



www.doreyparkfarmersmarket.org

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PRODUCER HANDBOOK AND MARKET GUIDE

DPFM's mission is to provide Henrico citizens with easy access to fresh and nutritious local produce, and other high quality products produced by local farms and small businesses. We encourage and support local growers, farmers and other producers as well as promote good health & nutrition, environmental stewardship and agriculture education through community outreach efforts. We believe that these principles will ultimately build a greater community.

2022 Market Schedule

June 4, 11, 18, 25	September 3, 10, 17, 24
July 2, 9, 16, 23, 30	October 1, 8, 15, 22, 29
August 6, 13, 20, 27	

MARKET RULES AND GUIDELINES

MARKET HOURS

The Dorey Park Farmers Market (“DPFM”) runs every Saturday, 9:00 a.m. to 12:00 p.m., June through October.

MARKET LOCATION

Dorey Park
2999 Darbytown Road
Henrico, VA 23231

The market is located in Dorey Park adjacent to the “Big Barn,” or Rec Center.

PRODUCERS

All producers of DPFM must grow or process the great majority of what they offer at the market. Very limited produce or goods may be offered for resale. Agricultural products sold such as flowers, plants, bedding plants, trees, fruits and vegetables, grain products, honey, eggs, and milk should come from a farmer's own fields, greenhouses, hives, fowl, and/or herd, unless the product is not usually produced in the Eastern Henrico area. In that case, the product must be Virginia grown. All handcrafted items must be made by the producer. No antique items or flea market items are allowed for resale. ***All items offered for sale at the DPFM shall be approved by the Market Manager and subject to inspection.***

Each producer is expected to provide the following (*when applicable to you*) during the application process:

- A complete list of products or menu items that will be sold at the market, which will be subject to approval by the Market Manager.
- Confirmation of the origin of all produce and goods offered at the market.
- Copies of organic certification documents.
- Copy of liability insurance declaration.
- Copies of all applicable food safety forms, inspection reports, and licenses/permits applicable to the sale of your product(s) which may include:
 - Department of Health Permit
 - Organic Certification
 - Scale Inspection
 - Virginia State Sales and Use Tax Certificate
 - Food & Safety Inspection
 - VDACS Kitchen Inspection
 - Commercial Fishing License

Once it is determined that a producer meets all of the above requirements, final application approval is based on the following factors:

- Previous producers receive preferential consideration for market acceptance.
- Space available for producers is determined by the space available at the market.
- Special consideration is given to farmers and other growers who expect to attend all market Saturdays.
- Special consideration is given to food producers.
- Producer's availability to consistently attend through the end of the market season.
- The producer's capacity to produce enough products for the entire market season.

PRODUCER APPLICATION, FEES AND ATTENDANCE

Our application is available through Marketspread.com. A non-refundable application fee of \$25.00 is due when you submit your application.

The DPFM maintains a tiered fee schedule. With that, all producers that attend full time will be provided a discounted weekly rate. There is a small increase in market fees for those producers that do not participate full time. The structure is listed below:

Attend 18-22 markets - \$15.00 per market

Attend 13-17 markets - \$20.00 per market

Attend 1-12 markets - \$25.00 per market.

Each Monday the Market Manager will email producers to confirm the list of producers who have signed up for the upcoming market with a request to inform the Manager by Tuesday at 5:00pm if the producer **cannot** attend.

