



Coventry Farmers' Market at Hale Homestead 2018 Guest Vendor Application

The Coventry Farmers' Market at Hale Homestead is a producer-only market featuring only CT-made products. Purchasing product for reselling is not permitted. Vendor participation is at the discretion of the Market Operating Committee. Guest vendor applications are reviewed on an ongoing basis throughout the season. Please read the attached Market Rules and Regulations for additional information on the Market and its policies.

Type of Application – (Vendor fees are due after an official acceptance has been granted):

- Guest, Non-Food Truck Vendor (\$30/date for a 10'x10' space)
- Guest Extra Space, Non-Food Truck, Vendor (\$60/date for a 10'x20' space)
- Guest Food Truck Vendor (\$100/date for one truck space)

Vendor Information:

Business Name:

Individual/Owner Name(s):

Mailing Address (Street, City, State, Zip):

Email Address:

Primary Business Phone:

Primary Cell Phone:

Website:

Social Media:

Prior affiliations with Coventry Farmers' Market at Hale (CFM) and Coventry Winter Farmers' Market in 2017. Select all that apply:

- I was a guest vendor with CFM in these years:
- I have no prior vendor affiliation with CFM.
- I was a vendor at the Coventry Winter Farmers' Market in 2017-2018.

Vendor Classification: Please thoroughly complete the appropriate information below and include the required supplemental documentation with this application. Feel free to attach additional pages as needed to provide complete answers to the questions below.

Farm

- a. Category: Conventional Certified Organic Other, Please Describe:
- b. Are you a certified WIC vendor in CT? Yes No
- c. Are you a SNAP certified vendor? Yes No
- d. Are you a certified Senior Farmers' Market Nutrition Program vendor in CT? Yes No
- e. Attach a list of the crops you will be growing for the 2018 season.
- f. With above, include an approximation of when each item will be available in the market field. (Example: "First half of July thru end of July" or "mid June thru end June" --- we understand it's a guess and subject to many factors.)
- g. Please list any value-added products you would like to sell.

Specialty Food, Ready-To-Eat and Consumables

- a. On a separate page, provide a complete list of ALL items you wish to sell at the market and thorough descriptions of each.
- b. On a separate page, explain what locally sourced ingredients you use.

Artisan/Service

- a. On a separate page, provide a complete list of ALL items you wish to sell at the market. Include descriptions for anything out of the ordinary.
- b. If you have not sold at CFM before, include up to 5 photos that show some items or a link to an Etsy shop or website showing your work.

Food Truck

- a. Attach a copy of the menu you'd like to have at CFM and include examples of locally-grown menu items you may feature as part of your vendor requirements.
- b. What are the three largest venues you sell at, excluding CFM?
- c. Do you routinely incorporate local ingredients in your menu items? Tell us more about what they are and the producers you regularly use.

Weather Exemption: CFM is, and has always been, a rain or shine market. Certain types of products, such as apparel and textiles, may qualify for a "weather exemption". If you feel strongly that your products qualify for review under this exemption policy, explain on a separate page why you should be exempt from attending CFM on days on rainy or wet days. A final determination will be made in writing by the Market Operating Committee prior to the start of the season and the Committee reserves the right to revisit this policy on an individual and Market-wide basis throughout the season.

Breakfast Food Exemption: If you offer a ready-to-eat or made-to-order breakfast item and you would like permission to sell it before the Market's 11 a.m. opening bell, explain on a separate page what the item is. A final determination will be made in writing by the Market Master prior to the start of the season and the Operating Committee reserves the right to revisit this policy on an individual and Market-wide basis throughout the season.

