

IRVINGTON FARMERS MARKET PROCEDURES

Operated by the Irvington Village Improvement Association (VIA)

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The Irvington Farmers Market (IFM) is operated entirely by VIA volunteers residing in the Irvington area. The IFM enjoys a loyal following of quality vendors, organizations and devoted customers built over many years. It is widely advertised and promoted in local media outlets, on websites and Facebook. The Farmers Market has become a destination event for both tourists to the resort town of Irvington and the surrounding area, as well as locals who frequently invite weekend guests to enjoy the regional, rural, and artisanal shopping experience. Proceeds from the market are used to sustain it and for various town beautification projects in Irvington's public spaces.

Please read the following completely - there is new information about the market.

Farmers Market Hours:

The market operates from 9:00AM - 1:00PM on the first Saturday of each month, from May to November. Last year we were impacted by Covid-19 and had to cancel the first three 2020 markets. We anticipate that for 2021, at least initially, we will meet with the Irvington Town Council, prior to each market, in order to obtain their approval and agree to abide by requirements set forth by the Governor in order to use Irvington Commons.

Farmers Market Location:

Irvington Commons bordered by King Carter Drive, Chesapeake Drive and Tavern Road, across from The Hope & Glory Inn (65 Tavern Road).

Farmers Market Management:

The Market Coordinator and VIA volunteers will be on site for each market. If you have questions on Market Day, please see a volunteer at the VIA tent near the gazebo. Otherwise feel free to email or write to the Market Coordinator.

Market Products:

- This is a producers market that features products grown, raised, made or sourced by the vendors.
- Re-selling of purchased items is discouraged and may be prohibited at the discretion of the VIA.
- Value-added products (items that have been altered, rehabbed or recycled) are permissible at the discretion of the VIA.
- You must obtain approval from VIA for ALL items you are selling.

Safety Requirements and Guidelines:

The safety of our vendors, organizations and customers is paramount. Due to the coronavirus, we require all market participants to abide by State of Virginia, Town of Irvington and VIA requirements and will ask everyone to follow applicable guidelines. Those requirements and guidelines will be communicated through emails to vendors and organizations and on our Facebook page once they are known. In 2020 they included mandatory face masks; enhanced cleaning and disinfecting practices for spaces, equipment and portable toilets; and monitoring of the three patron entrances. We welcome pets, but require that they be on a leash for safety.

Weather Policy:

The Market is rain or shine, but in the event of severe weather, the market may be cancelled. On rare occasions when the Irvington Commons ground has become saturated with rain, the market may be cancelled. Cancellations are announced on the Facebook Page (<https://www.facebook.com/irvingtonvafarmersmarket>) and by email. We make every effort to cancel by noon on the Friday before the market, should bad weather be predicted.

Possible limited market for perishables only when The Commons has become saturated:

When a market day is cancelled due to ground saturation, the VIA may conduct a limited market on the pavement of the King Carter Drive and Chesapeake Bank parking lot for vendors selling perishable products, such as produce, meat, poultry, cheeses, and breads.

Vendor Responsibility:

- Vendors are responsible for all labeling and licensing of their products. At all times, those items must meet the applicable local, state, and federal health and sanitation codes. The Health Inspector has authority and may visit the market. It is your responsibility to be compliant and cooperate with inspections at the market. Any violations can put our market and you at risk. Failure to correct a Health Inspector violation notice can result in a vendor being asked to leave the market without refunds.
- Business General Liability Insurance - we strongly encourage you to have this.
- Vendors and non-profit organizations must provide their own tent (10' x 10' recommended), signage, table(s) and chairs. The standard vendor space has been increased from 12' x 12' to 12' x 16' while Covid-19 precautions are in place, thus we have fewer spaces. Spaces will be assigned based on approved application. Your displays must fit within your assigned space.
- New Vendors must submit a list of all products to be sold. Your product must be approved before applying to the market.
- Set up time/check-in begins at 7:00 AM at the Tavern Road and Chesapeake Drive entrances. Volunteers will check you in by last name and/or business name, accept your payment if not pre-paid, and will direct you to your vendor/organization space. Please unload and clear any carts or vehicles from interior spaces by 8:45 AM. Vendors and organizations must stay until the close of market at 1:00 PM unless given permission to leave earlier. NO VEHICLES may come back on the field before 1:00 PM.
- Parking is available on designated streets and in a reserved area on the North Commons off Chesapeake Drive. Parking on the Town Commons is not permitted without express authorization or a reservation for a perimeter space. All or part of the North Commons occasionally becomes saturated by flooding and may be inaccessible. VIA volunteers will help you find parking.
- Vendor or Organization Cancellations - If you have reserved a space for a market and will not be able to attend, please notify the Market Coordinator by email (irvingtonvamarket@gmail.com) as soon as possible. We understand situations arise and we will work with you. No-shows who have not notified us are not considered cancellations and could result in being asked not to participate in future markets, as no-shows are detrimental to all participants.

2021 Vendor Fee Schedule - READ carefully:

To become a participating vendor or organization at the Irvington Farmers Market, please complete and sign an application and mail or email it to the address on the application. We are now asking that vendors pay market by market or for the remaining markets that they choose, once we start back up without covid restrictions. No payment is currently necessary and payments will not be collected until we determine that we can open, depending on the status of the coronavirus. Spaces for non-profit organizations are free.

- Perimeter spaces have been \$30 per market. VIA will review that pricing, if it changes it will not exceed \$35. Some perimeter spaces allow for a vendor's vehicle or trailer to remain next to the space. Due to landscape restrictions, there are limited perimeter spots, and they will be assigned on a first-come, first-served basis, with priority going to farms.
- Infield row spaces have been \$25 per market. VIA will review that pricing, if it changes it will not exceed \$30. Vehicles may be driven onto the field for unloading and reloading only, and must be parked elsewhere during the market. There is ample parking and VIA volunteers will help you find spaces.

**Please recommend new quality vendors to us.
We will grant you a free month should they join our Market!**

Our goal is to ensure this market offers quality products from our valued vendors, and community service from our non-profits. Help us find those who would be a good fit. You are welcome to forward them a copy of these procedures along with our application, or direct them to the Town's website <https://www.town.irvington.va.us> or our Facebook page www.facebook.com/irvingtonvafarmersmarket where there are links to the Vendor and the Non-Profit Applications, as well as the Procedures form.

As always, if you have questions, email, irvingtonvmarket@gmail.com.

YOU ARE THE MARKET!
And We Thank You

Please keep these 3 pages of Procedures for your reference.