

Pottstown FARM's Mission

The Mission of Pottstown Farm & Artisan Regional Market (Pottstown FARM) is to provide access to fresh, locally grown agricultural products and handmade artisan goods to the Pottstown region. FARM also helps provide easy access to those fresh foods for those who are underserved in our region through a variety of programs & incentives.

Vendor Rules & Requirements

By continuing through the application process it is assumed that you agree to the following rules and regulations:

1. As we continue to grow as a market, we primarily seek farmers who are self-producing. If you are a self-producing farm but also OCCASIONALLY work with other LOCAL farmers to sell their products, you will need to follow these guidelines:

- The re-sale of locally grown produce by neighboring farms may be considered ONLY if the vendor can provide us with detailed source information, can guarantee all produce is grown within 25 miles of zip code 19464 and agrees to label these items with source information.
- A farm visit will be required for all produce sellers.

2. FARM will need a full and concise list of produce or products you intend to sell and source information when applicable.

- Pottstown FARM does NOT offer exclusivity, understanding that choice appeals to shoppers. However vendors are only authorized to sell listed items provided to Pottstown FARM for approval. This will prevent a saturation of overlapping items.
- We encourage a full list of your products you wish to sell eliminating the need to have our FARM team review future additions to your stand.

Additions are always welcome, but we ask that you inform the team prior to bringing the items in.

3. All vendors are expected to have professional and complete signage, booth setup and product labels.

4. An understanding of how much space you are going to need and the willingness to stay within the confines of that space during markets.

- You will be given the choice of booth size in our application. It is better to overestimate.
- Vendor locations are assigned prior to the first market and expanding space is not an option once the season begins.

5. Each vendor is required to set up a *straight leg* tent and have tent weights available at each market.

- Tents create a cohesive shopping experience for our shoppers, protect products and provide clear boundaries. Tents with angled legs are prohibited because they can cause tripping hazards.
- When applicable your tent legs must be against your neighboring vendors' tent legs to ensure enough space for each booth.
- Tent space sizes will be 5x10, 10x10, 10x15 or 10x20.

6. A firm commitment to the market dates you enroll in.

- Reliability and consistency is important to our shoppers. Remember: Refunds will not be given for missed markets.

7. Timely Arrival and Set-Up/Closing.

- To ensure a stress-free market, vendors are required to have ALL items within their allocated space no later than 8:30 am.
- No vendors are allowed to park on High Street or at Borough Hall. All vehicles must be relocated by 8:45 am behind Smith Family Plaza or the Magistrate parking.
- A bell will signal the opening of the market at 9 am each week and

customers will be admitted into the marketplace at that time.

- Market ends at 1 pm and vendors are not permitted to start breaking down their booths prior to that.

8. The willingness to openly communicate with the FARM team throughout the season.

- Check emails regularly; return phone calls and/or texts in a timely manner.

9. Current insurance, current Board of Health Certifications and Cottage Law Licencing when necessary.

- Pottstown FARM does not provide BOH amenities nor do any local businesses. Each vendor is responsible for their continued compliance including but not limited to: hand washing stations, dish washing stations, storage and organization of goods.
- It is not acceptable to approach a local business and solicit the use of their resources including restrooms.

10. The willingness to work cohesively with fellow vendors and the FARM team.

- Aggressive or volatile behavior towards the Market, FARM Team, other vendors, or customers will not be tolerated. Pottstown FARM has a zero tolerance policy and any non-compliance will result in immediate dismissal without refund. This includes both in-person and virtual behavior such as social media, emails and phone conversations.
- If you have concerns regarding another vendor or FARM team member, please reach out to our director or vendor liaison for a complaint or comment form so we may research this issue. Corrective action will **NOT** be taken without a completed form. Complaints will not be discussed during market hours unless immediate attention is required.

11. The willingness to promote your own business.

- Vendors help themselves, each other and FARM grow through their own marketing efforts. Pottstown FARM is eager to share in

those efforts by highlighting new products, specials and the stories of our vendors, but we are not responsible for finding or creating that content. Vendors are strongly encouraged to send FARM photos, videos and promotions **in completed form** so we may include them on our social media pages and newsletters. Our marketing manager is here to support your efforts, but her focus is on highlighting FARM as a whole.

Violations of these requirements may result in monetary fines of up to \$50 per occurrence or termination of your participation at Pottstown Farm & Artisan Regional Market (Pottstown FARM) without refund.