



Mission Statement

To support the development of local sustainable farming by cultivating a vibrant Farmers Market that serves as a community gathering place celebrating local farmers, food producers, and artisans.

Market Operating Schedule

Market will open Tuesdays, 3-6 p.m., May through September. For the 2022 season, beginning in June, the Market will open from 8 AM to Noon for “Summer Saturdays.” The market will be open rain or shine, as long as conditions are safe. Dependent upon growers’ offerings, any unforeseen production issues, or severe weather—there may be a few days a season the market is unable to open. In the event of a closure, all vendors will be notified in a timely manner to ensure produce is not picked and “lost”, and travel schedules can be adjusted prior to commuting to the market. The public will be made aware of any closure or market schedule changes via social media and other communications channels as soon as possible.

Special Events

On occasion throughout the year, special fundraising and/or community events will be planned by the Market Manager and staff of the Market. These event dates will be published and available in a timely manner prior to each scheduled special event. Information on these events can be obtained via social channels, city website calendars, and by contacting Market staff.

Permits & Fees

- A grower’s permit must be obtained before selling at the market. Permits are available at no charge from the County Extension Office (county of which you reside). Marshall County residents will visit the Marshall County Courthouse in Guntersville at 424 Blount Avenue, Guntersville, AL 35976. The purpose of the certificate is to ensure that the products sold originate with the producer, his/her family, employees, or partners. This allows the producer and the consumer to be exempt from state and local taxes for goods sold.
- Any fees collected by the Market are for the purpose of promoting and operating the Albertville Farmers Market.
- Vendor fees are \$10 per Market, paid to the Market Manager on site.
 - Vendors of produce may pay in advance for the full Market season (May-September) at a rate of \$300 and receive a reserved space.
 - At times, based on weather and growing factors, we have been able to host a couple holiday Markets in October.

Booth Assignments

- Approved Market vendors must complete all required forms prior to being given a space.
- Full season reserved Market vendors will be assigned a booth number for the season upon payment of fee
- Unreserved Market vendors will be assigned a booth based on availability.



- Market Manager reserves the right to cancel or change any booth assignment when he/she considers it to be in the best interest of the Market operation
- Vendors will be licensed to sell from only one vehicle and must occupy only one space unless additional space has been pre-approved by the Market Manager. Displays must be confined to assigned space, approximately 10 ft x 7 ft and may include owner-provided table. No produce or edible products can be placed on ground.
- 70 percent of the spaces will be for farm raised produce and 30 percent of the spaces for value added food producers, crafters, and artisan vendors.
- Set-up
 - Vendors may arrive beginning an hour before the Market opens and should be in place ready to sell 15 minutes before the market is scheduled to open
 - Vendors must stay the entire length of the market
 - Vendors will provide their own table and chair/table cloth/tent/etc.

Sales Tax

- The State of Alabama Code provides an agricultural exemption for the payment of sales tax for farmers selling products grown on their farm, grove or garden when such products are sold in the original state or condition at the time of sale.
- Except for farmers selling such products in their original state as harvested from their farms, value added food producers, crafters, and any other Market vendors must collect the Alabama sales tax required by law and remit it to the State of Alabama and City of Albertville. Officials of the City of Albertville are not aware of any other exceptions to the requirement of the collection and remittance of sales tax.

Role of the Market Manager

The Market manager is authorized to collect all required fees for regularly scheduled Markets and to monitor activity at the Market in order to ensure vendor compliance with all rules of the Market and policies as recommended by the Albertville Farmers Market Advisory Committee. The Manager will require compliance with all of these rules and policies.

Regulations

- Only growers/producers may sell at the Market. NO resale is allowed. NO Co-Opin'ing/agenting for other farms unless prior approval is obtained from the Market Manager. Approval for Co-Op is considered for products not currently available at the Market from the personal farms of Market vendors. Approval must be granted each season for co-op/agenting. A grower/producer is a person(s) that grows or produces agricultural products and may also include the producer's immediate family, partners and employees. A partnership, for the purpose of this document, is defined as two or more individuals engaged together in the joint production of agricultural products.
- Any complaints filed with the Market Manager concerning production regulation will be investigated by the AFM Advisory Committee and/or the State of Alabama Farmers Market



Authority. Should a complaint be found valid, it may result in expulsion from the Market for the remainder of the season and no fees will be refunded.

