



1006 Peachtree Street
Rocky Mount, NC

Vendor News

February 2020

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2020 Market Times

April through November
Saturdays 8:00 am to 1:00 pm

June through August
Tuesdays 3:00 pm to 6:00 pm

The Nash County Farmers Market is scheduled to open for business on
Saturday, April 4th, 2020.

Upcoming Dates

Monday, March 11th

Safe Plates at Farmers' Market

See enclosed flyer. Register by calling the NC Cooperative Extension, Nash County Center at 252-459-9810.

Monday, March 30th

Vendor Meeting and Scale Inspection

1:00 pm - 2:30 pm Market Vendor Meeting

Come ready to hear exciting plans for the market. Let's work together to make this year's market the best it's ever been.

2:30 pm – 4:00 pm - Weigh Scales Inspection

Annual inspection of your weigh scales is required for market participation.



An inspector from the NC Department of Agriculture and Consumer will be at the market to and certify the accuracy of your weigh scales. If you do not bring your scales to the market during this time, you will need to make other arrangements to certify your scales for accuracy.

2:30 – 6:00 pm - Vendor Setup

Please plan to set up for opening day during this time.

New! One-time Payment Offer

Nash County is offering 2020 vendors an opportunity to pay upfront fees at a 20% discount. If interested, submit full payment with your 2020 Vendor Certification form – due March 20, 2020.

April – November Saturday and Tuesday = \$320

April – November Saturday Only = \$270



2020 Farmers Market Advisory Board

Kenneth Baker

Tim Bass

Fred Belfield, Jr.

Stephanie Collins

Evan Covington Chavez

David Farris

Bobby Joe Fisher

Vaden Hartley

Joyce Kight

Maggie Latta

Sue Leggett

Sue Moore

Michael O'Brien

Ricky Parks

Freddy Howell

Karen White

Joshua Parvin

Zee Lamb

Nash County Manager

Sandy Hall

*NC Cooperative Extension
County Director*

Matt Stevens

*NC Cooperative Extension
Horticulture Agent*

Maurine Brown

Market Manager



Annual Bluegrass Concert – Saturday, March 30th

The Nash County Farmers Market will host the Annual Bluegrass Concert on Saturday, March 28th. The event will begin at 6:00 pm and feature Shannon Baker and Sometime Soon. This free *indoor* event is open to the public and we will offer complimentary BBQ with fixin's, desserts, hot dogs for the kids plus door prizes.

Rocky Mount Mills, HS Howell Farms and Fubar Farms are our sponsors for this event. This concert helps to kick-off the upcoming market season. As a Market vendor you are invited to support this event - see enclosed Bluegrass Concert Sponsorship form enclosed. Please return this completed form by March 20th, 2020. Volunteers are needed to help serve, provide desserts, set up and clean up. Please indicate on the sponsorship form if you can volunteer and/or provide desserts. Thank you in advance for your support.

Vendor Certification Form

Completed 2020 Vendor Certification forms are due by March 20th. If you are planning to take advantage of the 20% discount with the One-time Payment Offer a check must be included with your Vendor Certification form. For your convenience, a copy of the updated and recently approved Market Operational Guidelines for Vendors and a self-addressed envelope are included in this packet. If you have questions, please contact the NC Cooperative Extension office at 252.459.9810. If you need additional forms they can be found on our website at nash.ces.ncsu.edu under the Farmers Market tab.



FREE ANNUAL Bluegrass CONCERT

Saturday, March 28th | 6:00 PM

Nash County Farmers Market
1006 Peachtree Street in Rocky Mount

Featuring . . . **MENU** BBQ Pork with sides
and desserts

Plus hotdogs for the kids

*The pork was supplied by Fubar Farms
and prepared by HS Howell*

MUSIC BY

**Shannon Baker and
Sometime Soon**



Special Thanks . . .
to our sponsors



Market Opens April 4th | Saturdays 8AM to 1PM



SPONSOR INFORMATION

Company Name : _____

Contact Person: _____

Address _____

City _____

State _____ Zip Code _____

E-mail _____

Website _____

Phone Number _____

Commitment Level/Amount:: _____

2019 Market Statistics (April -December)

| | |
|------------------------|---------|
| Saturdays Per Season | 36 |
| Weekly Customers | 1000 |
| Total Vendors | 89 |
| Total Customers | 35,000+ |
| Social Media Followers | 6200+ |
| Email Subscribers | 6000+ |

2020 Nash County Farmers Market

Sponsorship Form

The Nash County Farmers Market is off to a great start for it's 15th season. Weekly markets commenced April 6, 2019. Each week local farmers and producers have been able to offer the public a wide selection of their produce, plants, specialty food products and crafts. Items that are available for sale are farm fresh fruits and vegetables, baked goods, honey, eggs, pasture raised pork and beef, free-range poultry, soaps, personal care products, cut flowers, and plants. All items are North Carolina grown and produced.

