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## **Montezuma Winery Farmers Market 2011**

### **Rules & Regulations**

#### **Market Mission:**

- Provide opportunity for local agriculture to sell their products directly to the consumer.
- Provide homegrown, fresh, nutritious foods to the community.
- Foster social gathering and community activity.

#### **Governing Body:**

The farmers' market is sponsored and facilitated by Montezuma Winery. As sponsor and facilitator they will:

- Establish rules and regulations, adopting and amending as needed
- Establish requirements for participation in the farmers' market
- Establish and collect booth rental fees
- Establish operating schedule of the market
- Advertise and promote the market
- Hire a market manager
- Establish a market advisory committee

#### **Seasons and times of operation:**

1. The farmers market will operate:
  - At Montezuma Winery, 2981 Auburn Road, Seneca Falls NY 13148
  - From June 17<sup>th</sup> to September 2<sup>nd</sup>, 2011
  - Fridays from 3 -7 PM
2. Sellers may arrive up to one hour prior to opening to begin setup.
3. Sellers must remain set up until market closing unless proper permission by the market manager is given.
4. Sellers must have their market sites dismantled, packed up and cleaned within one hour of the market closing.

#### **Who may sell at the Montezuma Winery Farmers Market:**

- Bona fide producers of New York State agricultural products may sell at the market. Agricultural products include, but are not limited to fruits, vegetables, cider and fruit juices, eggs, honey and honey products, maple products, cheese and dairy products, meat and poultry, NYS wines, bedding plants, nursery products and cut flowers. 80% of the product offered has to be items the vendor has produced or grown, with 20% having been purchased for resale. Those products purchased for resale must be New York State produced.
- Craft vendors with products made completely by the seller, may be sold at the market. Craft vendors will be limited to no more than 30% of the total number of vendors in the market. Acceptance of each craft vendor and their products is left to the discretion of the Advisory Committee based upon the quality of the products and the number of similar products already in the market.
- Bakers, with the proper licensing from either the NYS Dept. of Agriculture and Markets or the Seneca County Dept. of Health, may sell their homemade baked goods at the market.
- Processed foods, including but not limited to jams and jellies, herb vinegars, preserves, may be sold by the processor of those foods. Each processor must have a valid food processing license.

- All other products not specifically listed, must be pre-approved by the Advisory Committee.
- All applicable food safety regulations, both state and local, must be adhered to at all times.
- All applicable licenses and permits for products sold must be obtained and kept current.

**Guidelines for selling at the Montezuma Winery Farmers Market:**

- Sellers must have a sign clearly showing their name and location.
- All products for sale should be priced clearly and displayed in a manner that does not confuse or mislead the customer.
- All products offered for sale must be of good quality and condition. The market manager reserves the right to direct that inferior goods be removed from display.
- Each seller is responsible for all equipment and supplies for the setup of their booth.
- Vendors who provide samples and/or products that will result in waste material, such as cups, plates or plastic ware, must provide containers for waste disposal.
- Sellers are required to keep their market space neat and clear of obstacles, litter and debris.
- All vendors must provide proof of general and product liability insurance of \$1 million each. Montezuma Winery should be listed as additional insured. A copy of the insurance certificate must be given to the market manager prior to setting up or selling any products at the market. Certificates of insurance may include letters of General Liability Coverage through Church Membership, farm policy certificates or homeowner's policies.

**FMNP (Farmers Market Nutrition Program):**

- The Farmers' Market Nutrition Program is a federal/state program that provides food purchasing assistance to low-income women, children and senior citizens. Clients receive \$4 FMNP checks, to be used only for the purchase of local, fresh produce at farmers' markets. The purchasing period is from July 1 to November 15. Checks can be deposited by the farmer at any bank or cashed at Key Bank at no charge.
- Farmers who wish to participate should contact Jonathan Thompson at NYS Dept. of Ag & Markets, 800-554-4501.  
You will need to complete a participation agreement and a crop plan for the season. Note: If you are already enrolled in FMNP with any other market, you will need to complete a separate application for this market.

**WIC Program (Women & Infant Children):**

- To participate in the WIC program, the farmer must be approved for the FMNP to participate and attend the annual training program.
- Farmers must complete a separate application for the WIC program.
- Clients receive WIC \$6, \$10 and \$15 checks.
- Farmers who wish to participate should contact Jonathan Thompson at NYS Dept. of Ag & Markets, 800-554-4501.

**Fees:**

- The booth fee will be determined annually by the Advisory Committee. For 2011, booth fees are \$10.00 a week or \$100.00 for the season (12 weeks). Fees collected will be used for operating expenses as well as advertising and promoting the market.

**Booth assignment:**

- Booths are assigned on a first come, first serve basis, with seasonal vendors given priority and a permanent spot on the first day of the market. Daily vendors are first come, first serve.
- Booth sizes are 12 feet x 12 feet.
- More than one booth may be leased to provide for larger trucks or more product. Please indicate on application number of spaces needed.
- Sellers must notify market manager in advance if they will be absent. The market manager is then free to set up another vendor in that space for that day only.

- No subletting of booth space is permitted.
- Rents are not reimbursable, either in whole or part.
- The market sponsor reserves the right to close or cancel the market providing that they give at least 1 week advance notice to all vendors unless it is determined on market day that the weather is not suitable to opening the market for business. If the market closes prior to the scheduled season closing date, the market sponsor will reimburse balance of unused rental fees to those vendors that have pre-paid.

**Grievance Procedure:**

Should there be any disagreements between vendors and the market manager arising from conduct of either party that cannot be mutually resolved, both parties should put their concerns in writing and deliver them to the Advisory Committee. Both parties may be asked to appear at the next meeting of the Advisory Committee to discuss the concerns. Both parties agree to abide by the decision of the Advisory Committee as the final decision and ultimate resolution of the issue.