



Value Added & Grower Handbook



The rules and regulations within this handbook are designed to benefit both the Market as a whole and each individual vendor. May this handbook serve to inform prospective and participating vendors of Sustainable Nantucket’s Farmers & Artisans Market (SNFAM) policies and procedures. The Market rules and regulations provide the framework to promote our local harvest, as well as to delineate expectations about the Market operation.

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CONTACT INFORMATION

Sustainable Nantucket
P.O. Box 1244
Nantucket, MA 02554

Market Manager:
email: market@sustainablenantucket.org
Office Phone: 508-228-3399
Cell Phone:

HOURS and LOCATIONS

MARKET SEASON: The 2024 downtown Market season will run every Saturday from May 25th - October 12, 2024. There are 21 markets scheduled for the 2024 season. The 2024 market season schedule is pending approval from the Town of Nantucket.

TIMES AND DAYS: Weather permitting, the downtown Market will be open to the public on Saturdays from **8:30AM to 12:30PM**

LOCATION: Downtown Nantucket: Upper Cambridge Street and North Union Street

A NOTE ABOUT OUR MARKET COMMUNITY:. We are a **close-knit** community with deep roots on a small island, where “everyone knows everyone” and we see each other in many different settings, wearing many different “hats” throughout the year. Hence, we rely upon each other to **uphold certain values and behaviors**. One long-standing tradition pertains to business ventures, where we endeavor not to step on each other’s toes nor infringe upon each other. We refrain from duplicating another’s products, and we even avoid creating products that look similar. We strive for each vendor to be unique and to find their own niche in order to enhance community, rather than to directly compete. If you are interested in joining our community, we invite and urge you to observe these traditions that are the foundation of our island community and of our Market.

PLEASE read these rules, guidelines, and policies carefully before signing your vendor application and keep a copy for your records.

Signing the application signifies your agreement to abide by these rules. Failure to comply with them may result in termination of your membership.

GOVERNANCE

MARKET MANAGER: All rules of the Market are enforced by the Market Manager or their appointed representative from the Sustainable Nantucket Staff/The Market Committee. The Market Manager has ultimate on-site authority. The Market Manager is responsible to the Sustainable Nantucket Managing Director, the Farmers & Artisans Market Committee and The Nantucket Sustainable Development Corporation (d/b/a Sustainable Nantucket) Board of Directors. If a vendor does not abide by the rules of the Market, the Market Manager may take any action deemed appropriate, including barring the vendor from the Market for that day and any future Market days. The Market Manager directs set-up and decides any immediate issues affecting the overall Market. For any questions or concerns related to the Market, contact the Market Manager.

MARKET ADVISORY COMMITTEE: This group is responsible for the oversight of the SNFAM Policies and Handbook, Fees, Vendor Categories, and Grievances. The Market Advisory Committee is made up of the below members:

Market Manager
Peter Brace
Priscilla McIntosh
Ciara Fritsch
Melissa Dudley
Aidan Feeney
Misha Currie
SN Managing Director

MARKET VENDOR COMMITTEE: This group is responsible for the review of all vendor applications to ensure the integrity and standards of the SNFAM. The Vendor Review Committee is made up of the below members:

Market Manager
Peter Brace
Ciara Fritsch
Priscilla McIntosh
Melissa Dudley

GROWER GUIDELINES

The Market provides a venue to sell locally grown produce. The Market Advisory Committee reserves the right to visit farms, studios, or locations where items are grown or made, to ensure they are made on Nantucket by the vendor. Growers will always have priority during SNFAM events.

ORGANIC LABELING:

SNFAM encourages growers to use organic and sustainable practices whenever possible. The Market strongly encourages using Baystate Organics as the primary form of certification. Evidence of certification must be advertised in plain view within display and in an appropriate size easily visible for customers. Signs MUST list which organization you've been certified by and in which state they are located. **Certification documents must be provided with an application.** Use of the term "certified organic" is restricted to items which have been certified by a recognized certification agency.

Vendors may advertise their produce and value-added products as "natural," "unsprayed," and/or "organic" without formal certification from any agency. All vendors are required to advertise truthfully and to respond to customers' questions in a fair manner.