Market Dates Requested (Draft of programming schedule can be found in the attached regulations):

I would like to be a guest vendor on these dates or for these events:

Checklist for Submission of Application:

- Everyone:** I understand that if I am accepted as a guest vendor, I will need to provide an insurance certificate (\$1,000,000/\$2,000,000) with the Town of Coventry and Connecticut Landmarks (CT Landmarks, Amos Bull House, 59 South Prospect St., Hartford, CT 06106) listed as additional insured entities by the agreed upon date in the acceptance email.
- Everyone:** A copy of my State of CT Sales Tax Certificate or Tax Exempt Certificate is enclosed.
- All Food Vendors/Food Trucks:** A copy of my kitchen certification is enclosed.
- Food Vendors/Vendors Who Sample Food Products:** I agree to file for a Farmers' Market Food Service License with Eastern Highlands Health District immediately if I have been accepted as a guest vendor at CFM. (http://www.ehhd.org/filestorage/109/2017_Farmer's_Market_FoodApplication.pdf).

Everyone:

- I understand that this application is subject to review by the Market Master and the Operating Committee and that this is not a guarantee of acceptance. I understand if I am accepted, an email will be sent officially confirming acceptance and which of my products have been approved to be sold at CFM.
- I understand if my application is submitted and is incomplete for any unapproved reason, this may affect my approval as a full-time vendor this season.
- I understand if I am accepted as a guest vendor, I will need to send in a check made out to Town of Coventry by the date specified in the acceptance email in order to guarantee my dates unless another arrangement has been agreed upon.
- I have read the 2018 CFM Vendor Regulations and by my signature below, and if accepted as a guest vendor, I agree to abide by them.

If you are completing this form by hand, it must be completed in its entirety and include and all supporting documentation.

If you are completing this form electronically, typing your name in the vendor signature field below will serve as your personal signature and must include all supporting documentation electronically at the same time as well.

Vendor Signature: _____ Date: _____

MAILING ADDRESS:

Town Of Coventry, Land Use/Farmers' Market Office
1712 Main St, Coventry, Ct 06238

EMAIL SUBMISSIONS:

epagliuco@coventryct.org AND hleech@coventryct.org

COVENTRY FARMERS' MARKET AT HALE HOMESTEAD

RULES AND REGULATIONS

COVENTRY FARMERS' MARKET MISSION

The mission of the Coventry Farmers' Market at Hale Homestead (CFM) is to provide a unique venue which offers high quality, diversified products from Connecticut growers and producers and provides educational opportunities via thematic experiences which are mutually beneficial to customers and vendors alike.

The continued success of CFM is the result of collaborative partnership with the Town of Coventry. CFM will continue to play an influential role as the largest farmers' market in the State of Connecticut by working harmoniously within our community to forge and enhance relationships with our customers, volunteers, vendors, and various local stakeholders.

CFM is a certified CT Department of Agriculture farmers' market operated under the auspices of the Town of Coventry's Economic Development Commission. The Town employs a part-time Market Master and the Town Council appoints an ad hoc Operating Committee whose representatives provide guidance and assistance administering the weekly market.

CFM is a producer-only market and all products sold in the market field must be made in the state by the vendor selling the products. Purchasing product for reselling is not allowed. Participation is at the discretion of the Market Master and the Operating Committee. CFM strives to ensure that everyone who participates in our market has a pleasant, professional, and rewarding experience.

TIME & PLACE

Dates and Times – Every Sunday from 11:00 a.m. until 2:00 p.m. from the first Sunday in June through the last Sunday in October, including holidays that fall on a Sunday.

Market Location – Hale Homestead, 2299 South St., Coventry, CT

Market Office Location – Town of Coventry Town Hall, Land Use/Farmers' Market Office, 1712 Main St., Coventry, CT 06238, 860-742-4062.

DEFINITIONS

Full-Time Vendors – These are vendors who commit to attend a full season (22 weeks) and includes farmers, specialty food producers, producers of ready-to-eat consumables, food trucks, and service providers.

Guest Vendors – Vendors who are at the Market for less than a full season.

Community Space – CFM has a designated Market space offered for free tabling to various community and non-profit groups based in the State of Connecticut. Priority is given to those organizations with a direct tie to Coventry or the surrounding region.

Sponsor Space – CFM has designated spaces reserved for sponsors who provide monetary or in-kind support to CFM.

Producer-Only Market – This means that all products sold in the Market field must be grown or produced by the vendor inside the boundaries of the State of Connecticut.

