

Cuba Farmers' and Artisans' Market

2019 Market Manual

Mission Statement: To provide local farmers and artisans the opportunity to sell their products to consumers in a friendly atmosphere. The Cuba Farmers' and Artisans' Market (hereafter referred to as Market) offers its customers a diverse choice of farm fresh products, foods, and crafts at competitive prices. The Market works to support low income and other struggling families by expanding their options to purchase fresh, healthy food for their households while working with State and Federal agencies to make sure dollars stretch farther.

The Market is sponsored by the Cuba Cultural Center, Inc. (hereafter referred to as Center). The Market Manager is an agent of the Center and is responsible for the governance and adherence to all the Market rules set forth. The Market Manager will represent the Market during market days and in community activities as well as developing and implementing market policy, budgeting, vendor recruitment, fee collection, scheduling, advertising, and promotion.

Section 1 - General Rules

- A. No solicitation; solicitation by any special cause groups, religions, and/or political campaign is prohibited.
- B. Composition of Market; sixty percent (60%) shall be agricultural vendors with the remaining forty percent (40%) shall be split between food and artisan vendors.
- C. Resale items; resale items are prohibited, all goods/products must be homemade, and proof of origin may be requested.
- D. Self-grown; seventy-five (75%) of agricultural products sold must be grown and processed in the vendor's own facilities/land. Origin of produce must be provided.
- E. Daily vendors; any vendor who participates in the market less than half of the full season must pay on a weekly basis for space used.

Section 2 - General Operations

- A. The Market will be located in the parking lot of 38 E. Main Street, with its entrance off Church Street. The Market will operate every Friday from 2-6pm July 5, 2019 through September 27, 2019.

B. Vendors may arrive at 12:30pm to begin setup and must stay through the end of the market day to provide a full market experience to shoppers arriving throughout Market hours

C. Vendors may leave early only under extenuating circumstances with the permission of the Market Manager.

D. Vendors are required to give four (4) hours notice before the opening time of the market if they will not be in attendance that day.

E. No selling is permitted before the official opening time of the Market.

F. Food vendors must have proper licensing from the NYS Department of Agriculture and Markets OR the County Health Department.

G. All Licenses and permits for products sold must be obtained and kept current. Copies will be kept on file with the Market Manager.

H. All vending spaces must be kept clean and any garbage generated must be removed at the end of the day.

I. All food items for sale must be kept at least twelve (12) inches from the ground.

J. Prices for all products for sale must be clearly posted.

K. All vendors must provide proof of general liability coverage in the amount of \$1 million dollars and name the Cuba Farmers' and Artisans' Market and the Cuba Cultural Center, Inc. as additionally insured. A current certificate must remain on file with the Market Manager.

L. Vendor spaces will be assigned by the Market Manager on a first come, first served basis.

M. Booth fees and payment will be assessed by the Market annually. Spaces may be rented on a seasonal OR weekly basis. Weekly fees will be due and payable to the Market Manager prior to set up for that day.

N. No subletting of a seasonal booth is allowed. Rent for unused seasonal spaces are not refundable.

O. For vendors participating on a weekly basis, notification of your participation shall be made no less than four (4) hours prior to the open of market to ensure adequate space is available.

P. Complaints; please address all complaints in writing to the Market Manager.

Section 3 – Code of Conduct

A. Common courtesy; all vendors are expected to treat other vendors, employees, Market Manager and volunteers, customers, and the general public in a courteous manner while participating at the Market. Failure to do so will result in a written warning from the Market Manager. Following the second warning, the vendor will be barred from participation without refund of vendor fees.

B. Discrimination; vendors are not allowed to discriminate against customers based on race, sex, gender identification, religion, orientation, income/socioeconomic level, veteran status, age, or any other protected (or unprotected) class. Additionally, the Market is an equal opportunity facilitator and will not discriminate against vendors based on the aforementioned classes.

C. Smoking; smoking is not permitted on the Market grounds.

D. Non-adult vendors; the Market believes that youth who wish to sell crafts, food, and/or agricultural products should be able to do so – thereby gaining stronger communication and business skills. All youth vendors under the age of 18 must have signed approval by a parent or legal guardian AND abide by all the rules and regulations of the Market.

Section 4 – Tips for Vendors

A. Grow your customer base by cultivating loyal clientele through quality products and excellent customer service.

B. Utilize all social media at your disposal to promote your stand as well as the Market as a whole.

C. Arrive on-time and be prepared at the start of each market day with a neat, well organized, and clearly priced stand.

D. Recommendations for materials to bring to each market day:

1. Canopy with weights for each leg
2. Tables, table cloths, chairs
3. Display items to showcase your product
4. Bags for customers

5. Cash box and change – be ready to make change for \$20 bills
 6. Means to process credit/debit transactions if you accept that form of payment
 7. Scale
 8. Handwashing station – food/produce vendors
 9. Trashcan
- E. Recommendations for signage:
1. Personalized signs
 2. Large signs/banner clearly labeling your business and location
 3. Clearly marked products with names and prices
 4. Information about your business including business cards and promotional flyers
- F. Remember the Market takes place rain or shine, in the middle of summer, in a parking lot. Be sure to dress appropriately for the weather, bring water/beverages to ensure you stay hydrated, and sunblock to protect from the sun if shade is not available. We care about your safety.

Section 4 – Contact information

A. Market Manager – Leah Weber, leah@cubaculturalcenter.org, 585-209-0052, 717-440-6363

B. Center's Executive Director – Suzanne Flierl Krull
suzanne@cubaculturalcenter.org, 585-209-0052