

2017 Market at Pepper Place Vendor Handbook

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I. MARKET DESCRIPTION and LOCATION

- The Market at Pepper Place is committed to connecting Alabama's finest producers with consumers in the Birmingham area. The Market strives to make fresh, healthy food accessible to all our neighbors while creating a vibrant local economy and a community meeting place.
- The Market at Pepper Place is located at Pepper Place on 2nd Avenue South between 28th and 29th Streets South in the Lakeview District of Birmingham, AL.
- The Market business office is at 1130 22nd Street South, Suite 3500, Birmingham, AL 35205.

II. MARKET DATES: THE SELLING SEASON

- The Market will be open for retail sales between the hours of 7:00 am and 12:00 pm every Saturday of the market season as designated by the Board of Directors.
- The 2017 season begins in April 8th and runs through December 9th.
- The Market will be held every Saturday, rain or shine, but will close early at the discretion of the Market Manager(s) in the case of severe and threatening weather statements issued by the National Weather Service.

III. SPACE ASSIGNMENTS, ATTENDANCE, and SALES

- If a vendor needs to cancel an already scheduled market date, they should notify the Market Manager(s) by email **no later than the Monday before the date they wish to cancel**.
- If a vendor is scheduled to attend a market, but does not attend and does not notify the Market Managers ("no call – no show") two (2) times, the vendor will be removed from the schedule for the remainder of the year.
- Vendors must only occupy space(s) assigned by the Market Manager(s). Displays must be confined to the assigned space, including any vehicle or trailer used to transport goods.
- All vendors **must arrive no later than 6:30 am on market day** and be ready to do business when the market opens at 7:00 am.
- **All vendors are asked to refrain from selling before 7:00 a.m. and after 12 pm.** The ringing of a bell will signal the beginning and end of the Market each Saturday.

- Sellers are expected to have all product and display items loaded for removal by 12:30 pm.
- **Vendors must contact the Market Manager(s) with a call or text if they will arrive to the market after 6:30 am.** Failure to notify the Market Manager(s) of late arrival on two (2) occasions will result in the termination of the vendor's schedule for the remainder of the season.
- **All vendors MUST remain at the Market until 12:00 pm.** No vendor should leave the market early, even if they sell out of stock.
- The Market Manager designates a vendor's space assignment based on the needs of the vendor, the market, and customers. Although every effort will be made to accommodate vendor needs, space assignments are subject to change at any time with or without notice.

IV. PAYMENT POLICY

- Any fees collected by the Market staff are for the express purpose of operating and promoting the Market at Pepper Place. This includes, but is not limited to, administrative and equipment expenses, salaries for market staff, and advertising.
- **A \$25.00 non-refundable application fee is required** to accompany all registrations from every vendor on an annual basis.
- Vendors must pay market fees online through managemymarket.com. Invoices for the upcoming market are sent out on Wednesdays, and **fees are due within 7 days of receipt of invoice**. Payments not received within 7 days will be assessed a **\$10 late fee each week** until the invoice is paid.
- Carrying a balance over \$300.00 may result in the suspension of the vendor's schedule until all fees are paid in full.
- If the Market is open during inclement weather, vendors are responsible for paying the normal fees.
- Vendor accounts must reflect a zero (\$0.00) balance by December 15th in order to be approved to attend the market in the following calendar year.

V. MARKET AT PEPPER PLACE POLICIES

a. All vendors

- **Only local producers may sell at the Market.** A local producer is defined as the person who grows or makes the product within the state of Alabama, and may also include the producer's immediate family, partners, employees, or local cooperatives upon prior review by Market Manager.

- The Market reserves the right to inspect the production facilities of any vendor when questions arise concerning that vendor's items.
- No franchise businesses are allowed to sell at the Market.
- The Market accepts SNAP/EBT benefits. **All vendors selling SNAP-eligible items must accept market tokens as payment for those items from SNAP customers.** The Market will reimburse the vendor for the dollar value of tokens they have accepted. Reimbursements will be mailed via check to the vendor each month. [Click here for more information.](#)
 - Vendors will be informed as to whether or not they sell SNAP-eligible items when their application is approved.
- **No smoking is permitted at the Market.** All smokers are required to leave the vending areas and smoke in designated areas across or down the street from the Market.
- A 10' x 10' tent and a table are provided by the Market to all vendors. The tent and table will be in place prior to vendors' arrival.
 - Vendors should not to fold up their tents and tables when the market ends.
- If electricity is needed, vendors must note it on their application and get confirmation from the Market Manager that an outlet is available. Vendors must provide their own extension cords, if necessary. Electrical cords must be secured and not pose a safety hazard.
- Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed as a Market commodity is not permitted on Market premises. Violations should be reported to the Market Staff.
- Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among vendors may be grounds for forfeiture of the right to do business of any kind in the Market for a length of time to be determined by the Board of Directors.
- Vendors will be responsible at all times for the cleanliness within their vending area, regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day.
- The Market at Pepper Place is a "gun-free zone". No guns or other weapons may be visible to customers or other vendors at the Market.
- Vendors must be fourteen (14) years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.
- There is limited water available. Ask the Market Staff for locations.
- **All complaints should be reported to the Market Manager at info@pepperplacemarket.com.**
 - Complaints and reports are kept strictly confidential.
 - Anonymous complaints will not be addressed.