Farmers – Growers of vegetables, fruits, flowers, plants, milk and cheese producers, caretakers of animals and purveyors of their meats, as well as seafood landed in CT.

Specialty Foods and Consumables – Sellers of prepared foods, whether packaged or ready to eat, such as makers of sauces and jams, bakeries, and food trucks. All food items sold are to be prepared in a State of CT approved kitchen or

food truck, with necessary food permits secured from local health departments and our local health department, Eastern Highlands Health District.

Artisans – Vendors selling items crafted by themselves, such as potters, weavers, clothing makers, and visual artists. All work must be produced by the vendor in Connecticut.

Friends of the Market Program – A fundraising and community building program that rewards customers who become “Friends of the Market” to receive special benefits from vendors as a thank you for supporting CFM. Friends of the Market are identified by a reusable tote bag, which is different each year.

CSA – CSA stands for “Community Supported Agriculture”. When a member of the community becomes a member of a CSA, they purchase a “share” of vegetables from a regional farmer. A CSA pickup is the collection of goods that have been paid for, in advance to the farmer, for the entire growing season. Farmers with CSAs are encouraged to offer CSA pickups at CFM.

Programming – Each week CFM presents a thematic program around which the guest vendor lineup and the activities at the Market are planned and marketed. The 2018 programming schedule can be found in Appendix A.

1. BECOMING A VENDOR AT CFM

1.1 Application

Participation in CFM is by annual application, typically available in mid-February. Every full-time and guest vendor must submit an application each year and it must be approved by CFM annually. Incomplete applications will not be reviewed.

It is the vendor's responsibility to submit an application, comply with the renewal process and deadlines, and to submit current copies of each license/certificate required by local, state, and federal law. Vendor fees must also be received by due dates stated on the application or as agreed with the Market Master. Failure to provide required documents or fees will result in loss of Market space until such documents are in order and may result in the vendor's inability to participate in the market. The Market Master and Operating Committee may reject any application as it sees fit. An applicant who does not agree with the decision regarding an application may appeal in writing to the Operating Committee.

1.2 Insurance

Every accepted vendor must hold an insurance policy, with a minimum product liability coverage of \$1,000,000/\$2,000,000, and furnish a copy of an insurance certificate covering CFM's season or assigned CFM dates. This certificate must name the Town of Coventry and Connecticut Landmarks as additional insured entities on the policy. The Town of Coventry will assume no liability for loss or injury caused by products sold by any vendor. If your insurance company/agent asks, these are the addresses for each entity:

Town of Coventry, 1712 Main St., Coventry, CT 06238

CT Landmarks, Amos Bull House, 59 South Prospect St., Hartford, CT 06106

1.3 Licensing and Permits

Each vendor has the responsibility to ensure his/her compliance with all licensing and permitting specified by the local entities and the State of Connecticut. Please be aware that each vendor - not CFM - is responsible for following, obtaining, and maintaining the appropriate licenses or permits needed for his/her category of business. The info below and additional information can be obtained in the Connecticut Department of Agriculture's *Farmers' Market Reference Guide* (found at www.ctgrown.gov and <http://www.ct.gov/doag/cwp/view.asp?a=3260&q=448674>) and from the State of Connecticut, Department of Consumer Protection.

Highlights of requirements by product category include:

