

## KEEP THE FOLLOWING PAGES FOR YOUR RECORDS

**MISSION:** to provide a unique venue offering high quality, diversified products from CT growers and producers.

Vendor participation is at the discretion of the CWFM Board of Directors.

Brief Regulations: See Detailed Regulations Below

1. Access to Coventry High School begins at 9:00 am.
2. Setups are to be completed by 9:45 am.
3. Vendors who are late more than two times will be subject to review.
4. Sales, except to vendors, start at 10:00 am (not before) – Please wait for the bell!
5. Keep your area clean during the market.
6. DO NOT start packing up before 12:30 pm. (Wait for the bell!): Vendors who pack up before the bell will be subject to review.
7. Clean up your area after the market closes.
8. Attend all dates in your contract (2-week notice of absence is expected unless an emergency). **Put this number in your contact list: Stuart Hecht (203) 824-7475**
9. **IN THE EVENT OF AN UNEXPECTED ABSENCE – DO NOT SEND AN EMAIL CALL or TEXT Stu at (203) 824-7475** (include the name of your business if you send a text)
10. Market cancellation due to inclement weather: We will let you know by email as soon as we know. Cancellations will be posted on the CWFM Facebook page and website.  
[www.CoventryWinterFarmersMarket.com](http://www.CoventryWinterFarmersMarket.com)

### COVENTRY WINTER FARMERS 'MARKET (CWFM) DETAILED REGULATIONS

CWFM is a certified CT Department of Agriculture farmers' market operated by a volunteer Board of Directors.

CWFM is a producer-only market. All products sold at CWFM must be made in CT by the vendor. Purchasing product for resale is prohibited. CWFM strives to ensure that everyone who participates in our market has a pleasant, professional and rewarding experience.

**TIME:** Sundays 10:00 a.m. to 12:30 p.m.

#### **LICENCING AND PERMITS:**

• Each vendor is expected to keep documents up-to-date: Information available at CT Dept. of Agriculture's *Farmers' Market Reference Guide* and from the State of Connecticut, Department of Consumer Protection.

#### **Highlights of requirements by product category:**

- **Produce grown in Connecticut:** All agricultural produce offered for sale must be grown by the vendor in CT. In the case of value-added agricultural products, the main ingredients should be produced by the vendor in CT and the product processed by the vendor in CT.
- **Prepared foods, baked goods, preserves, jams, jellies:** It is expected that all vendors of prepared foods, baked goods and preserves will source as many local ingredients as possible from a CT farm or dairy, and provide a list with their application. Vendors must mix, bake or prepare all goods offered for sale. Purchasing processed foods and reselling them is prohibited. All baked goods require a Connecticut Bakery License.
- **Meats and dairy:** All products must come from vendor's herd in CT.  
<https://portal.ct.gov/DOAG/Licensing/Licenses/Milk--Producer-Retail-Raw-Milk-Producer-and-Raw-Milk-Cheese-Manufacturer-Permit>
- **Fish and shellfish:** The CT Dept. of Agriculture has determined that seafood is considered a "farm product" as defined by State statute. The CT Seafood Council and the DEP have an understanding that CT seafood being caught/harvested by fishermen in boats that are *landed in Connecticut* is considered Connecticut caught. Out-of-State fishermen are not permitted to participate in Connecticut's certified farmers' markets.

- **Cosmetics:** Producers of products considered to be “cosmetics” by the State of Connecticut must be licensed. Examples of products which fall under this category include lip balms, lotions, serums, creams, washes, etc., but not bars of soap.
  - Information about licensing: <http://www.ct.gov/dcp/cwp/view.asp?a=1620&q=512940>
  - Link to the application: [http://www.ct.gov/dcp/lib/dcp/drug\\_control/pdf/csm-09oct\\_with\\_schedule\\_2-17.pdf](http://www.ct.gov/dcp/lib/dcp/drug_control/pdf/csm-09oct_with_schedule_2-17.pdf)
- **Pet treats:** fall under the category of “animal feed” with the State of Connecticut and each product sold is certified by the State, specifically by Paula Butler (860-713-2512). The two-page certificate called a “Commercial Feed Registration Certificate”. [http://www.ct.gov/doag/lib/doag/inspection\\_regulation/2017/Revised\\_Feed\\_app\\_x18\\_December\\_13\\_2017.pdf](http://www.ct.gov/doag/lib/doag/inspection_regulation/2017/Revised_Feed_app_x18_December_13_2017.pdf)
- **Sampling and prepared foods:** Vendors must have a license with Eastern Highlands Health District (EHHD). The office requires at least 2-week notice to process applications. EHHD regulations and forms are available at: <https://easternhighlandshealthdistrict.viewpointcloud.com/categories/1083/record-types/6454>. EHHD’s phone number is 860-429-3325 and the Coventry office’s phone number is 860-742-9064.