Purpose of the Nash County Farmers Market:

To make locally grown food, available to all members of the local community in a centralized and easily accessible location.

Benefits of the Nash County Farmers Market

The benefits of such a market include:

- Greater accessibility to locally grown food and healthier options in the Nash County community.
- Supports local producers.
- Supports local economy.
- Builds pride in the Nash County farming community.
- Connects the consumer with local farmers
- Educates the public on food production

Sponsorship:

For the Nash County Farmers Market to expand and grow, help is needed to fund market programs. We hope that you consider such a donation an investment in your community. Below are the sponsorship levels with associated rewards. Contact Maurine Brown at 252-904-3250 or at Maurine.Brown@nashcountync.gov.

Complete and return to:
Nash County Farmers Market
1006 Eastern Ave
Nashville, NC 27586

| Farm to Table | Market Master | Happy Harvester | Crafty Cultivator | Super Sprouter | Savvy Seeder |
|---|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| \$5000 | \$2500 | \$1000 | \$500 | \$250 | \$100 |
| Logo on the Constant Contact Email | Logo on the Constant Contact Email | Logo on the Constant Contact Email | Logo on the Constant Contact Email | Logo on the Constant Contact Email | Logo on the Constant Contact Email |
| Sponsorship sign at the Market | Sponsorship sign at the Market | Sponsorship sign at the Market | Sponsorship sign at the Market | Sponsorship sign at the Market | |
| Six Social Media Mention | Three Social Media Mention | Two Social Media Mention | One Social Media Mention | | |
| Flag with Logo at the Market | Flag with Logo at the Market | | | | |
| Extra promotion to be agreed upon by Market staff and sponsor | | | | | |



At Farmers' Markets

A 3-Hour Food Safety Training for Market Vendors

Monday, March 11th

Nash County Farmers Market

2:00 to 5:00 pm

Registration Deadline Wednesday, March 6, 2019

Call NC Cooperative Extension Office at 252.459.9810

Basics of Food Safety

Focusing on Case Studies Involving Farmers Markets

Implementing Best Practices

Roles and responsibilities of Vendors and Managers

Preparing and Serving Food Samples

Participants Will Practice Serving Samples Safely

NC Safe Plates is a food safety certification course developed the North Carolina State University. Certification is provided by the National Registry of Food Safety Professionals.



2020 VENDOR CERTIFICATION FORM

Please return in self-addressed envelope by March 20, 2020

Vendors must complete this form prior to selling at the Nash County Farmers Market
 Mail to: NC Cooperative Extension 11006 Eastern Avenue, Room 102 | Nashville NC 27856

Vendor Information

Farm or Business Name _____ Telephone _____

VENDOR TYPE (Select One) ☐ Farmer/Produce/Grower ☐ Homemade Baked Goods/Specialty Food ☐ Handmade Artisan

Address _____ City _____ State _____ Zip _____

Name of Social Media Pages _____ Email Address _____

Crop Location (Exact Address Location) _____

You must list below all items you will be selling at the 2020 Nash County Farmers Market.

Unprocessed agricultural items that I actually produce _____

Other items – Please refer to Market Operational Guidelines for additional requirements and 3 pictures of items listed

Circle the dates you plan to attend the Nash County Farmers Market for the 2020 season - Saturdays 8am - 1pm, Tuesdays 3pm - 6pm

| Peak Season Only | | | | | | | | Fall Season Only | | |
|---|-----|------|-----|------|-----|--------|-----|--------------------------------------|---------|----------|
| April | May | June | | July | | August | | September | October | November |
| Sat | Sat | Tues | Sat | Tues | Sat | Tues | Sat | Sat | Sat | Sat |
| 4 | 2 | 2 | 6 | 7 | 4 | 4 | 1 | 5 | 3 | 7 |
| 11 | 9 | 9 | 13 | 14 | 11 | 11 | 8 | 12 | 10 | 14 |
| 18 | 16 | 16 | 20 | 21 | 18 | 18 | 15 | 19 | 17 | |
| 25 | 29 | 23 | 27 | 28 | 25 | 25 | 22 | 26 | 24 | |
| | 27 | 30 | | | | | 29 | | 31 | |
| Peak Season Only - Whole Space Cost - Sat Only - \$200; Half Space - \$100 | | | | | | | | Fall Only - Whole Space Cost - \$100 | | |
| Peak Season Only - Whole Space Cost Sat. & Tues. - \$250; Half Space - \$125 | | | | | | | | Fall Only - Half Space - \$50 | | |
| Peak & Fall Seasons - Whole Space Cost - Sat Only - \$ 270 Half Space - \$135 | | | | | | | | | | |
| Peak & Fall Seasons - Whole Space Cost Sat. & Tues. - \$320; Half Space - \$160 | | | | | | | | | | |

I hereby submit this request to become a "Market Certified Vendor" at the Nash County Farmers Market in Rocky Mount, NC.

