

Peabody Farmers' Market

Rules and Guidelines

Market Mission

The purpose for the Peabody Farmers' Market is to provide a local venue for sales of farm grown produce, farm products, other food products, and related goods. The Market will also aim to educate citizens about Massachusetts agriculture, healthy eating, and sustainable living.

The Market is a collaborative effort between the City of Peabody and the Massachusetts food and agriculture community. This seasonal venue will allow Massachusetts growers and producers to sell their products directly to the customer.

The City of Peabody, in an effort to promote downtown Peabody and support Massachusetts' businesses, will manage the market through its Community Development Department.

Market Basics

- Market Day will be Tuesdays from 1 pm to 6 pm, vendors may arrive at 12 pm to set up. The market is allowing reduced hours for vendors that request it. The reduced hours will be 1-4:30.
- Market will begin in July and end in October of same year, specific dates will be announced at least two weeks prior.
- Market is located in front of Peabody City Hall 24 Lowell Street on the corner of Lowell Street and Chestnut Street.
- If a participant can not attend the market, please call the Peabody Community Development Department at 978.538.5782 or lucia.delnegro@peabody-ma.gov at least 24 hours prior to Market Day.
- Collusion among vendors to raise or lower prices or to exert pressure or persuasion to cause any vendor to increase or decrease selling prices is prohibited.

Market Manager Responsibilities

- Manager will handle all grievances and settle all disputes related to the Market and/or Vendor activities. Please respect the Manager's decision.
- Manager or city staff will be available on Market day at 978.538.5782 to handle any emergency or dispute that occurs.
- Manager will keep detailed records of all relevant Market activities.

Vendor Responsibilities

General

- Vendor will need to submit an application form by June 15 each year prior to the market opening. Vendor applications will be reviewed and approved by the Market Manager.
- Vendor is individually responsible for obtaining and having available any required State or local Board of Health permits or certificates. Vendor should coordinate with Peabody Board of Health by submitting copies of these permits or certificates.
- Vendors will need to provide their own tents/canopies, chairs, and tables.
- Vendor station must remain clean and debris free at all times. Vendor must clean station prior to leaving.
- Vendor should intend to stay through the market duration unless prior approval is granted by the Market Manager.

Sales

- All prices for all products sold at market must be displayed.
- Only first quality products should be sold. If products of lesser quality are sold then they must clearly be labeled as such (eg. "seconds").
- Produce may be sold by the pound, bunch, piece or measured container. Scales utilized at Market must be inspected and sealed by the Sealer of Weights annually.
- Vendors are encouraged to accept WIC coupons and food stamps.

Signs/Labels

- Name and location of farm/business should be displayed.
- Must receive "organic" certification from the Northeast Organic Farmers' Association (NOFA) to sell products labeled "organic".
- All processed foods must be labeled with the name or product list of all ingredients, preservatives or treatments, name and address of the producer and net weight or volume.

Peabody Farmers' Market participants must also read and agree to the *"Massachusetts' Farmers' Market Coupon Program Guidelines for Farmers and Farmers' Markets"*, if applicable.

The City of Peabody is committed to its Farmers' Market and implements the *Peabody Farmers' Market Rules and Guidelines* for the Market to succeed. Please respect these Rules and Guidelines and offer suggestions or comments to the Market Manager at any time.

**Peabody Farmer's Market - 24 Lowell St - Peabody MA 01960
978-538-5782**