

Guidelines for the



Name and Purpose

1. The name of the organization is the "Downtown Hazleton Farmers' Market."
2. The purpose of the farmers' market is to:
 - a) Increase the availability of fresh and local produce to city residents.
 - b) Support local farmers by providing opportunities to sell their products direct to the consumer.
 - c) Promote healthy eating and healthy foods.
 - d) Celebrate our region's rich agricultural traditions and cultural diversity.
 - e) Make the Farmer's Market a lively destination that will draw people to the Downtown and encourage economic activity.

Market Management

1. The Farmers' Market shall be managed by the Greater Hazleton Chamber of Commerce (herein referred to as the Market Manager) with assistance from the Downtown Hazleton Alliance for Progress and the Farmers' Market Advisory committee.
2. The President or chairperson of the committee of the Greater Hazleton Chamber of Commerce shall preside at all meetings of the committee and ensure that proper records are maintained and filed as necessary.
3. The Chamber may appoint an acting Secretary to maintain the Advisory Committee's official records. Upon appointment, the Secretary shall attend all sessions of the committee and act as clerk thereof. He or she shall record the minutes of the meetings, and provide public announcements of upcoming meetings to committee members.
4. In the event that the President cannot be on-site to answer questions, the chair or any committee member present may provide answers during market operations.

Members

1. All vendors who pay the annual vendor registration fee are members of the Farmers' Market.
2. Vendor registration entitles the vendor to be a voting member of the Advisory Committee.

Advisory Committee

1. The purpose of the Farmers' Market Advisory Committee shall be to advise the Market Manager on market operations that will support stated goals, ensure orderly operations, and strike a fair balance between all participants.
2. At a minimum, the Advisory Committee shall consist of any producer-vendors willing to serve in such an official capacity. Non-producer vendors or volunteers from non-profit groups, local businesses, cooperative extension agents, and interested citizens who are not vendors may also serve on the

advisory committee as a non-voting member upon appointment by the Market Manager. Types of issues requiring a vote include, but are not limited to the following: entrance of additional vendors; allowable products; changes to the sales times; vendor rules; vendor fees; etc.

3. A majority of the membership of Advisory Committee voting members shall constitute a quorum. Issues shall be decided on the basis of a majority vote which will be decided on the basis of over two-thirds votes cast.
4. Committee members shall serve one-year terms, which will be subject to renewal each calendar year.
5. Regular meetings of the Advisory Committee shall occur at least quarterly at such times and places as it shall designate from time to time.
6. Special meetings of the Advisory Committee may be called by the President or Chair at such times as the President deems necessary.
7. Advisory Committee members will be notified of every meeting of the Committee by mail, telephone, e-mail, or fax at least five days prior to the day named for the meeting.
8. The Advisory Committee may vote to remove a member of the committee if any of the following conditions are met: if he or she is declared of unsound mind by the order of court or is convicted of felony; fails to attend three consecutive committee meetings; fails to disclose a conflict of interest, or fails to satisfactorily exercise the duties of a committee member as described herein. A vendor member who willfully violates these guidelines or the market rules can be also be ejected following discussion and vote by the committee.

Vendors

1. Vendors must be actively engaged in the production of products on a full or part time basis and shall include spouse, siblings, children, parents and employees of the applicant who assist in the cultivation of the same property or assist in the production of items available for sale.
2. Vendor applications shall be accepted by the Market Manager upon recommendation of the Advisory Committee. The Advisory Committee will recommend admission of new vendors based upon a vote of the existing vendors. Reasons to disallow additional vendors include but are not limited to: insufficient space at the market; insufficient customer traffic; excess supply of the commodities to be sold by the new vendors; not agreeing to follow guidelines; or inability to provide necessary forms/insurance.
3. **Producer-Only:** The goal of the Downtown Hazleton Farmers' Market is to support local agriculture in Luzerne and surrounding counties. As such, all agricultural products displayed must be produced by the producer-vendor who sells them (see exception below). A "producer-vendor" shall be defined as the producer of goods sold and shall also include spouse, siblings, children, parents and employees of the applicant who assist in the cultivation of the same property or assist in the production of items available for sale.
4. **Producer-Only Exceptions:** The re-sale of agricultural products by producer-vendors is not permitted, **unless** the product is otherwise unavailable at the Market. In that case, the producer-vendor can purchase that product from another producer as a supplement as long as it is clearly labeled as such (i.e. New Jersey carrots). However, once another producer-vendor begins producing that product on her/his farm and offering for sale at the market, the vendor selling the supplemental product must stop selling that purchased product.