- **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, also in CT.
- **Prepared foods, baked goods, and preserves** – 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.
- **Fish and shellfish** – The Connecticut Department 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.
- **Jams, jellies, and maple syrup** – Labels must be prepared in 10-point type, including common or unusual name, ingredient listing in descending order, name of vendor, net weight or volume in metric and English units, and content Statement if any additional ingredient has been added. They must also bear the statement "Not prepared in a government inspected kitchen."
- **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. This is the link to the information about licensing: <http://www.ct.gov/dcp/cwp/view.asp?a=1620&q=512940> and this is the link to the application: http://www.ct.gov/dcp/lib/dcp/drug_control/pdf/csm-09oct_with_schedule_2-17.pdf
- **Pet treats** – 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 certificate is a 2-page certificate called a "Commercial Feed Registration Certificate". Here's a link to the application: http://www.ct.gov/doag/lib/doag/inspection_regulation/2017/Revised_Feed_app_x18_December_13_2017.pdf
- **Sampling and prepared foods** – Except by special permission, vendors may not offer for sample any products or produce they are not selling at the Market that day. Vendors who wish to sample edible products or sell ready-to-eat foods/food trucks must obtain a license with our local health department, Eastern Highlands Health District (EHHD). EHHD administers the health and safety regulations for farmers' markets in our district and conducts regular inspections at CFM. The office requires at least 2 weeks notice to process applications. Applications required for 2018 opening day must be received by May 1, 2018 unless otherwise agreed in writing. Regulations and forms are available from the EHHD website (http://www.ehhd.org/filestorage/109/2017_Farmer's_Market_FoodApplication.pdf). EHHD's phone number is 860-429-3325 and the Coventry office's phone number is 860-742-9064.

1.4 Vendor Selection Process

The Market Master and the Operating Committee take many factors into consideration when reviewing vendor applications including but not limited to:

- **Sourcing** – The CFM's mission is to support local agriculture and local businesses, particularly for those vendors who are committed to using products for sale by CFM vendors. Accordingly, ideal vendors will source 100% of their products from the CFM vendor list, and where ingredients are not available from CFM vendors, will source as close to Coventry as possible.
- **Quality** – Customer expectations are for high-quality products and experiences. Ideal vendors will have high-quality products/ingredients such as minimally processed, healthy products per FDA standards, and a high-quality presentation (clean tent, clear signage, easy access).

- **Conduct** – Every vendor is not only the face of their own organization but also a face of the Market. Ideal vendors will be owner-staffed and actively contribute to improving the vitality and viability of the market through excellent customer service and positive interactions with all customers and fellow vendors. They will have few customer/vendor complaints and any concerns are handled promptly and professionally.
- **Attendance** – Consistency is critical in attracting buying customers to the Market. Ideal vendors fulfill their commitment to attend all scheduled Market dates.
- **Variety** – Ideal vendors offer desirable products not readily offered by other vendors at the Market.
- **Marketing and Promotion** – Ideal vendors will promote not only their business but their participation in the Market.
- **Fee Payment and Licensing** – Ideal vendors pay vendor fees promptly and obtain necessary licenses in a timely manner, without being reminded.
- **Safety** – The safety of the Market is the responsibility of each and every vendor. Ideal vendors take safety regulations seriously, including physical safety such as proper tent anchoring and health inspections. In the instance of issues, the vendor handles any feedback or concerns promptly and professionally.

1.5 Full-Time Vendor Spaces – Availability of full-time vendor spaces is given to the prior year’s roster of full-time vendors in good standing with the Market. Any member who participated in the previous year’s Market and did not attend a minimum of 20 markets in the prior Market season may lose this priority in the following year’s application process. See Sections 2.23 and 2.24 for additional information.

1.6 Guest Vendor Spaces – Guest vendor spaces are filled via selection from annual applications, which are accepted on a rolling basis throughout the Market season. The number of guest vendor spaces each week is determined according to field restrictions, Market themes, and a desire to maintain a diverse assortment of product categories. All applications are reviewed by the Market Master and the Operating Committee and space is determined by individual market date.

1.7 Community and Sponsor Spaces – Community and Sponsor spaces are filled on a first-come, first-served basis throughout the Market season. Community space participants may not sell product or merchandise at the CFM unless expressly reviewed and approved. Please refer to those applications and regulations for more details.

2. EXPECTATIONS OF APPROVED VENDORS

2.1 What Can Be Sold at CFM

Vendors may sell only what has been pre-approved by CFM during the application process. No resale or repackaging is allowed. All produce and products sold at the Market, with the exception of approved bottled beverages, must be grown or produced by the vendor within the boundaries of the State of Connecticut. All booth staff, whether owner or employee, shall be held strictly responsible for adhering to this policy. Any changes or alterations in crop or product lists must be approved in writing by the Market Master before being sold.

