



2024 SOUTH ORANGE FARMERS MARKET REGULATIONS

PURPOSE: The South Orange Downtown (SODT) Farmers Market has been established as a community service to support regional farmers by allowing them the opportunity to market quality products grown on their farms in a designated area. To remain competitive, farmers need to be able to develop new markets for agricultural products grown on their farms. Success in agricultural marketing helps significantly in economically preserving farmland and open space which in turn contributes to maintaining the quality of life in the region. Communities benefit from this type of marketing because it provides consumers with access to fresh, high quality produce and attracts business activity to downtown areas.

REGISTRATION FEES:

- Registration - \$50.00 due with completed application (**non-refundable**)
- Market Fees – are non-refundable, but vary based on vendor package. **Full payment is due upon acceptance to the market from SODT and the Health Department. No payment plans will be accepted.** Checks should be made out to: **South Orange Village Center Alliance** or you can pay online.

LOCATION / TIME: The market will be held in the Sloan Street Parking Lot (Sloan St. and First Street), off of South Orange Ave. The market will operate on Wednesdays from 2pm to 7pm, beginning June 1st. **Arrive at least an hour & a half before to set up.**

INSURANCE: A certificate of liability insurance is required with a minimum coverage of \$1,000,000.00, naming the South Orange Village Center Alliance (SOVCA) and the Township of South Orange as an additional insured. Certificates of insurance must be received and approved by the Market Manager before a vendor is permitted to sell at the market.

SPACES: Vendors will be provided with indicated space. **When unable to attend, the vendor must notify the Market Manager at least 24 hours in advance.**

ORDERLY MARKET OPERATION: A Market Manager or representative shall be present on-site every week at the beginning and end of the market. The Market Manager is responsible for the orderly operation of the market. All questions and issues are to be directed to the Market Manager. **Disputes between vendors and/or vendors and market managers will not be tolerated at the market site.** The Market Manager has the right to evict any vendor from the market site. The vendor should submit all complaints in writing to the Market Manager or South Orange Downtown's Executive Director.

DISPLAY: Table displays will be set up, so that no vendor blocks or limits the view or access of consumers to a neighboring vendor. **Vendors must supply their own scales, bags, tables, electrical power, tents etc.** Producers must maintain scales acceptable to the County Department of Weights and Measures. Produce may be sold by the count, weight, bunch, or in legally acceptable containers. All other containers must identify the net weight of the contents. Produce that is not of fresh or good quality will not be displayed nor sold at the market. The Market Manager has the right to require any produce that does not comply with the market regulations to be removed from any stand. **All prices must be posted before and during sale time. Each vendor must display a sign in a prominent place giving his or her business name and address.** Hawking or shouting to attract customers will not be permitted. Each vendor is responsible for cleaning the area around his or her stall and providing at least one trash receptacle.

Vendors will comply with all federal, state, and county regulations including, but not limited to, chapter 12 of the New Jersey Sanitary Code. Vendors must also comply with other terms and conditions that may be added for the public health, safety, and welfare.

Market Contact: Lisa Szulewski | Events & Marketing Coordinator
South Orange Downtown aka South Orange Village Center Alliance (SOVCA)
76 South Orange Avenue Suite 303 South Orange, NJ 07079
Phone: 973-763-6899 Mobile: 347-267-0760 Email: Lisa@southorangedowntown.org

Accepted By: Sign: _____ Print: _____

Business Name: _____

Date: _____