5. Products sold can be expanded and limited by the Market Manager upon recommendation of the Advisory Committee. Baseline agricultural products include: vegetables, fruits, herbs, ornamental plants, meats, eggs, dairy products, jams and jellies, ciders and vinegars, syrups, honey, baked goods, wool, fleeces, hand-crafted soaps, and yarns. Upon registration, each vendor will be given a list of guidelines as to what is considered locally produced (see attached). The Market Manager shall not offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having a choice. However, if the Market Manager, upon recommendation of the Advisory Committee, believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied.
6. Non-agricultural products may be sold subject to the decision of the Market Manager upon recommendation of the Advisory Committee. Acceptable non-agricultural products may include artwork created by local artists, prepared foods from downtown restaurants featuring local foods, specialty bake-sale items from local churches or youth groups that support the goals of the market, etc. Non-producer vendors (such as non-profit groups providing educational services) may also be permitted to rent a vendor space subject to the decision of the Market Manager upon recommendation of the Advisory Committee. Acceptable non-producer vendors may include health and wellness organizations, Master Gardeners, chefs providing cooking demonstrations, etc.).
7. Registration: All vendors (producer-vendor and non-agricultural vendor) must fill out an application, agree to abide by market rules, and pay the registration fee. Registration fees will not be refunded unless a vendor is denied space at the market. Non-profit organizations that are not involved in selling products shall be exempt from the registration fee.
8. Vendors shall indicate the products they plan to sell on an application form to be submitted at the beginning of each season.
9. Vendors cannot transfer the right to operate a stand directly to another Vendor.
10. Vendors shall commit to and prepare to sell at all days of the market season. If a crop failure or other uncontrollable reasons prevent this participation, the Vendor should inform the Market Manager as soon as possible.

Market Rules

1. Dates of market: The Downtown Hazleton Farmers' Market will operate each Friday, beginning mid-July thru late August or early September of each year (specific dates to be determined at the beginning of each year).
2. Times for market sales: The Market will open at 10 AM and close at 2 PM. Vendors must arrive in time to be ready to sell at the official opening time. Approved vendors may set up any time after 8AM. Set-up must be complete by 10 AM so as to prevent disruptive behavior such as carrying of products across the Market area or moving vehicles during times customers are present. No sales are allowed before the opening time or after the closing time to ensure fairness.
3. Vendor attendance/Late arrival: Vendors must notify the Market Manager 24 hours in advance if they are unable to attend the Market for any reason.
4. Vendor stands will be assigned at the beginning of the season by the Market Manager.
5. Vendors are responsible for bringing their own items for set-up including, but not limited to: tables, chairs, tents / umbrellas and necessary weights, signage, cash boxes, etc. The Market does not have storage available.

6. Vendors are required to have a sign with their name and location (city or town). Signs must be prominently displayed each week.
7. Two vendors may share a stand (with one vote on the Advisory Committee).
8. Vendors have first right of refusal for the stand location they had the previous year.
9. The Market area will be located on the sidewalk along the north side of Broad Street, between Laurel and Wyoming Streets.
10. Vendors may park their own vehicle on the street while loading and unloading, but then must move their vehicles to another location during market hours. Parking is available within the parking garage and on-street (metered spaces) throughout the downtown.
11. Vendors are responsible for their own trash, including produce debris and food items. All trash must be swept up and disposed of after each market. Vendors are responsible for cleaning their own area before leaving, and must provide their own cleaning equipment (trash bags, brooms, etc.)
12. Vendors must clean up their market area NLT 3pm, unless arrangements have been made to extend hours.
13. No smoking is permitted within the Market area.

Insurance and Regulatory Requirements

1. All vendors must carry insurance for general liability and property damage in an amount not less than \$500,000.00. The policy shall name the Greater Hazleton Chamber of Commerce and the City of Hazleton as added insurers. A copy of the Certificate of Insurance must be provided with the vendor application.
2. Vendors must comply with local, state and federal health and food safety regulations that apply to their products. Vendors are responsible for securing all necessary permits and approvals that pertain to the products they sell. Vendor Permits will be available at City Hall during normal working hours Monday through Friday, and available for download on the Greater Hazleton Chamber of Commerce website at www.hazletonchamber.org. These shall be available for inspection at the vendor's market stand upon request.
3. Non-produce vendors are responsible for collecting, reporting and paying sales tax.

***Guidelines for defining local and locally-produced products**

To be considered “local” or “locally produced,” products must be grown or produced under the following conditions within a 50-mile radius of Hazleton.

- b) Vegetables/Fruits/Herbs grown by the farmer/grower, including mushrooms.
- c) Fresh baked goods from scratch (not store bought mixes).
- d) Milk, cheeses or other value-added products from milk produced on the producer-vendor’s farm or purchased from “local” dairy farms. All dairy products must be pasteurized and in accordance with state and county health codes.
- e) Cut flowers which were grown on the grower’s own farm or greenhouse.
- f) Eggs which are from the producer-vendor’s own poultry.
- g) Jams, honey, maple syrup, and other value-added products which are freshly made from scratch by the vendor (not using store-bought mixes), using seasonal ingredients from their farm or another “local” farm. Processing must comply with local and state health codes. Sauces, salsas, canned vegetables and fruits must be processed by a licensed processing facility. Cider or other juices must be produced from the producer-vendor’s own fruits or that of other “local” producers, but may be processed off-farm.
- h) Soap products which are hand-crafted using seasonal ingredients from their farm or another “local” farm. Any herbs (or their essential oils), milk, honey, or other natural products included in the products should be grown by the producer-vendor or purchased directly from another “local” producer.
- i) Meat from livestock raised by the producer-vendor.
- j) Wools and pelts/fleeces which are from the farmer’s own animals.
- k) Potted plants, shrubs, seedlings, or annual bedding plants. Bedding plants and potted plants must be grown from seed, plug, cutting, bulbs or bare root. No resale of pre-finished plants is allowed.



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