CERTIFIED SCALES: If you intend to sell by the pound, you must bring your own certified calibration scales. If you do not own a calibration scale, we recommend pricing your product by the unit. Local weights and measures inspectors must certify or seal all weighing devices - there may be a small charge. Check with the Health Director of the Nantucket Health Department to be sure that you comply.

| |
|---|
| <p>Nantucket Health Department: 131 Pleasant Street Nantucket, MA 02554 508-228-7200 ext. 7009</p> |
|---|

GROWER CO-OP TABLES:

Our objective is to support grower vendors (**including egg or seafood vendors**) who would like to participate as a vendor but may not have enough products to justify participation as an individual. If you are a grower interested in selling surplus, or just starting a larger scale production business but are unsure of your yield, consider joining together with others to form a **Grower Co-Op**. For more information, feel free to contact Sustainable Nantucket.

Regulations:

1. All group partners' names, phone numbers, email addresses and garden/farm locations must be present on application.
2. Each group must identify a contact who will be the Market Manager's point person for all communication.
3. Each group must have a sign with **each individual grower's name** displayed for customers to see.
4. *The Market Advisory Committee* will visit each grower's operation.

5. Group tables are available to growers only, artisans and prepared food vendors **do not** qualify.
6. Group table vendors must adhere to all of the same general vendor and grower specific rules, regulations and requirements as outlined in the Handbook in addition to these requirements.

VALUE-ADDED FOOD PRODUCER GUIDELINES (pies, cakes, breads, pasta, jams, candy, canned food, etc.)

The Market is committed to bringing high quality value-added products to the Community. Any goods that are not of sufficient quality may be removed from sale by the Market Manager.

SANITARY REGULATIONS:

All vendors must follow appropriate sanitary procedures. It is each vendor's responsibility to stay informed about and comply with state and local health regulations governing the production, display, distribution, sampling and sale of their products necessary for their particular operation. Any vendor found selling contaminated products shall be suspended from selling at the Market until satisfactory clearance has been obtained from the MA/Nantucket Health Department.

ALLERGY CERTIFICATION:

All food vendors are **required** by the Nantucket Health Department to be issued a Massachusetts certificate of allergen awareness training. **Please visit [this page](#) to receive your training and certificate. There is a \$10 charge per person for this training.**

Upon completion, please submit a copy of your certificate to the Health Department, as well as to Sustainable Nantucket. Also, the food vendor must have a copy of their certificate present at each Market day.

Required: Food vendors must include a sign on their display stating: *“Please inform the food vendor if the purchaser has a food allergy.”*

HEALTH DEPARTMENT REQUIREMENTS:

All value-added products sold at the Market must be manufactured in a licensed food establishment, or a licensed residential or commercial kitchen as appropriate. Copies of commercial and residential kitchen permits, retail food establishment permits or food manufacturing licenses at which the food was prepared should be available at the Market location. **You must submit a list of all food items you intend to vend as approved by the Health Department with your Market application.** You are not allowed to vend any food item that has not been approved by the Health Department.

PHF VENDORS:

All potentially hazardous food (PHF) vendors are required by the Health Department to be Servsafe certified. Please include a copy of this certificate with your application.

MADE ON NANTUCKET REQUIREMENTS: Foods may not be purchased elsewhere for resale at the Market. Food may not be commercially prepackaged.

SAMPLING: Please ensure you have the appropriate permitting from BOH to comply with licensing regulations.

VENDOR PARTICIPATION

APPLICABLE VENDORS: Full-time, year-round Nantucket residents will always be given priority during the application review process. Artisan applicants' primary residence must be on Nantucket for a minimum of 8 months. All applicants must provide 2 forms of residency verification; a Nantucket drivers license and a current utility bill or lease agreement. If you are not a U.S. citizen, a work visa or green card must be supplied as one of your proofs.

Please see Market Rules #7 and #8 on page 13 for further details on who may vend.

All vendors are required to attend a pre-season vendor orientation meeting (date to be determined)

INSURANCE: We require that all vendors carry insurance. Please see page 9.

VIRTUAL MARKET PARTICIPATION: The virtual market is a new feature on our website as of 2020 allowing website visitors to search and browse for vendors and their respective offerings. This is a new opportunity for Sustainable Nantucket to offer another platform of exposure for its market vendor community. Approved vendors are required to participate in Sustainable Nantucket's online Virtual Market platform. Participation in this online platform includes providing the Market Manager and SN Managing Director with information including Business Name, Vendor Bio, Contact Information including Email, Website, Facebook, Instagram and/or Etsy information.

VENDOR FEES

Application and Vendor fees are the most important source of revenue for the Sustainable Nantucket Farmers and Artisans Market. They are a critical component to maintain overall market operations and ensure the success and continuation of the market. These fees cover our cost for all required permitting from the Town of Nantucket, advertising, promotional materials, and market equipment including tents, tables, barricades, signs and banners. Fees were increased in 2021 and 2024.

ANNUAL APPLICATION FEE: Growers are exempt from paying the application fee.

