

**Georgetown Open Air Farmer's Market**  
**Sponsored by the Alliance for Georgetown**  
**Rules and Regulations**  
**(Adopted May 2009)**

**Mission**

The mission of the Georgetown Farmer's Market is to provide the residents of Georgetown and surrounding communities with the opportunity to:

- Purchase fresh, locally grown produce
- Support local farm families
- Support local artisans and crafters
- Engage in activities that promote community and celebrate Georgetown's small town atmosphere
- Support local businesses by encouraging people to park, walk, and shop

**Location and Hours - 2009 Season**

Saturdays from July 11 through September 26  
10 a.m. – 2 p.m. (*Rain or Shine*)  
Georgetown Park & Ride, Rte 133, Georgetown, MA

***Directions***

- From Rte 95 North: Exit 54B/Rte 133 Georgetown. Continue on Rte 133 for ~ 2 ¼ miles.
- From Rte 95 South; Exit 54/Rte 133 Georgetown. Continue on Rte 133 for ~ 2 ¼ miles.

The Georgetown Park & Ride is on the left. If you go through the traffic lights in the center of town (where Rtes 133 and 97 intersect), you've gone too far. Market patrons can park in the Park & Ride lot, which is accessible from Rte 133W or from Library Street (if traveling from Rte 133E) and in designated spots on East Main, West Main, North and Central Streets.

**Application, Attendance and Fees**

***All*** vendors must complete the Georgetown Farmer's Market application [www.shopgeorgetown.net](http://www.shopgeorgetown.net) and submit it with the appropriate fee (**\$10 per week or \$30 for 4 Saturdays**) payable to **Alliance for Georgetown** (check, money order or cash only) at least 1 week in advance of the first market date requested to:

**Alliance for Georgetown**  
**c/o Jim Lacey**  
**85 Thurlow Street**  
**Georgetown, MA 01833**

Vendors will be selected by the Georgetown Farmer's Market Committee based upon the market criteria (see Products), availability of space, and the needs of the market. Vendors will be notified in writing (via letter or email) of their acceptance and are expected to attend every date that they are accepted as vendors:

***Once accepted as a vendor, the application fee is non-refundable.***

Each vendor will be assigned a space by the Farmer's Market Committee (with a minimum 10' x 10'). Seasonal vendors will have the first choice of booth space. To the extent possible, the Farmer's Market Committee will assign vendors to the same space; if a vendor requests a new space or additional space, the Committee will do its best to accommodate.

## **Vendors**

A Vendor is a provider of food and non-food goods produced by a locally based business or organization.

### ***Vendor Responsibilities***

- Provide for their own set-up including tables, chairs, umbrellas, canopies, tents, etc. If umbrellas, canopies, or tents are used, vendors shall properly secure them to assure public safety.
- Provide trash receptacle for their area. Vendors are responsible for cleaning their area after the market and removing all trash.
- Comply with the requirements set forth by federal, state and local laws, regulations and rules for all processed foods.
- Vendors of prepared foods or potentially hazardous foods must provide a copy of their food (kitchen) permit from their hometown.

*Please note: Utilities are not available.*

## **Products**

Farmers may sell a limited amount of a neighboring farm's produce. Produce items must meet all federal, state, and local regulations and rules. All craft vendors must declare the items they intend to sell on the application. Crafts must be high quality, locally made and meet the criteria for Non-Farm Products (see below).

The Georgetown Farmer's Market welcomes farm and non-farm products such as:

- Fresh fruits
- Fresh vegetables and herbs
- Fresh cider
- Cheese, Eggs
- Plants and cut flowers
- Honey, maple, and beeswax products
- Breads and baked goods
- Jams and Jellies
- Soaps and candles
- Hand made crafts

### ***Non-Farm Products (foods, arts & crafts, etc.)***

Artisans are welcome as vendors. All artisan vendor applications will be reviewed by the Farmer's Market Committee in accordance with the criteria below. The Committee may restrict the number of vendors selling similar products. Environmentally friendly products are strongly preferred. Food products should be made from local produce whenever possible. Non-farm products must be deemed by the Farmer's Market Committee as:

- High quality, locally made and require skill and creativity
- Complimentary to a farmer's market.
- Primary food products must be 100% made by the vendor.