2.2 Participation in the CFM Friends of the Market Program

All vendors are expected to offer a small discount or free item to customers displaying a Friend of the Market reusable tote bag. Each year, the tote bag is a specific color, and only customers carrying the current year’s tote should be offered this benefit. See Appendix B for a photo of the red 2018 tote. Information regarding these specials must be posted on the laminated sign provided by CFM in an obvious manner at every vendor booth by the start of every Market.

2.3 Participation with CFM Wooden Nickels Program

CFM offers wooden tokens, aka wooden nickels, to volunteers who help the Market run. Not every volunteer takes the nickels, but many do. Each token is worth \$1 retail and all vendors are required to accept these tokens as a method of

payment. Vendors may redeem the tokens at the Market Master tent during the course of any Market, ideally on the same day as they were received. A photo of a wooden nickel is included at the end of this document in Appendix C.

2.4 Response to Scheduled Weekly Emails

It is expected that all vendors will respond to the scheduled weekly emails (sent each Monday by the Market Master) by the date/time specified in the email with the information requested.

2.5 Food Truck Vendors

All food truck vendors are required to offer at least one menu item each week that features CT grown or produced ingredients. Preferably, the main ingredients used will be from CFM vendors. The menu item(s) must be advertised to customers at the Market, including the name of the local vendor whose ingredients are used. Failure to comply with this requirement may result in the vendor not being allowed to sell and dismissal as a CFM food truck vendor, with no refund of vendor fees.

2.6 Proper Maintenance of Licenses and Permits

Vendors are expected to properly maintain licenses and permits as required by local and State law, and to provide current copies of all documents to CFM during the Market season. Failure to provide copies of legal and health department required documents will result in loss of Market space until such documents are in order.

2.7 Food Safety

Vendors shall maintain foods at proper temperatures as required by State and local health regulations and to observe proper food handling procedures, including having a hand wash station properly set up prior to the start of each Market. Failure to comply with health code requirements may result in the vendor not being allowed to sell and dismissal as a CFM vendor, with no refund of vendor fees.

2.8 WIC and Senior Farmers' Market Nutrition Program Participation

CFM is a WIC (Special Supplemental Nutrition Program for Women, Infants and Children) and SFMNP (Senior Farmers' Market Nutrition Program) approved market for fruit and vegetable vendors. Vendors are expected to obtain WIC certification through the Connecticut Department of Agriculture and prominently display their certificates in public view. Vendors not yet certified are responsible for contacting the Department of Agriculture for certification training.

2.9 Marketing

In order to help CFM promote our vendors, improve participation at the Market, and help customers learn more about CFM's vendors each week, we strongly encourage all vendors to subscribe to and share the weekly newsletter, both via email and on social media. We also strongly encourage cross-promoting CFM posts on social media.

2.10 Generator Use

The proliferation of generators used by vendors can increase the exhaust and noise level of the Market to uncomfortable levels. CFM encourages vendors to find a quiet model of generator for use at the Market. If a vendor has questions or concerns about his/her generator, please consult with the Market Master.

2.11 Market Wifi Market

Market wifi is to be used for the processing of credit card transactions only. Vendors should not share the password with anyone who is not a vendor.

2.12 Cell Phone Usage

With the obvious exception of credit card processing, cell phone usage by vendors should be kept to a minimum while in the Market field, as it presents an image of indifference and lack of attention toward customers and the Market in general.

2.13 Smoking and Substance Use in the Market Field

Smoking and the consumption of alcohol or illegal drugs are not allowed on the premises during Market hours.

2.14 Conduct in the Market Field

All vendors act as representatives of their own businesses and also as a part of CFM, and are expected to act in a professional manner at all times in the Market field. Unprofessional and inappropriate behavior, including use of profanity, shouting, and general disruption to the Market will not be tolerated.

