



KELLER FARMERS MARKET RULES & REGULATIONS 2012

Our Mission: The Keller Farmers Market enhances the lives of the community by creating reliable access to healthy, fresh, locally grown food; delivering consistent wellness education; generating much-needed income; and supporting local farmers, food producers and artisans by providing programs that foster social gathering.

I. General Vendor Guidelines

1. **All** products sold at Keller Farmers Market (KFM) shall be grown or produced within the geographic boundaries of the State of Texas, or within 150 miles of the KFM location.
2. **All** products sold at the market shall be of a merchantable quality.
3. Vendors are encouraged to use environmentally responsible and sustainable methods of production.
4. **All** products must be labeled as to their origination. Any that are not grown or produced by the vendor themselves must be labeled with the name and location of the source farmer or producer. A fee of \$50 will be assessed if product origination is determined to not be disclosed, or is outside the geographic boundaries outlined in item 1 of these Rules & Regulations. Said fee must be paid by the vendor prior to any future participation at KFM.
5. Each vendor is responsible for obtaining a sales tax number, if required by the State of Texas, and collecting and paying any sales tax assessed on their product(s). The vendor shall be responsible for filing any and all returns required by the State of Texas with respect to sales tax collection. KFM does not get involved with tax collections, audits or related activities.
6. The KFM Executive Director will have final approval of all vendor participation.
7. The KFM Market Manager has final authority on-site to interpret and enforce rules and regulations related to the safe and enjoyable conduct of all vendors, visitors and employees of the market. Vendors not complying with instructions or rules of KFM or its Market Manager will be considered in material breach and default of their application, and may be asked to vacate their premises immediately without refund.
8. The KFM Executive Director may, at his/her sole discretion, revise the KFM Rules and Regulations 2012, and may alter operations of the market at any time. Current rules will be available on the KFM web site, www.kellerfarmersmarket.com.
9. Hours of operation are 8 a.m. to 12 p.m. each Saturday of the market season, rain or shine. The KFM Market Manager may elect to close the market in the event of threatening weather.
10. Vendors are discouraged from giving produce or other items away at below-cost pricing, thus undercutting potential sales of other vendors. A range of 20% +/- store prices is suggested.
11. All activities take place on the hard surfaces only. No merchandise or other items are to be on the lawn or in planted areas.
12. No vehicles may ever be driven over curbs or into grass or landscaped areas.
13. All vendors, without exception, must sign the Insurance and Indemnity Agreement on their 2012 application before they can sell at KFM.

II. Health, Safety and Related Rules

1. Vendors and their employees are responsible for informing themselves about and complying with federal, state, and local health regulations and licensing requirements governing the production, display, distribution and sale of their products.
2. Manufactured food products must meet Tarrant County Health Department requirements, including licensing and permitting rules.
3. All foods must be properly labeled. Unlabeled packaged and/or processed foods are not allowed.
4. Vendors providing samples of their products must comply with the rules governing sampling, market sanitation and health issues of the Tarrant County Health Department or other authorities, as applicable.

III. Market Conduct

1. All vendors and their representatives shall conduct themselves in a professional manner while at KFM.
2. The vendor is solely responsible for the damages resulting from the sale of unsafe, unapproved or unsound goods.
3. Vendors may not smoke in any vendor area.
4. Possession of firearms, the consumption of alcohol, the use of drugs, or operating under the influence is not permitted while at KFM and is grounds for permanent eviction from KFM.

IV. Vendor Booths

1. Booth setup on market day begins at 6:30 a.m.; breakdown must be completed by 1 p.m.
2. The KFM Market Manager assigns booth spaces to vendors as they arrive on market day, unless they are season vendors.
3. Season vendors are assigned to the same space unless low vendor attendance warrants reassignment.
4. Reserved spaces not occupied 30 minutes prior to the market day opening may be reassigned.
5. Vendors with heavy or large quantity loads may park on-site behind their stall as close as possible to the curb without driving over the curb.
6. All canopies, including umbrellas, on-site at KFM during normal market hours, including during setup and breakdown, are required to be sufficiently and safely weighted to the ground. Each leg must be anchored with no less than 24 pounds. Any vendor who fails to properly weight his or her canopy may not be allowed to sell at KFM that market day, unless that vendor chooses to take down and stow their canopy and sell without it.
7. Vendors provide their own tables, chairs, signs, refrigeration, and storage.
8. Each vendor is strongly encouraged to prominently display a sign in their booth, identifying the farm or business name, and the location (county or city) of the farm or business. Signs are suggested to be a minimum of 11" x 17". All product descriptions must be accurate and truthful.
9. Vendors shall supply all materials and containers for customer sales.
10. Trash must be placed into suitable containers and hauled off by the vendor; no trash may be left behind. Vendors must clean their space at the end of the market. A fee of \$50 will be levied against a vendor if it becomes necessary for the KFM Market Manager to clean their booth area after their departure. Said fees must be paid prior to any future participation at KFM by the vendor.

V. Electricity

1. Electricity is available on-site and is owned by the City of Keller. There are 28 - 110v (2-prong) outlets, and will be available on a first-come, first-served basis.
2. Vendors requiring electrical power are responsible for providing their own outdoor extension cords and mats or tape to cover all portions of the cord that lie in any walking area used by market customers.
3. Vendors requiring electrical service to support compliance with health regulations have priority over electrical uses not required to ensure product safety.
4. KFM cannot guarantee the functionality of the electrical outlets, since they are the property of the City of Keller. A backup power source is strongly recommended.

VI. Cancellations

1. KFM requires a minimum cancellation notice of 24 hours prior to the start time of the market. If cancellation is received after 8:00 a.m. the Friday prior, or there is no record verifying the cancellation, the vendor will still be responsible for the booth fee for that market day. Vendors may call the KFM Market Manager at (817) 875-2360, email info@kellerfarmersmarket.com, or send a letter via U.S. Mail to the KFM post office box address to cancel.
2. The KFM Market Manager will not take verbal cancellations during a market day.
3. A vendor who is a no-show on market day will not receive a refund of their booth fee. Vendors who no-show on two (2) or more occasions are subject to suspension from KFM for the remainder of the 2012 market season.