b. Farmers/Ranchers

- The Market at Pepper Place will make an on-site visit to all new farmers during their first year and all returning farmers on an annual, or bi-annual basis.
- Any complaints filed with the Market Manager(s) concerning violation of food production regulations will be investigated by the Market Manager, the Board of Directors, Alabama Farmers Market Authority, and/or the County Extension Agent. Should a complaint be found valid, it will result in a written warning to the vendor on the first offense. If the violation is not corrected immediately, the vendor will be expelled from the Market for the remainder of the season. Market fees paid to date will not be refunded.
 - All complaints will be kept confidential with the Market Manager.
 - Anonymous complaints WILL NOT be addressed.
- Leftover produce is collected by The Society of St. Andrew during the summer months. If a farmer would like to participate, collection bags are distributed around 11:15 a.m. each Market and picked up at noon. [Click here for more information.](#)
 - The Society of St. Andrew will mail a detailed report of each vendor's contribution in December.

c. Food: Processed and Ready-to-Eat

- Processed and Ready-to-Eat Food vendors must **submit a sample of their product between February 20th and 24th, 2017** to be tasted by a Food Jury.
 - Samples may be dropped off at the Market's business office between the hours of 8 am and 5 pm, Monday through Friday.

d. Artisans

- Artisans must **submit three (3) high resolution photographs of their work between February 20th and 24th, 2017** to be reviewed by an Artisan Jury.
 - Photographs may be emailed to info@pepperplacemarket.com, mailed, or dropped off at the Market's business office between the hours of 8 am and 5 pm, Monday through Friday.
- Artisan vendors must receive approval by an appointed Artisan Jury in order to sell at the Market.
- No mass produced or imported items may be sold at the Market.
- No used clothing or shoes may be sold at the Market.
- If there are questions about whether an item may be sold at the Market, a brief written proposal should be submitted to the Market Manager for review.

IV. LICENSES and PERMITS

a. All vendors

- All vendors are solely responsible for obtaining the necessary licenses/permits required for them to legally do business at the Market at Pepper Place.
- All vendors must bring a copy of their current licenses/permits with them to each market in case of an on-site inspection.
- All vendors are responsible for remitting any applicable taxes to the appropriate tax agencies.
- For more information on the City of Birmingham license, please visit www.pepperplacemarket.com/2017license.

b. Farmers/Ranchers

- A current growers' permit from your home county's Extension Office is required for all farmers/ranchers before selling at the Market. [Click here to find your Extension Office](#).

c. Food: Processed

- A [Jefferson County Department of Health](#) permit as well as business licenses from the [City of Birmingham](#), from [Jefferson County](#), and from the [State of Alabama](#) are required for all non-exempt Processed Food vendors before selling at the Market. Click each agency's name for more information.
- Under the Home Processed Rule Change, certain non-potentially hazardous foods may be sold at farmers' markets *without* a permit from the Department of Health. [Click here for more information](#).
 - If the items you sell are exempt under the Home Processed Rule change, a label, tag, or placard that conforms to the size and form of the label below must be placed at the top of the product to be sold:

<p>This item was prepared in a kitchen that is NOT inspected by a regulatory agency.</p>
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- For more information on the City of Birmingham license, please visit www.pepperplacemarket.com/2017license.

d. Food: Ready-to-Eat

- A [Jefferson County Department of Health](#) permit as well as business licenses from the [City of Birmingham](#), from [Jefferson County](#), and from the [State of Alabama](#) are required for all Ready-to-Eat Food vendors before selling at the Market. Click each agency's name for more information.
- For more information on the City of Birmingham license, please visit www.pepperplacemarket.com/2017license.

e. Artisans

- A business license from the [City of Birmingham](#), [Jefferson County](#), and the [State of Alabama](#) are required for all Artisan vendors before selling at the Market.
- For more information on the City of Birmingham license, please visit www.pepperplacemarket.com/2017license.

VII. ALABAMA FARMERS' MARKET POLICIES

- Every vendor must have a sign identifying the NAME and LOCATION of the farm or business.
- Certified Agricultural Products include fresh fruits, nuts, vegetables, mushrooms, shell eggs, honey, flowers, nursery stock, and livestock products.
- It is prohibited to sell live animals.
- Only raw meats that are processed, packaged, and labeled at a government-inspected facility or are exempted from inspection may be sold at a farmers' market.
 - Rabbit, quail, and bison are exempted meats.
- Meat products must be brought to the Market in frozen condition and kept frozen until sold.
- All dairy products, including cheese, must be processed, packaged, and labeled at a facility permitted and inspected by the Alabama Department of Public Health's Milk and Food Processing Branch.
 - The sale of raw milk for human consumption is *not legal in Alabama*.
- If selling by weight, vendors must use a certified scale bearing a current Alabama State inspection sticker.

The Market Manager will have the full power to enforce all rules and regulations within the Market area. Failure by any vendor to comply with any of these regulations can result in the forfeiture of the right to do business in the Market for a length of time determined by the Market Manager and Board of Directors. The Market Manager and the Board of Directors reserve the right to terminate a vendor for any reason at any time without refund of fees.