



Mount Pleasant Farmer's Market Rules and Regulations 2017 Season

The Mount Pleasant Farmer's Market rules and regulations are intended to be fair and to uphold the purpose of the market as a local agricultural producer/product oriented farmers market. The Town of Mount Pleasant provides the venue for the market and oversees the operation of the market in the furtherance of this purpose. The Town of Mount Pleasant may modify or add to these rules at any time to better serve the market's interests.

BACKGROUND: The Mount Pleasant Farmer's Market was established in 2011 to provide locally grown food products, to sustain farmers in the Mount Pleasant area, and strengthen a sense of community. As a "producer only" farmers market, it supports local farms as a viable part of the community by providing a place for local farmers and other agricultural producers to sell their produce directly to consumers.

TIME AND PLACE: The Mount Pleasant Farmers Market operates once a week from May 1st until September 30 on Fridays from 2:00 pm to 6:00 pm at Mount Pleasant United Methodist Church Park on the corner of Hwy 73 and N. College St. The Town reserves the right to change hours of operation or cancel the market due to hazardous weather or other unforeseen circumstances.

FEES: There will be a \$20 yearly permit fee to participate in the Mt. Pleasant Farmer's Market.

CERTIFICATIONS & INSPECTIONS: Currently, the Town of Mount Pleasant does not require proof of Grower's Certification, Scale Inspections, or Kitchen Inspections. However, sellers that have the certifications will be noted on their Sellers Permit which will need to be displayed while selling items at the Farmer's Market. The certifications and inspections listed will be required for the 2017 permit.

WHO CAN SELL: Vendors may sell at the market only after completing an application and receiving approval from the Town of Mount Pleasant. Applications will not be approved without proper signatures and any requested proof that the vendor meets these guidelines. **The Town of Mount Pleasant reserves the right to reject any application for any reason, and may limit the number of approved applications if there is a need to control the market size.**

Eligible vendors are:

NC Farmers (growers) of fresh produce, such as fruits, vegetables, nuts and similar agricultural products.

NC Farmers (producers) of meats, cheese, other dairy products and eggs.

Bakers - makers of locally baked goods.

Makers of specialty, locally sourced, consumable products such as canned goods or prepared foods.

Makers of soaps and body care products prepared from agricultural products.

Gatherers of wild herbs, fruits and mushrooms, from your owned or leased land.

Fishers of fresh caught fish or shellfish caught in **NC** waters.

Horticultural producers of plants, flowers and similar products.

Non-eligible vendors are:

Makers or sellers of crafts (except as a supplement to an approved an eligible activity by prior approval)

Commercial bakers.

Prepared food vendors selling commercially obtained products.

WHAT CAN BE SOLD AT THE MARKET:

1. Vegetables grown by the seller from seed, sets, and/or seedlings.
2. Fresh cut or dried flowers and herbs grown by the seller from seeds or seedlings or perennials on the seller's property.
3. Fruits, nuts or berries grown by the seller from trees, bushes or vines on the seller's farm.
4. Plants grown by the seller from seed, seedling, transplant or cutting.
5. Bulbs propagated by the seller.
6. Eggs produced by the seller's poultry.
7. Meat from animals raised on the vendors property or leased land.
8. Cheese, butter, yogurt, or other dairy products made on the seller's property, with milk from the owner's animals, which must be raised on the owner's property or leased land. Artisan cheeses made from another farm's milk may be sold by accepted application of the farm at which the milk is produced.
9. Honey produced from the **seller's** hives.
10. Cultivated mushrooms.
11. Fresh (made within 48 hours) baked goods made by the seller in a certified kitchen.
12. Candies or confections made by the seller.
13. Preserves, pickles, relishes, sauces, vinegars, jams, or jellies made by the seller with locally grown from NC ingredients from inspected kitchens.
14. Handmade crafts made by farmers and other vendors. Must be by listed on an approved application and constitute no more than 25% of the seller's product.
15. Non-food items may be sold by a nonprofit "community partner" with prior approval of the Town of Mount Pleasant and no more than two times per season.

WHAT CANNOT BE SOLD AT MARKET

1. "Low-acid" canned foods such as green beans, corn peas, carrots, **sauerkraut**, etc.
2. Internal use medicines (e.g., herbal tinctures)
3. Water plants
4. Live animals (neither sold nor given away)
5. Prepared foods obtained from commercial sources (not produced by the seller).
6. Food from outside of NC.

