



# Town of Wayne Farmers' Market

## Guidelines

### 2024 update

#### **Mission**

The Wayne Farmers' Market envisions the following goals will serve as permanent fundamental ambitions:

- To support and promote local growers and producers as well as offering healthy, local, and fresh products to the community.
- To cultivate a strong sense of community by providing an enjoyable setting for people to visit, interact, and learn, in addition to buying products.
- To create an opportunity for direct grower-consumer interactions and idea sharing.

#### **Administration**

- The farmers' market committee is a local town committee reporting to the Board of Selectmen for the sole purpose of the management and oversight of the Wayne Farmers' Market, as specified by the "Organizational and Directive Document for the Farmers' Market Committee", signed by the Town of Wayne Select Board on August 25, 2015. The committee will be comprised of interested and involved community members and vendor representatives. The committee will handle the following elements: vendor applications, acceptance and relations; consumer feedback; treasury; and other organizational and operational aspects of the market.
- Variety of food products and benefits to preserving local agriculture are considered first in vendor selection. Geographical location is also considered with preference going to Wayne-based producers followed by producers from neighboring towns. The preference for Wayne-based producers will override vendor seniority when the market committee is reviewing applications for future seasons.
- A member of the market committee will be responsible for collecting the vendor fees. The vendor fee will be \$45 for a 15-week season, or \$3 per week, with a lower pro-rated fee for producers with a limited season. These fees will contribute towards the market's operational costs. In an effort to keep the vendor fees as low as possible, the market will strive to maintain a low operating budget.
- It is recognized that although vendors sell as individuals, the market is one unit that relies on good communication and attitudes from all involved parties in order to run smoothly. The market committee welcomes constructive input from vendors and shoppers to ensure the best possible market.

## Products and Regulations

- “A person may not sell farm and food products at a market labeled "farmers' market" unless at least 75% of the product offered by that person were grown or processed by that person or under that person’s direction. A product not grown or processed by that person or under that person’s direction must have been grown or processed by and purchased directly from another farmer and the name of the farm must be identified on the product or on a sign in close proximity to the displayed product.” (*Maine Revised Statutes Title 7, Part 2*)
- “Farm and food products means any agricultural, horticultural, forest or other product of the soil or water, including, but not limited to, fruits, vegetables, eggs, dairy products, meat and meat products, poultry and poultry products, fish and fish products, grain and grain products, honey, nuts, maple products, apple cider, fruit juice, malt liquor, wine, ornamental or vegetable plants, nursery products, fiber or fiber products, firewood and Christmas trees.” (*MRS Title 7, Part 2*)
- All producers of home-processed items such as honey, maple syrup, jams, jellies, relishes, and home-canned or dehydrated goods must be licensed by the Department of Agriculture, as must producers of baked goods, or other prepared foods. Producers of meat, poultry, and dairy products are likewise required to be licensed. A license is not required if only selling fresh, raw, unprocessed fruits, vegetables, and flowers.
- Guidelines for Vendors with Baked Goods:
  - No ingredients need to be produced by the vendor.
  - All items offered for sale must have been baked by the vendor.
  - Baked goods need to be "from scratch", no mixes.
  - Baked goods should use Maine fruit whenever possible.

Please Note: Priority will be given to vendors using Maine butter, fruits, eggs, maple syrup, and grains. (Crown of Maine Organic Cooperative sources Maine grown and milled products.)
- The Market committee may allow certain non-food products such as homemade soaps, fiber and fiber products, herbs, and homegrown flowers, as deemed acceptable and fitting with the market’s mission. Non-food products will be considered on a case-by-case basis. All products whether non-food items or processed items, such as jam, must be made with Maine ingredients when available. Ingredients of processed products must be posted as to their source.
- **Guest Vendors:**

Vendors who wish to sell their products only occasionally may apply to be a guest vendor. They must fill out and submit the vendor application, designating which weeks they wish to participate in. They must obtain all appropriate licenses. Preference is given to Wayne residents. Vendor fees will be charged weekly, currently \$3/week.
- **Artisan Vendors:**

The Market has limited space for artisans whose work is aligned with the market’s mission of supporting local growers and producers and promoting farm and food products. Preference is given to Wayne residents. Vendor fees will be charged weekly, currently \$3/week. Artisans should fill out the application form through the WFM website or send by postal mail to: Eileen Chretien, 6 Taylor Lind Road, Wayne, ME 04284.
- **Children as vendors:**

The Farmers’ Market allows one 10-foot space for children to share. In addition, children of vendors may share their family’s space. Items must be handmade or grown by the child. Children are encouraged to feature products that align with the market’s mission,

and must obtain all appropriate licenses, as set forth by the state of Maine. No vendor fee will be charged.

- **Space for Non-Profits:** Given Market space constraints, the Committee allows one 10-foot space for non-profits. Two groups may share the space. Wayne non-profits can sign up on a first come first served basis for two times per month. No fee will be charged.

### **Location, Hours, Attendance**

- The Market will be held on Saturday mornings from 9:00-12:00, rain or shine, beginning with the Memorial Day weekend and ending on Labor Day weekend. The Market will be held on the green in downtown Wayne, next to the Post Office on Route 133.
- The success of the Market depends on a consistent and diverse selection of products for shoppers to choose from each week. **Vendors are expected to attend the Market every week unless an unavoidable conflict arises, in which case they are asked to inform the Market Committee in advance. If at all possible, in such a situation, vendors are asked to arrange with another vendor to sell their products.**

### **Parking**

- Parking for vendors will be available at the Wayne Fire Station in the back of the lot. Vendors will be expected to be set up and ready to sell by the market's opening time, and have their vehicles removed from the market area. When the market closes each day, vendors may bring their vehicles back to their spaces to pack up their stalls.
- All attendees of the market will be strongly encouraged to bike, walk, boat, or find other ways to limit car traffic downtown. Measures will be taken to ensure that farmers' market parking does not infringe on parking areas designated to specific downtown businesses.

### **Layout and Organization**

- Basic stall size for each vendor is 10 feet of frontage, and that width will be accommodated wherever possible given the limitations of the site and the flexibility of the vendor. Full-season vendors will be assigned spaces for the whole season, and any vendors coming for a shorter time period due to their product's availability will be accommodated in spaces that are left.

### **Other Rules**

- Vendors are expected to leave their spaces as clean or cleaner than when they arrived. This means all vendors will take care of their own trash.
- Any concerns, dissatisfactions, misunderstandings, or disputes should be brought to the attention of the market committee, and the committee will work as fairly, discreetly, and quickly as possible to resolve the issue.
- Vendors must post their name and farm location at their stall.
- Vendors must post product prices clearly. Pricing products far below what it costs to produce them will not be allowed. Competition is fine, but unreasonable pricing can destroy a market or another vendor's business. Please take time to know your production costs and set your prices at a fair market value.
- A high standard of product freshness and appearance shall be maintained.

- Vendors are expected to treat all market attendees, including other vendors, professionally and with courtesy.
- Alcohol is prohibited from the Wayne Farmers' Market. There will be no selling, buying, or drinking of alcohol at the market.
- All food products must be displayed at least 6 inches above the ground.
- Vendors are responsible for determining whether they require licenses under Maine law, and for obtaining needed licenses. **A copy of the current year's license must be provided to the market committee before a vendor is allowed to sell at the market. State regulations require licenses be displayed while at market.**

I have read the Wayne Farmers' Market Guidelines and agree to abide by them.

Signature of vendor: \_\_\_\_\_ Date: \_\_\_\_\_