- Arts and crafts (non-food products) may be allowed as long as the number of arts and crafts does not exceed 30% of the total vendors.
- Use of this market is a privilege. Anyone violating any rule or displaying poor behavior (profanity, abusive, fraudulent, deceptive or colluding to set prices) will be excluded from using the Market.
- The Market is based on first come, first applied. A waiting list will be kept by the Market Manager who will contact vendors as space becomes available.
- The AFM Advisory Committee, the Market Manager, and/or AFM volunteers may conduct farm visits to better understand agricultural vendors, and thus, for these growers to better understand the Market. The AFM Advisory Committee will request times and dates prior to visits.
- Producers may sell their own farm and kitchen products (no raw dairy of any kind) including but not limited to: fruits, vegetables, eggs, cut flowers, plants, cheese, jams, jellies, relishes, home canned and baked goods. It is the responsibility of the producer to abide by Health Department regulations. **The consumer must be informed by a clearly visible label, tag or placard at the selling location advising that the food is prepared in a kitchen that is NOT inspected by a regulatory agency**, i.e., the Health Department of Marshall County. To learn more about the Home Processed Rule, visit www.fma.alabama.gov or contact the Market Manager to receive a copy of the Home Processed Rule Change. Vendors are liable for their own products and insurance is the responsibility of the producer. **The FDA rule for acid foods states that a food must have a pH below 4.6 to be sold as a minimally processed food. The reason for this is bacteria do not grow at this level of acidity.**
- Growers selling eggs must follow guidelines set forth in the Alabama Shell Egg Law regarding proper labeling.
- Meat sales are to be frozen with proper State or USDA stamp on packaging.
- Seafood can be frozen or on ice at 37-41 F degree temperature maintained.
- Dairy products must have proper labeling from an inspected facility on the package. No raw dairy of any kind is allowed at the Market, whether for pet or human consumption, with or without proper licensing.
- Only certified organic growers may use the term “organic” in their advertising at the Farmers Market. The use of the term “organic” is not permitted unless the producer can show a Certificate from the State of Alabama that his/her produce is in fact organic. Market vendors may use “pesticide free” and/or other terms, but the use of the word “organic” is controlled by State and Federal law.
- Market vendors are encouraged to post prices for all items sold.
- NO live animals may be sold or given away at the Market.
- Smoking is NOT allowed. Alcohol is not permitted nor may be sold.
- Market vendors are responsible for any minors or small children brought to the Market.
- Market vendors shall provide all necessary tables, chairs, tablecloths, scales, change, tents, bags for consumers, extension cords and display container for their booth.



- No on-site storage is available for Market vendors.
- Market vendors are responsible for their own change and for collecting payment for their own products. Any exchanges and/or refunds are at the Vendor's discretion.
- Market Vendors are prohibited from distributing or displaying political materials, religious materials, or items of similar nature. Any displayed items must directly relate to the items being sold and displayed by the Vendor. Display of any materials is subject to the Market Manager's discretion.
- Any vendor wishing to bring additional product(s) not initially listed on his/her original application must submit an addendum application with the new product(s) for approval before bringing said product(s) to the Market.
- **Arts & Crafts**
 - If more than 50% of a vendor's average booth sales or display space over the course of the season are of craft items, the vendor is considered a craft vendor
 - The number of artisan and craft vendors is limited to 30% of the total spaces available at the Market
 - Specific guidelines applicable to artisan and craft vendors have been recommended in order to maintain the integrity of arts and crafts at the Market. These guidelines are set by the AFM Advisory Committee/Staff of the Market and Market Manager who reserve the right to change/update as needed.
 - A committee will assess the products of all crafters who desire a vendor space at the Market and grant available spaces to the highest quality crafters and those meeting set standards.
 - Artisan vendors are encouraged to include information about the source of their local materials and/or history of their arts and crafts when submitted their application.
 - Acceptance of arts and crafts applicants will be based on space availability, category of craft, materials used, general quality, and workmanship.
- **Product sampling:**
 - All vendors, regardless of product, must meet the health requirement that prevent food borne illnesses. Samples requiring cutting/slicing should be done on-site immediately prior to consumption.
 - No home prepared food samples shall be served at the Market.
 - Clean knives and cutting boards must be placed in protective plastic containers, food storage bags, etc. so they are protected from contamination. Use single service items whenever possible.
 - All fruits and vegetables must be rinsed thoroughly in clean water.
 - All samples must be protected from contamination at all times. No bare hands.

Vendors are solely responsible for the cleanliness of their areas and are required to leave the space clean at the end of the Market. All agricultural waste must be removed. All materials and waste that can be recycled should be removed and recycled.



It is recommended that vendors have a sign identifying the name and location of the farm or origin of arts/crafts.

The Albertville Farmers Market Commitments:

- Marketing and promotion for the Farmers Market operation
- Fundraising, special events, entertainment, children’s activities, special activities, and public education
- Music and entertainment during special events
- Parking, trash cans, electrical outlets, and restrooms

LIABILITY

The City of Abertville, the Market Manager, and/or the AFM Staff and Advisory Committee are not responsible for bodily injury, loss of equipment, personal losses, accidents, etc., which occur at the Farmers Market or on the premises. All liability is transferred to organizations using facility if such occurs. No liability is accepted by the City of Albertville, its departments, the Market Manager, Market staff, or the AFM Advisory Committee.