2.15 Animals at the Market

CFM is well-known as a dog-friendly Market. Historically, the Market has also allowed vendors the privilege to bring his/her dog to the Market. It is expected that you keep your dog on a leash and behind your display, out of range of any products or customers. CFM reserves the right to revoke this privilege on an individual basis or on a Market-wide basis as deemed appropriate.

2.16 Market Day Procedures

Setup begins at 8:30 a.m. and must be completed by 10:45 a.m., including all signage and displays. Customers begin arriving to the Market much sooner than 10:45 a.m. and vendors have the opportunity to talk about their products or offer samples of products before the opening bell. Exceptions to this policy are the sale of breakfast foods, which must be requested in the vendor application and approved in writing by the Market Master.

Vendors shall start selling promptly at the 11:00 a.m. opening bell and cease selling at 2:00 p.m. with the ringing of the closing bell. Breakdown begins at 2:00 p.m. - not before. All signage and displays must remain up until the closing bell.

For safety reasons, arrival or departure of motor vehicles from 10:45 a.m. to 2:00 p.m. is not allowed.

2.17 Market Day Clean Up

CFM provides complimentary access to a dumpster to all of our vendors. Vendors are responsible for maintaining sanitary conditions around their space. This includes having appropriate sanitation equipment and supplies to remove all debris and properly clean up their space at the end of each Market, including trash left behind by customers in the Market field and in the food truck lane. Trash bags should be brought to the dumpster, not added to trash cans in the Market field.

2.18 Parking

CFM is a busy market and has a customer perception of crowding and poor parking. This perception is supported when close parking is not available to customers, discouraging them from shopping. Each vendor is allotted space for one vehicle in the Market field/food truck lane. If your business has more than one vehicle, please advise your staff to check in with market staff to determine where they should park - behind the Market barn, on the side of South St. or in the Fife and Drum parking lot located to the east of Hale Homestead. Doing so will maximize the availability of customer parking spaces.

2.19 Signage and Pricing

All vendors must display signage in a prominent location (truck mounted is allowed) identifying their business name and ideally, the town they are from. All product description signs must be accurate and truthful. Each vendor should have clear identification of price per unit for each commodity and clearly marked or posted. Only vendors with organic certification are allowed to advertise a product as organic and vendors must display the USDA Certified Organic logo.

Farmers should be sure their signage complies with the Connecticut Department of Agriculture's CT Grown Program guidelines. These can be found at <http://www.ct.gov/doag/cwp/view.asp?a=3243&q=398984>.

2.20 Tents, Umbrellas, Canopies and Displays

The Market field has no shade and strong gusts of wind are common throughout our season. We encourage all vendors to use an EZ-Up style canopy to provide adequate shade for both vendor and customer. All canopies, tents, tables and displays must fit within the assigned space. Tents must be properly anchored at all times - meaning weighted down properly and securely on all four corners. We further recommend that weights are used rather than pins or screws into the ground. All tents, umbrellas and canopies are also required to be flame retardant.

2.21 Weather

CFM has always been, and continues to be, a rain or shine Market. This means all vendors are expected to be at the Market as long as it has not been canceled. Reasons for cancellation would include extreme weather conditions such as lightning, snow storms or hurricanes. In circumstances such as these, Market staff will contact all vendors.

Certain types of products, such as apparel and textiles, may qualify for a “weather exemption”. If a vendor feels that his/her products qualify for review under this exemption policy, it must be requested on the application and approved in writing by the Market Master. A final determination will be made by the Market Operating Committee prior to the start of the season and the Committee reserves the right to revisit this policy on an individual and Market-wide basis throughout the season.

2.22 Inspection of Facilities

All vendors shall allow the Market to inspect their production facilities at any time, with or without notice, so as to maintain the integrity of our producer-only market. CFM authorizes its Market Master and members of the Operating Committee to conduct such visits.