## ***Organizations***

Organizations, profit and non-profit, can apply to attend the Farmer's. Applications will be reviewed by the Farmer's Market Committee in accordance with the goals of the Farmer's Market. The Committee may restrict the number of organizations participating on a particular market day in an effort to balance vendor participation. Participating organizations are required to adhere to the same rules and policies as all vendors. The Georgetown Farmer's Market welcomes organizations such as:

- Nutrition and nutritious food preparation
- Health and well-being
- Sustainable living
- Environmental issues
- Conservation of natural resources and recycling
- Fine arts and arts & crafts demonstrations
- Local history
- Restaurants
- Local government bodies (**campaigning is not permitted**)

## **Pricing and Signage**

Vendors must adhere to the following pricing and signage requirements:

- All vendors should post the name of the farm/business/organization and where it is located on a sign.
- All vendors must post prices for all sale items in one of the following ways:
  1. Individual goods must be clearly marked and tagged with the price
  2. One sign with all of the prices clearly stated. The sign must be secured at all times (e.g. by weights).
- If items are not grown or produced by the farm/business selling them, the farm/business and farm/business location of origin must be listed.
- Products labeled as Organic or verbally referred to as organic must be certified.
- Prices for items shall be established by individual vendors. Collusion among vendors to raise or lower prices is strictly prohibited.
- Items may be sold by the pound, bunch, or measured container.

## **Health/Food Permits**

Vendors of any prepared or ready to eat foods must provide a copy of their food (kitchen) permit from their hometown at the time of application.

## **Unloading**

Temporary unloading and loading is permitted in the Park & Ride (or any legally designated space) **one hour before the market opens** (see Set-Up and Break-Down).

The unloading and break-down will be supervised by a designated Farmer's Market Staff person(s). They have the authority to determine whether there is sufficient space for the vendor's vehicle to remain in the Park & Ride after unloading. These decisions will be based on safety for vendors, market patrons, and other users of the Park & Ride, and the available space designated for the Market and its vendors.

### **Set-Up and Break-Down**

Vendors may set-up **one hour before the market opens, no earlier. No sales are permitted before the Market opens.** Vendors may not break-down before the close of the market, even if they have sold out of products. At the close of the market, vendors are expected to break-down promptly; their vendor area should be completely clean upon departure.

### **Other Considerations**

For the safety and enjoyment of our vendors and patrons, *please*:

- No Smoking at any time on the market site during the market set-up and break-down, or during market hours.
- Consumption of alcohol or other controlled substances is strictly prohibited.
- No Pets allowed in the vendor's selling area. The only exceptions are seeing-eye dogs, dogs for the hearing impaired or other disability guide dogs.
- Children accompanying vendors must be supervised at all times.
- Shoes and shirts at all times.
- No Hawking (calling attention to your products in a loud, repetitive, public manner).
- Vendors (including organizations) are not permitted to sell products outside of their booth space.
- No Dumping (of produce, or other products). All products should be first-quality. Vendors are not permitted to give produce or other items away for free or at below-cost pricing, thus undercutting potential sales of other vendors.

### **Questions**

If you have questions about the Georgetown Farmer's Market, please contact:

[www.shopgeorgetown.net](http://www.shopgeorgetown.net)

<http://www.shopgeorgetown.net/pages/contact.html>

We look forward to your participation!

### **Farmer's Market Committee:**

- James Lacey
- Sharon Freeman
- Sandy Gerraughty
- Tim Gerraughty
- Robert Morehouse
- Barbara Morehouse
- Deb Jackson
- Bram de Veer