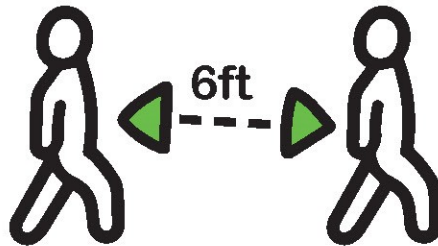
At the Market

Follow market Covid-19 rules

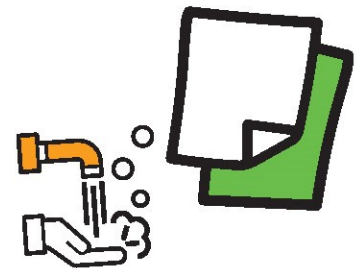
- 1.** Be Patient and Kind



- 2.** Practice Social Distance keep 6 foot at all times



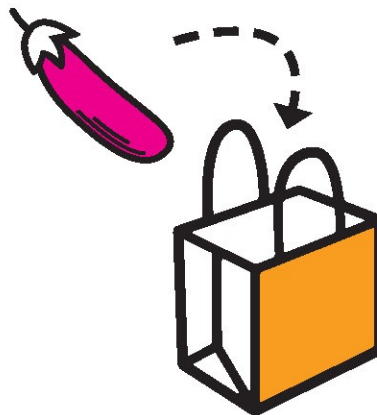
- 3.** Follow CDC and State Guidance *



- 4.** Don't touch unless you plan to buy



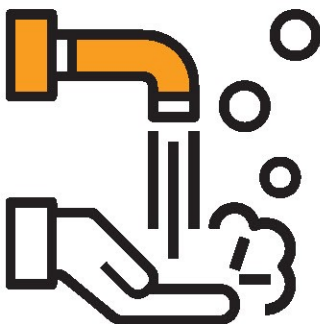
- 5.** Bag your own purchases



- 6.** Once you have finished shopping please leave, we look forward to seeing you next week!



- 7.** At home wash your hands and your purchases



* <https://www.coronavirus.gov/>

Thank you
Stay safe and healthy