On Wednesday afternoon prior to the market Saturday, you will receive a location number and an invoice through Marketspread. Note that the invoice reflects the amount due based on your expected attendance for the season that you indicated through Marketspread. *For example- a producer who plans to attend 14 market Saturdays will receive an invoice for \$20.00 for each week that the producer attends. For a producer who plans to attend all market Saturdays, the weekly invoice will be \$15.00. All invoices are due at the beginning of the market day.*

Attendance is very important to us, your fellow producers and your customers. Unless it is an emergency, we expect those producers that have indicated their attendance to be at the market. **If you do not timely notify the Market Manager of your absence and an invoice was issued to you, the invoice will be due for that week.**

Supporting local farmers, food artisans and other producers while providing nutritious foods to the Eastern Henrico community is an important part of DPFM's mission. With that, DPFM has identified a preferred ratio of products, for the benefit of the mission, our customers and our producers. Producers will be accepted to fill a product need using the general guidelines listed below:

- Fruits and Vegetables: 45 – 55%

The remaining 45-55 % will be split among the following vendor types, based on the needs of the market:

- Baked Goods
- Meat
- Dairy
- Plants and Cut flowers
- Other (honey, jams, pasta, etc.)

- Handcrafted items.

LIABILITY INSURANCE

Liability insurance must be provided by all producers who sell produce, baked items, and other food products that will be consumed by the general public. For your protection, we **STRONGLY** recommend all other producers obtain liability insurance as well.

FOOD SAFETY GUIDELINES

(See Going to Market provided by VDACS) Proper handling of food at the DPFM is a critical part of ensuring the safety of consumers. Consuming contaminated foods or beverages causes food borne illness. All food items must be properly protected against contamination at all times.

Therefore:

- **Eggs:** Shell eggs packed for the consumers are to be stored under refrigeration at a temperature of 45 degrees F° or below at all times while selling at the market. Shell eggs must be intact and free of cracks. Eggs must be from the farmer's own fowl. Egg cartons must be properly labeled in accordance with the state regulations where the eggs are produced. No resale of another farmer's eggs is allowed.
- **Meat and Poultry Products:** Meat and poultry products sold at the market must be kept frozen at a temperature of 0 degrees F° or below. Calibrated thermometers are to be kept in freezers/storage containers for meat and poultry products at all times when selling and will be checked for appropriate temperature by Market Management.
- Participants may not display prepared/ready-to-eat foods for sale without being properly wrapped, covered or protected by an appropriately designed sneeze guard. All food items must be kept covered and kept at a proper temperature prior to selling.

- Participants must store all food items at least 6 inches off the ground.
- Participants cannot handle exposed, ready-to-eat foods directly with their bare hands. Utensils such as deli paper, tongs, or disposable gloves may be used to prevent bare hand contact with exposed, ready-to-eat foods. Disposable gloves that handle money should not come in direct contact with ready-to-eat-foods. Gloves must be discarded when they become damaged or soiled or when employees are switching tasks.
- Food samples must be presented in a safe and sanitary manner in accordance with Henrico County Health Department. Participants must use appropriate gloves, provide cups, utensils, or toothpicks for customers to use if providing samples of their products. Participants also must provide trash receptacles for the disposal of any sampling materials.
- Ice used for consumption must be kept in clean containers and dispensed by appropriate scoops/utensils.
- Adequate equipment must be used to maintain foods that require time and temperature control for safety (potentially hazardous foods) at the appropriate temperature to prevent the risk of illness.
- Foods that require cold holding refrigeration must be kept at 41 degrees F° or below. Foods that require hot holding heat must be kept at 135 degrees F° or above.
- Market participants will have access to on-site hand washing stations and restrooms.

ARRIVAL, SET-UP AND TAKE DOWN

Producers will be allowed to begin setting up as early as 7:30 a.m. on market day, and setup should be complete by 8:45 a.m., to be ready for the market opening at 9:00 a.m., sharp.

In the past we have had troubles with producers arriving late and leaving early. PLEASE BE AT THE MARKET AND SET UP BY 8:45 a.m. Additionally, all producers are expected to stay the entire market time even if you sell out of products. It is very dangerous to our customers and other producers if vehicles are driving through the market during market hours.

Each producer must have a 10ftx10ft tent secured with stakes or weights to prevent damage or injury. Each producer will be responsible for bringing their own stakes/weights, tents, tables, tablecloths, chairs, certified scales, signage, price lists, food sample supplies, applicable packaging and monetary change.

