

# Downtown Madison

## F·A·R·M·E·R·S M·A·R·K·E·T



### **OBJECTIVES:**

The primary objectives of the Farmers Market are to offer a diverse product selection, attract a large and repeating customer base to the Market and to other businesses in Madison, build community interaction and community pride, educate the community on health and wellness, promote a healthy lifestyle and afford farmers a profitable location to sell produce and other goods.

### **PRODUCT GUIDELINES:**

The Madison Farmers Market is a program of the City of Madison. Anywhere the term Madison Farmers Market is used, that term also means the city of Madison, Mississippi. The Market promotes the sale of Mississippi-grown agricultural products to achieve a unique atmosphere. All food items must be made from fresh ingredients (no mixes). Some basic rules of operation must be followed to permit fair and equal opportunity for all sellers and to ensure good treatment for buyers. These guidelines are subject to modification at any time by the Madison Farmers Market to better serve the goals of the program.

### **RULES OF OPERATION:**

The following guidelines have been developed and will be revised and updated as needed.

- The Madison Farmers Market is a non-smoking establishment.
- All animals must be kept on leashes
- No booth fees.
- Hours of operation: To be determined
- Space assignments: Reserved spaces will be given priority. Spaces assigned on a first come, first served basis.
- Display: Vendor displays may consist of folding tables, chairs, umbrellas or tents. Commercial displays of logos other than those of Vendor, Market or sponsors are not allowed. Vendors are responsible for their own setups (tables, tents, chairs, tablecloths, scales, umbrellas), bags for consumers, garbage cans and display containers. Vendors are encouraged to post their business signs or farm name.
- Sales Tax: Vendors are responsible for collecting their own sales tax on any value added items and submitting to Market each week at the close of the market, if applicable.

### **VENDOR RESPONSIBILITIES:**

Vendors are responsible for setting their own pricing and for collecting payment for own products. Any exchanges and/or refunds are at the vendor's discretion. Vendors will maintain their spaces in a clean and sanitary condition and are responsible for sweeping and disposing of any debris, including cardboard boxes, at the close of business. All agricultural waste must be removed and taken away from

the premises. No vendor shall play loud music, radio, tapes or television or anything that would be disruptive to other vendors or customers. No firearms are allowed on premises. Use of alcohol, controlled substances or gambling are not allowed anywhere on the Market grounds. Any vendor under the influence of drugs or alcohol is subject to expulsion from the Market for up to one year. Fraudulent, dishonest or deceptive practices carried on at the Market should be reported to the Market Manager and may result in revocation of permission to sell at the Market.

Any variation from the Rules, Regulations and Responsibilities may preclude a vendor's right to use the Market. The manager has the authority to enforce these regulations and to exclude non-conforming vendors.

**MADISON FARMERS MARKET COMMITMENTS:**

The Madison Farmers Market commits to providing marketing for the operation of the Market. Special events and public education will also be handled by the Market. Madison Farmers Market supplies all music and entertainment. Please no playing of instruments, tapes or CDs. Generators are not allowed. Please be prepared to haul away your agricultural waste and broken down boxes from the site.

**HOLD HARMLESS CLAUSE:**

All authorized vendors participating in the Madison Farmers Market are individually and severally responsible for any loss, personal injury, death and/or other damages that may occur as a result of vendor's negligence or that of its servants, agents and employees. All vendors hereby agree to indemnify and hold harmless Madison Farmers Market from any loss, cost, damages and other expenses, including attorneys' fees, suffered or incurred by Madison Farmers Market by reason of the vendors' accidental or deliberate negligence or that of its servants, agents and employees; provided that the vendors shall not be responsible or required to indemnify Madison Farmers Market for negligence, its servants, agents and employees. Because no insurance is provided to participants in the Madison Farmers Market, each vendor is responsible for his/her own product liability insurance.