2.23 Absences from the Market

CFM customers rely on vendors to be committed to providing products on a reliable schedule. Every full-time vendor is expected to attend the entire Market season and guest vendors are expected to attend every accepted Market date. Full-time vendors are permitted two scheduled days off, which must be submitted on the application and approved by the Market Master. Inadequate staffing and weather do not qualify as excused absences. A maximum of three absences, comprising only pre-scheduled and emergency absences, will be permitted after which the vendor will be referred to the Operating Committee for discussion about attendance. Exceptions for emergencies may be made at the Market Master's discretion.

2.24 Three-Strikes Rule

A three-strikes rule applies to all vendors. Any violation of these guidelines, e.g. not replying to weekly emails, health code violations, etc., will be documented in writing to the vendor. After a third violation, it will be reported to the Operating Committee for further review and consideration of disciplinary action or dismissal from the Market. The Market Master and the Operating Committee reserve the right to review on a case-by-case basis and to allow exceptions.

3. GENERAL TERMS AND LIABILITIES

3.1 General

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.

Coventry Farmers' Market at Hale Homestead, its staff, 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 CFM. Nor are CFM, its staff and representatives liable in any manner for their non-adherence to these rules which shall be interpreted and applied at their sole discretion.

3.2 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, its vendors or the Town of Coventry; is used to harass fellow vendors, Market volunteers, Market staff, or other members of the broader community; creates a hostile Market atmosphere; harms the goodwill and reputation of the Market or the Town of Coventry; violates the law and/or Market rules.

3.3 Right to Approve and Terminate

The Market reserves the right to approve or not approve any vendor application at its discretion. If a vendor is approved to participate in the Market, but the vendor cannot operate as a member of the Market community in good faith, then s/he will be asked to leave. Vendors are expected to behave in a professional and courteous manner at all times. Maligning and derogatory language directed toward anyone will not be tolerated. Any vendor who challenges the authority of any staff member or inspector, or who behaves in a rude, violent, threatening, or intimidating manner toward any person at the Market may be immediately expelled for the day by the Market Master. The Operating Committee may permanently ban such an offender from the Market or impose a lesser penalty at its sole and unlimited discretion.

Vendor concerns should be directed to the Market Master and Operating Committee. If violations take place, the Market may take any action it deems necessary to preserve the integrity of the Market, including vendor suspension, permanent vendor expulsion, or, in extreme cases, legal action. In any of these cases, the vendor fee is non-refundable. It is within the sole discretion of the Market, Market Master and staff, and the Operating Committee to determine if a vendor has violated any provision of these Rules and Regulations or otherwise undermines the smooth operations of the Market. Anyone who fails to comply with the Rules and Regulations may have her/his right to participate revoked with no refund of fees.

3.4 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 Market Operating Committee. Any complaints between vendors regarding the origination of their produce or goods, or any other matter, must be directed to the Market Master or the Market Operating Committee. Verbal speculation alone is not grounds for investigation.

3.5 Modifications to Guidelines

The Market reserves the right to revise this document at any time deemed appropriate. This document was last modified on February 12, 2018.

Appendix A: Draft 2018 Program Schedule

Subject to Change (version 02152018)

June 3	Opening Day – CFM 15th Anniversary Kickoff
June 10	Gardens
June 17	Carbs & Carbs – homebrew/wine making, fathers day
June 24	Upcycling
July 1	Beer & BBQ
July 8	Vegetarian, Vegan, Gluten free, Allergies
July 15	Herbs & Fermentation
July 22	Going Green Market
July 29	Colonial Encampment @ Hale Homestead - no additional theme
August 5	Melons
August 12	Corn Roast + Liquor Event
August 19	Youth
August 26	Heirlooms or Dog Day
September 2	Dog Day or Heirlooms
September 9	Wedding + Event Planning
September 16	Cheese + Liquor Event / Farm-to-Chef w/Dept of Ag
September 23	Root Veggies + Global Food Influences
September 30	Fiber Arts
October 7	Potter's Market + Liquor Event
October 14	National Farmers Day + Apples
October 21	Holiday Market
October 28	Harvest/Pumpkin

Appendix B: Friends of the Market Totes

Pending Design - Will be a red nylon tote bag.

Appendix C: CFM Wooden Nickels

