

IRVINGTON FARMERS MARKET PROCEDURES

Operated by the Irvington Village Improvement Association (VIA)

Market Coordinator
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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 and devoted customers built over many years. It is widely advertised and promoted in local media outlets, on websites, and Facebook. It 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 town beautification 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, beginning in May and ending in November.

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, write, or call the Market Coordinator using the contact information at top of this page.

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 get approval from VIA for ALL items you are selling.**

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 week before, the market may also be cancelled. Cancellations are announced on the Facebook Page www.facebook.com/irvingtonvafarmersmarket and by email. We make every effort to cancel by noon of the Friday before market, should bad weather be predicted.

Possible limited market for perishables only when the Commons ground has become saturated:
When a market day is cancelled due to ground saturation, the VIA may conduct a limited market on the pavement of King Carter Drive and the 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 carry this insurance.
- Vendor must provide their own tent (10' x 10' recommended), signage, table(s) and chairs. A standard vendor space is 12' x 12' and will be assigned based on approved application. Your displays must fit within your assigned space.
- New Vendors must submit photos of all products to be sold. Send photos (by email) to the Market Coordinator. Your product must be approved before applying to the market.
- Set up time/check-in begins at 7 AM at the Tavern Road and Chesapeake Drive entrances. Volunteers will check you in by last name and/or business name and direct you to your vendor space(s). Please unload and clear any carts or vehicles by 8:45 AM from interior spaces. Vendors must stay until the close of market at 1 PM unless given permission to leave earlier. NO VEHICLES may come back on the field before 1 PM.
- Parking is available on designated streets and in a reserved area on the North Commons off of Chesapeake Drive. Parking on the market Commons is not permitted without express authorization and reservation on perimeter space(s). VIA volunteers will help you find parking.
- Vendor Cancellations - if you have reserved a space for a market will not be able to attend, please notify the Market Coordinator by email (irvingtonvmarket@gmail.com) or call 804-480-0697 (not able to receive texts) as soon as you can. We understand situations arise and will work with you. No-shows (who have made no notification) are not considered cancellations and could result in being asked to not participate in future markets, as no-shows damage the reputation of all participants.

2020 Vendor Fee Schedule - READ carefully

To become a vendor at the Irvington Market, please complete and sign the a vendor application and mail it with a check or money order to the address on the application.

- Perimeter spaces are \$30 per market, or \$150 total if you sign up for all 7 markets. 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 are \$25 per market, or \$125 total if you sign up for all 7 markets. Vehicles may be driven on 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.
- All fees must be prepaid and are non-refundable. This includes payments for market-to-market reservations, which must be made at the previous market or mailed by the 15th of the month before the market. Payment is not allowed on the day of the market unless you have arranged it with the Market Coordinator. Please contact the Market Coordinator for any extenuating circumstances.

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. 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 www.townofirvingtonva.com or www.facebook.com/irvingtonvafarmersmarket, where there are links to the Vendor Application & Rules forms.

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

YOU ARE THE MARKET!

Please keep these pages for your reference