



## Antietam Valley Farmers' and Artists' Market: Monday Markets

### STATEMENT OF PURPOSE

The Antietam Valley Farmers and Artists Market (AVFAM) is a market that was created and organized to operate a local farmers market which will offer consumers a wide range of locally grown produce and products made by the vendors themselves. The market will serve a long established residential community of over 9000 people, as well as serve as a destination market for walkers and drivers alike. This market is designed to create a strong sense of community, and will help to sustain our local farming families and artists by providing a strong and direct market sales site.

### LOCATION AND TIMES

The AVFAM is located in the heart of the Antietam Valley in Carsonia Park, located at **905 Byram Street, Pennside, PA 19606**. The market will open at 5 PM and close at 7 PM.

### PRODUCT CATEGORIES

Vegetables, cut flowers, meats and animal products , baked goods, live plants, crafts and other approved products, fruits, dairy products, fish/seafood, prepared foods

### FEES

- **Full-Time:** Mondays 5-7 pm, 15 markets, fee is \$150
- **Part-Time:** Mondays 5-7 pm, 8 markets, fee is \$90
- **A la Carte:** choose individual markets for \$15 each

## APPLICATION PROCEDURES

- Vendor may apply by submitting an application.
- Vendor fee must be paid when the application is submitted.
- Proof of insurance, 3 copies, must be included with the application, as well as payment.
- Vendors not current in their payment will not be allowed to set up.
- Vendors will be required to submit a new application each market season.
- No walk-ons will be permitted to participate in the AVFAM.

## VENDOR SPACE AND POSITION ASSIGNMENT

- Vendor space will be assigned by the Market Master. Returning vendors will be given priority when assigning space.
- Each vendor will be assigned a 10 X 10 ft. space.

## MARKET STANDS

Each market stand must meet the following requirements:

- Stands must be set up and ready to operate by 5 PM; and removed in their entirety by 7:30 PM
- All item prices must be posted prior to the market opening and must be posted at all times
- Each vendor must have a farm/business sign posted each market day
- Vendors must ensure the safety of their displays and canopy
- Canopy must be properly weighted or tied down securely in inclement weather
- Vendor's produce must be 80% grown by the farmer, 20% may be supplemented
- Vendors must identify any organic or supplemented products
- Vendors should strive to sell products of the highest quality and freshness
- Vendors must maintain a clean and neat stand – tables and other fixtures should be in good repair
- Each vendor is responsible for cleaning up their market site at the end of each market day
- Non-profit organizations are permitted to attend no more than 2 markets
- It is the responsibility of each vendor to remove trash that is generated from their stand and haul it away at the end of the market day
- Failure to attend scheduled market dates may result in termination of market participation
- **If you are running late, or have an emergency and cannot attend, please contact Corinne Hauk, Market Manager, at 610-781-0857**

## MARKETING

- Vendor logos will appear on our website with contact information
- A weekly email newsletter to our growing mailing list of 2500+ names; includes specific vendor specials for the week
- An informational email sent prior to market day to apprise vendors of any news of the week
- Weekly posts to Facebook & Instagram
- Local advertising, press releases, and news outlets

## REGULATORY COMPLIANCE

Regulatory Compliance Vendors are personally responsible to be in compliance with all applicable local, state, and federal regulations. These include but are not limited to:

- Covid-19 compliance for farmers market protocol as directed by Pa Board of Health
- Pesticide licensing and safe use
- Certification of scales by the department of weights and measures
- Organic certification for products claimed to be organically grown
- State sales tax where applicable
- Health and labeling regulations that apply to preserves, honey, cider, baked goods, canned goods, eggs, dairy products, meats, etc.
- Certified kitchen license if applicable

## LIABILITY

Each vendor must provide a minimum of \$500,000 in liability coverage and issue a certificate to:

1. **Antietam Valley Recreation & Community Center (AVRCC)**  
905 Byram St., Reading, PA 19606
2. **Mt. Penn Borough Municipal Authority (MPBMA)**  
200 North 25th St, Reading, PA 19606
3. **Antietam Valley Community Partnership (AVCP)**  
PO Box 3616, Reading, PA 19606

naming those bodies as "also insured". These three certificates must be included with the application, as well as payment.

## CODE OF CONDUCT

To ensure a welcoming, safe, and thriving market environment for all customers, vendors, and community members, all vendors are expected to adhere to the following Code of Conduct:

- Treat customers, fellow vendors, market staff, and volunteers with courtesy, dignity, and respect at all times. Threatening or assaulting fellow vendors, market staff, volunteers, or community members will not be tolerated.
- Maintain a positive and constructive attitude, even in the face of disagreements or challenges.
- Refrain from disruptive behavior, harassment, or discrimination of any kind. Including, but not limited to:
  - Intimidating a customer for the purpose of a sale.
  - Refusing to sell to a potential customer based on discrimination or due to difference in political belief.
  - Using obscene language towards fellow vendors, staff, or customers.
  - Using racial, sexist, or ethnic slurs.
  - Sexually harassing fellow vendors, staff, or customers.
  - Deliberately misleading a customer for the purpose of sale.
- Support the market's mission to foster local community engagement and small businesses.
- Avoid practices that undermine fellow vendors or the Antietam Valley Farmers' and Artists' Market, including price undercutting, poaching customers, or making disparaging remarks in public or social media.

Violations of this Code of Conduct may result in temporary suspension or permanent removal from the market, at the discretion of the market manager. By participating in the market, vendors agree to uphold this Code of Conduct in good faith.

We sincerely hope you will join us. We look forward to you being a partner in our market!