I agree to allow the Farmers Market Manager to visit and inspect the location, property and facilities where I produce the products that I sell at the Nash County Farmers Market. I agree to provide sales and/or service to all Farmers Market customers regardless of their race, color, national origin, religion, gender, age or disability. If I plan to sell products other than unprocessed agricultural items that I actually produce, I understand I must provide the Farmers Market Manager a copy of my NC Department of Revenue "Certificate of Registration".

My signature below affirms I have received, understand and agree to abide by the most recently published "Market Operational Guidelines for Market Vendors". Furthermore, I agree my failure to comply with any of these published guidelines or any of the here above stated requirements, as determined by the Farmers Market Manager, may result in revocation of my market certification and loss of my privilege to participate as a vendor at the Nash County Farmers Market.

Vendor's Name _____ Signature _____ Date _____

NC Cooperative Extension Agent Signature _____ Date _____

OFFICE USE ONLY ☐ On-farm Inspection ☐ Home Kitchen Inspection ☐ Better Process Control School

☐ Crafts Committee Approval ☐ Certificate of Registration ☐ Scale Inspection



2020 VENDOR DESIGNATION FORM

Absentee farmers use this form to designate one "market certified" vendor for selling your agricultural products at the Nash County Farmers Market.

Vendor Information

Absentee Vendor Name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email Address _____

Crop Location _____

Exact Address Where Items Are Grown _____

Below is a list of items I will be selling at the Nash County Farmers Market.

List all agricultural items that you actually produce and plan to send to Nash County Farmers Market to sell:

Print "market-certified" vendor's name here

In order to sell my agricultural product(s) in 2020 at the Nash County Farmers Market in Rocky Mount, North Carolina, I confirm with my signature below that I actually produce the agricultural product(s) listed above on a farm located in North Carolina. I also voluntarily agree to permit the Nash County Farmers Market manager to visit my farm and/or verify my production and the accuracy of this designation as necessary.

Absentee Famer/Vendor's Signature _____ Date _____

NC Cooperative Extension Agent/Representative will verify after form is submitted.

Name _____ Signature _____ Date _____



Operational Guidelines for Vendors

Revised 2/01/20

Certifications, Inspections and Designations

1. All vendors must achieve "market-certification," documenting that they actually grow, produce, create or have been designated to sell their items. A one-week waiting period is normally required of vendors not previously certified.
2. An absentee farmer may designate only one market-certified vendor to sell his/her agricultural items at the market, provided those items are grown in North Carolina. The absentee farmer must first sign and submit a Vendor Designation form at minimum one (1) week prior to selling at the market.
3. Vendors must be the original producer of at least 70% of items being sold April-August. Starting the first market day in September, vendors will be allowed to follow a 50/50 rule. Items not produced by the vendor must be produced by a North Carolina farmer. These items must be documented by a sign in the market vendor's booth space, stating where the product was produced. All designated vendors will be required to have an in-depth knowledge of products they are selling for the absentee vendor. Absentee forms must be completed for each product sold that was not grown or produced by the market vendor.
4. Absentee vendors that grow produce in NC will be accepted at the market after satisfactory inspection by the market manager. Absentee vendors that grow plants or produce specialty food items in North Carolina will be permitted after satisfactory inspection by the market manager. Absentee vendors will not be permitted for artisan or craft items.
5. The market manager and/or NC Cooperative Extension staff will conduct on-farm inspections and/or verifications as needed to monitor compliance by market-certified vendors and absentee farmers. Willful abuse of the market-certification or vendor-designation procedures may result in suspension of an individual's market participation for the remainder of the market season.
6. Vendors selling food items prepared or cooked off-site are required to provide evidence of satisfying food safety requirements of the Food and Drug Protection Division, N.C. Department of Agriculture & Consumer Services. For most baked goods, a certificate of home kitchen inspection is required. Vendors preparing pickled foods must successfully complete an FDA approved "Better Process Control School." All food items must be labeled with the vendor's name and its ingredients as required by the NCDA&CS. The sale of foods that require refrigeration should follow guidelines set by the NCDA&CS.