REQUIREMENTS AND GUIDELINES

Vendors are required to comply with all applicable Federal, State, and local laws. Upon request, vendors will provide the Town of Mount Pleasant, or any health or food safety personnel with valid and current documentation of required license, permits, or certifications related to the products being sold at the market.

• General guidelines for selling meat are as follows:

- Meat sellers must meet all USDA and NCDA meat handling requirements and licensure. Product labels must include product name, statement of ingredients, inspection legend applied by the processor, net weight, farm name and address and a safe handling statement applied by the processor. Meat handlers may not open packages, re-label products, repackage products or apply net weights.
- No water or ice that comes in contact with meat may be deposited or allowed to drain onto the market premises.
- No cooked or preserved meats may be sold for immediate consumption.

Cheese and all dairy product vendors must comply with state dairy ordinances. Cheese sellers must have proper certification and the producer must supply the town with documentation of such compliance (attached to application). Cheese must be made on the seller's premises and must be made with milk from animals raised by the seller. Cheese must be kept properly chilled on the market premises.

All prepared food items, baked goods, meat and cheese sold must meet state and local health regulations, including inspection of the prepared food seller's kitchen by North Carolina Department of Agriculture health inspectors. Labeling must be in compliance with NCDA regulations. Sellers must have a copy of their inspection form on file with the town (attached to application) as well as with them when selling at market. Makers of high acid or acidified foods like pickles must pass the FDA short course on food preservation.

Fresh prepared foods must be packaged in individual containers and kept appropriately chilled at market. Container labeling must make it clear that these fresh foods should be promptly refrigerated and have a limited shelf life. Labeling must list ingredients, farm name and phone number.

Baked goods must be fresh (i.e., made within 48 hours of market day). Baked goods must be prepared from scratch (no commercially prepared dough mixes, crusts/shells or fillings). Baked goods must be individually wrapped or, if warm, must be covered and protected from the environment at all times. Labeling must list ingredients, producer name, and phone number.

Mount Pleasant Farmers Market does not allow any craft-only vendors. Farmers and Bakers may have up to 25% of their offerings from crafts, with a total of no more than 25% of the market being non-farm goods (including baked goods, soaps, other). All crafts are reviewed on a case- by-case basis, must be made by the vendor or a member of the vendor's family.

- It is recommended that each vendor carry liability insurance.

VENDOR SCHEDULING

Based on the number of applications that are approved, the Town reserves the right to implement a scheduling system to maximize the opportunity afforded to all interested vendors. The Town will strive to ensure equal access to all interested vendors, but cannot guarantee that every vendor will be accommodated on every market day.

APPLICATION PROCESS

All sellers wishing to sell at the market must submit their application and the \$20 application fee submitted to Town Hall for approval prior to selling at the market. Although forms may be downloaded online, the Town will not accept electronic submission of applications. Most complete applications can be approved within 5 days of submission. Incomplete applications or inadequate documentation will prolong the approval process. Vendor permits will be valid for the season for which the application was made. A new vendor permit is required for each annual market season.

Once approved, sellers must pick-up a copy of their approved application from Town Hall. The Town will not mail copies of approved applications. Applications may be picked up during the regular operating hours Monday-Friday 8:00am-4:30pm. All sellers must have a copy of their approved permit on-site when attending the market.

The Town reserves the right to deny any application for any reason, including limiting the size of the market given the limited space available for vendors.

MARKETING ASSISTANCE

The Town of Mount Pleasant will post the names of approved vendors and the products sold by the vendors on its website as applications are approved to assist with publicizing the availability of products at the market. The Town will make every effort to regularly publicize the market through its website and Facebook page. Vendors who notify the Town of their intent to attend a specific market day may be included in public notices if the vendor gives at least 48 hours notice to the Town of their intent to attend the market. Vendors who maintain a website, Facebook page or other social media or web presence may have a link posted by the Town to assist in publicizing their presence at the market. All publicity of the market and vendors is at the discretion of the Town, and the approval of an application or submission of a notice to attend or other information does not guarantee that such information will be publicized by the Town.