## EXPECTATIONS OF VENDORS

- \* Vendors are expected to promote CWFM on their social media platforms. Your help is needed to increase traffic.
- \* Vendors will respond to scheduled weekly emails with requested information by the stated date. This information gives CWFM the tools to promote our vendors. By helping CWFM, you are marketing your business through CWFM’s social media platforms and newsletters.
- \* Vendors will maintain food safety protocols.
- \* Vendors will maintain proper licenses and permits.
- \* Vendors may sell only what has been pre-approved by CWFM.
- \* No resale or repackaging is allowed.
- \* All produce and products sold at the Market, with the exception of approved bottled beverages and coffee beans, must be grown or produced by the vendor within the boundaries of Connecticut. All booth staff, whether owner or employee, shall be held strictly responsible for adhering to this policy.
- \* Vendors shall allow the Market to inspect their production facilities at any time, with or without notice, to maintain the integrity of our producer-only market.
- \* Vendors act as representatives of their own businesses as well as representing CWFM and are expected to act in a professional manner at all times at the Market. Unprofessional and inappropriate behavior, including use of profanity, shouting and general disruption to the Market will not be tolerated.
- \* Because we are located in a town building, animals other than service dogs are not permitted.

\* **Insurance:** MARKET LIABILITY INSURANCE (\$1,000,000/\$2,000,000)

Certificate Holder MUST BE LISTED AS:

Coventry Winter Farmers’ Market and Town of Coventry, 1712 Main St., Coventry, CT 06238

\* **Signage and Pricing:** Product description signs/labels must be accurate and truthful. Products should have clear identification of price per unit for each commodity. Only vendors with organic certification are allowed to advertise a product as organic and vendors must display the USDA Certified Organic logo. All bottled, canned or jarred products must have ingredient labeling.

\* **Weather:** Cancellations will be posted on CWFM’s website [www.coventrywinterfarmersmarket.com](http://www.coventrywinterfarmersmarket.com) and Facebook/Instagram as soon as we are notified by the Town of Coventry Facilities Director of the building closure.

**It is incumbent upon vendors to check these sites and local weather sources to decide if they will attend the market.**

Efforts will be made by CWFM to inform vendors of cancellation by email and/or phone, so be sure to inform CWFM of any changes. Decisions for cancellation are beyond the control of CWFM. It is understood that snow removal of roads and emergency facilities takes precedence over the market.

## GENERAL TERMS AND LIABILITIES

### **Discrimination / Harassment:**

- The Market prohibits discrimination in all its programs and activities on the basis of any protected class under federal, State, or local law, including race, color, creed, national origin, age, disability, gender, marital status, familial status, religion, sexual orientation, veteran status or socio-economic status including discrimination or harassment because all or part of an individual's income is derived from any form of public assistance.
- All discrimination, harassment and inappropriate conduct is prohibited in any form including verbal, non-verbal and physical unwanted acts and not limited to email, voicemail, chat rooms, Internet use or history, text messages, videos, pictures, images, writings, words or gestures. Examples of inappropriate conduct could include behavior such as sexual innuendos, lewd remarks, threats, epithets, derogatory comments, visual depictions, unwelcome jokes and teasing.
- Violations of this policy will not be tolerated and may result in permanent removal from the Market. There will be no adverse action taken against anyone who report violations of this policy in good faith.

**Non-Liability Clause:** CWFm, its Board, representatives and volunteers, are not liable for any damages, loss of earnings or other loss by a vendor subsequent to application of the Rules and Regulations of CWFm. Nor are CWFm, its Board and representatives liable in any manner for their non-adherence to these rules which shall be interpreted and applied at their sole discretion.

**Social Media Conduct:** The Market recognizes and encourages the use of social media to create a vibrant business marketplace and sense of community. It acknowledges that all vendors, volunteers and staff have the right under the First Amendment, under certain circumstances, to speak out on matters of public concern. However, the Market will consider it a violation of this vendor agreement when such use interferes with the good will of the work of the Market or its vendors is used to harass fellow vendors, Market volunteers, Market staff, or other members of the broader community. Misuse creates a hostile Market atmosphere, harms the goodwill and reputation of the Market and violates the law and/or Market rules.

**Complaints and Dispute Resolution:** Resolving matters pertaining to interpretation of and compliance with the Market Rules and Regulations is within the sole authority of the Market, Market Master and the CWFm Board of Directors. Any complaints between vendors regarding the origination of their produce or goods, or any other matter, must be directed to the Board of Directors. Verbal speculation alone is not grounds for investigation.

**Modifications to Guidelines:** The Market reserves the right to revise this document at any time deemed appropriate.