7. The Nash County Farmers Market will permit a select number of artisans who handcraft their items. Examples of such artisan products include; pottery, woodwork, stained glass, all-natural soaps, farm raised spun yarns, and basketry. Handcrafted, uniquely made items constructed with raw materials such as plants, animals, or forest products will be considered. Preference will be given to applicants with locally sourced materials. The item must show evidence of manual skill obtainable only through a significant period of experience and dedication. Market artisans are encouraged if possible to actively demonstrate their handmade craft while participating at the Market. Upon submission, three photos of such products must be included with a vendor certification. A two week waiting period is required to allow the Farmers Market Artisan and Craft Committee to review and artisan vendor products. Vendor designees are not permitted for artisan or craft items. All artisan items must be created by the vendor submitting the certification.

8. Vendors selling any items other than unprocessed agricultural items they actually produce, must provide the farmers market manager a copy of his/her N.C. Dept. of Revenue "Certificate of Registration" prior to selling at the market. A vendor failing to provide this documentation will not be permitted to sell at the market.

9. Failure to comply with any of the guidelines will result in the following penalties:

1st offense - 2 week market suspension

2nd offense - 1 month market suspension

10. The Market Manager has the right to suspend a vendor for the remainder of the calendar year for continuous violations of policy.

Assignment of Selling Space by the Market Manager

1. "Market-certified" vendors will be given priority for use of market space if:

- i) The vendor's primary sales involve agriculture products.
- ii) The vendor's farm or residence is located in Nash, Edgecombe, Wilson or Halifax Counties.
- iii) The vendor has indicated they will attend for a large portion of the market season.
- iv) The vendor has prepaid for the portion of the season he/she plans to attend.
- v) The vendor has seniority at the market. Vendors earn seniority for occupying market space through their accumulation of market participation days as recorded by the market manager. A vendor's record of market participation days will be the sum of market participation days in the previous year and the current year to date.

2. A market space is considered occupied only when both the vendor or vendor's employee and products are present.

3. The market manager can direct some vendors to share a space, if it is determined their product variety or supply will not justify use of a whole space.

4. Vendors paying for Saturday Markets on a daily basis (guest vendors), will each pay \$10.00 per market space per day fee (Tuesday markets and half spaces are \$5.00).

5. All vendors must give notice to the market manager by Thursday at 5 pm if he/she is NOT planning to attend. There will be a \$10 NO SHOW fee for non-compliance. The only exception to this rule is emergency situations which are at the manager's discretion.
6. Transfer of market space assignments by and among vendors is prohibited. Market space assignment is the responsibility of the market manager.
7. Vendors will indicate on their application which dates they plan to attend the market and market space will be assigned. When demand for selling space exceeds the market's capacity, additional vendors may be directed to take outdoor positions on the market grounds.
8. The market manager will categorize vendors as agricultural, baked goods, specialty food/drink or artisans according to observation and judgment that at least 75% of a vendor's sales activity is in one of these categories.

Specific Product Limitations

1. The sale of agricultural products are encouraged at the Nash County Farmers Market. Agricultural products include the following: vegetables, fruits, farm raised meats, dairy products, eggs, honey, plants, nuts, seafood and fiber.
2. The sale of homemade baked goods, candy, jelly, jams, preserves, homemade ice cream, and specialty food items produced by the vendor is generally allowed, provided required inspections and certifications are satisfied.
3. The sale of value-added agricultural products such as, cooked popcorn and nuts are permitted, provided the primary raw agricultural ingredient was actually produced in North Carolina.
4. The sale of ready-to-eat items such as snow cones, cotton candy, sandwiches and beverages is generally not permitted but may be permitted by the market manager.
5. The market manager and NC Cooperative Extension staff will limit at their discretion the excessive duplication of any product.

General Requirements

1. Each vendor must display a sign that includes his/her name or business name, location and telephone number. Minimum sign size will be 8½ inches X 11 inches. A sign will not be larger than 12 square feet.
2. Each vendor selling any items other than unprocessed agricultural items that he/she actually produced must also display a copy of his/her N.C. Dept. of Revenue "Certificate of Registration."
3. All items must have a visible sign displaying the price.
4. For products sold by weight, vendors will provide scales that have been inspected for accuracy by N.C. Dept. of Agriculture, Standards Division.
5. Front parking spaces, street parking spaces and both side parking lots are reserved for customers. Vendors must park behind the buildings or in the lot across the street. Do not park your vehicle in such a way, that you block other vendor's access to their assigned space.

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|--|-----|------|-----|------|-----|--------|-----|---|---------|----------|
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