SNAP AT THE MARKET

DPFM believes everyone should have access to fresh, healthy, local food and as part of that, we accept SNAP (Supplemental Nutrition Assistance Program) EBT at the market and offer SNAP match through the Virginia Fresh Match program. SNAP provides eligible households with financial assistance to supplement their grocery budget and we strongly encourage all eligible producers to accept SNAP benefits at the market. Please read *Accepting SNAP at the DPFM* handout for details on the entire process.

For those producers who are eligible to accept SNAP, it is required that you inform the Market Manager whether or not you will accept SNAP tokens at the market prior to the first market of the season.

PRODUCER MISCELLANEOUS INFORMATION

- POP Club- Our Power of Produce children's club is an important part of the DPFM. Children will be provided a

POP Bucks to spend with farmers and growers if they take two bites of the vegetable or fruit of the week. **Please note that only farmers and growers are allowed to accept POP Bucks for the purchase of vegetable and fruits.**

The market reimburses farmers and growers for the POP Bucks collected at the market in a timely manner.

- **Advertising-** promoting the market is the responsibility of all stakeholders. Some advertising will be provided by the County of Henrico and Dorey Farmers Market, Inc. Producers should use the DPFM logo and information in their advertising to help bring buyers to the market.
- **Signs** – all producers must have a sign clearly marking the name of the business.
- **Parking-** producers must park in designated parking areas only. The Market Manager will direct you to the designated area upon arrival. All vehicles should be out of the vending area and parked in designated places not later than 8:45 AM.
- **Pricing-** pricing of goods sold at the market and any applicable taxes are the sole responsibility of the individual producer. The advertising of and promoting other non-market locations are not permitted on the market site, except producers may promote farm stands at their own farms.
- **Amplified music-** amplified music or paging systems cannot be used by producers. Generators are discouraged and must be approved by the Market Manager.
- **Smoking policy-** no smoking, vaping or use of tobacco is permitted anywhere on Dorey Park. Open flames are prohibited except those for preparing food and approved by the Market Manager.
- **Drugs and alcohol-** the unlawful possession or use of illegal drugs and/or alcohol anywhere on Dorey Park is prohibited.
- **Organic labeling-** use of the phrase “organic”, in produce

sales, shall be governed and regulated in accordance with Virginia Department of Agriculture regulations. All producers are required to advertise truthfully and to respond to a customer's questions in a like manner.

- **Employees or volunteers of producers-** all producers are responsible for the actions of their employees and/or volunteers. Each employee or volunteer shall abide by the rules and regulations of the DPFM.
- **Disruptive behavior-** DPFM is a peaceful place for our community to gather. Any producer who exhibits disruptive or unruly behavior, to include crude language, will be asked to leave and not invited to participant in future market days.
- **Media-** the Dorey Farmers Market, Inc. will post pictures, updates and other information on its website, Facebook page, etc. All producers agree that their image or the image of your business may be used by the market in that capacity.

CLEAN-UP

Producers are responsible for maintaining their space in a clean and sanitary manner with attention to public safety and respect for the use of this public space by others during and following the end of the market day. Producers are responsible for cleaning all trash and waste including picking up any debris within and around their designated space. On-site trash receptacles are provided for customer and participant use.

INCLEMENT WEATHER

The DPFM is outdoors and is open rain or shine. Unless the Market Manager announces otherwise, everyone who is scheduled will be expected to attend. In cases of weather reports predicting inclement weather, such as high winds, severe thunderstorms, tornado warnings, etc., cancellation of the market is at the discretion of the Market Manager. If the Market Manager cancels the market, producers will be notified of the

closure in a timely manner by text or email.

Our community is richly diverse in every way. To respect that richness, DPFM will not promote any political parties or candidates, nor provide any producer space for these or similar groups or individuals. All non-profit organizations participating in the market must have a direct connection to our community and the DPFM mission.

Contact information:

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