WEEKLY VENDOR FEE: Weekly fees are determined by the **type of item** a vendor sells and the **size of their set-up**. The Market Manager will verify your weekly fee once your application is approved, and again if your display changes. **Vendors must be prepared with either a check (payable to Sustainable Nantucket) or cash, collected before the start of the market.** The weekly fee is *non-transferable and non-refundable* unless the Market is canceled due to weather.

Growers are exempt from paying the weekly fee. If you are a mixed vendor, selling value-added and produce, fees are below.

| | |
|---------------------------------------|----------------------------------|
| 10x10 Tents - Individual | 6ft Table & Smaller |
| Mixed Value Added & Grower: \$35 | Mixed Value Added & Grower: \$25 |
| | Junior: \$15 |
| 10x10 Tents- Shared (2 Max) | 8ft Table |
| Mixed Value Added & Grower: \$25 each | Mixed Value Added & Grower: \$35 |

TENTS: Allocation of tent spaces are at the discretion of the Market Manager and the Market Committee.

ONE DAY/ Visiting Vendor MARKET PERMIT: *One Day/ Visiting Vendor Market Permits* are available for insured vendors on a case by case basis pending review by the Market Committee. An approved applicant may not participate in more than 3 markets as a visiting vendor and is at the discretion of the Market Manager. A visiting vendor is not required to pay the application fee, but must be prepared to pay the weekly market fee, should they be accepted to participate. ACT Insurance is a good option for single day market insurance.

Visiting vendors of the SNFAM will be considered on a case by case basis. Visiting Vendors will be considered if they have a unique product that will enhance the diversity of the market. They will be considered if they have strong ties to Nantucket and the grower or artisan community. Non-Local/Non-Resident circumstances considered on a case by case basis. Please contact us for more information should you be interested in a one day market permit.

INSURANCE

ALL VENDORS are **REQUIRED** to provide proof of a 1 million dollar per occurrence **Product and General Liability Insurance** and name **SUSTAINABLE NANTUCKET AS AN ADDITIONAL INSURED**. All **GROWER** vendors who use a **TRUCK** in their display are **REQUIRED** to provide proof of **Commercial Auto Insurance**. Please speak with your insurance or legal representative regarding whether your existing coverage (i.e. current Auto & Homeowners Insurance, Renters Policy, and/or Craft Organization/Guilds) will be sufficient for your potential liability. **Vendors are required to submit proof of insurance before the start of their market season.**

Sustainable Nantucket, through collaboration with the Indi Business Network has secured discounted insurance policy for vendors.

ACT: <https://app.actinsurance.com/events/7091>

Coverage Details: <https://www.actinsurance.com/coverage-details-annual>

ACT policies cover artists, crafters, and tradesmen.

Show Policies start at 3 days of coverage and can go up to 90 days of coverage.

Free and unlimited additional insureds.

FLIP: <https://app.flipprogram.com/events/7092>

Coverage Details: <https://www.flipprogram.com/coverage-details>

FLIP Policies cover food businesses.

Free and unlimited additional insureds.

Membership required before the purchase of a policy:

IBN: <https://app.indiebusinessinsurance.com/events/7093>

Coupon Codes:

\$20 Discount Coupon Code: SNFAM

\$5 Discount for 3-day policies: SNFAM5

DISPLAY AND SET UP/BREAKDOWN

SET-UP AND BREAKDOWN:

After 7:30am the street is CLOSED to market vendor traffic. If you'd like to drop off your market setup with your vehicle, please plan to arrive before 7:30. Unload quickly and immediately move your car, then return for set-up. Likewise, for breakdown, pack up your booth first, then get your car, load quickly and remove your car. Once your display is broken down and packed away on the sidewalk, you may go get your car to load it. Your car should not be on the street unless you are actively loading your vehicle. We ask for everyone's patience AND compassion with each other. Please note, only the Market Manager or Market staff may move a police barricade.

Vendors are required to be on site NO LATER THAN 8:00 AM and MUST BE FULLY SET UP BY 8:30 AM in order to participate in that day's Market. Vendor fees are collected by the market manager prior to the start of the market. If you are not at your table or are not prepared to pay your fee, a late fee of \$10 will be applied. Arriving late is disruptive to the Market. If a vendor arrives after 8:30am, the vendor's original location may differ from the map sent out. If you are arriving late, check in with the market manager to see if your location has changed.

Vendors are **required** to stay for the entire Market day. Removing tables during the Market is disorderly and changes the layout dynamic. Vendors are responsible for taking down their set-up, disposing of their own garbage, and leaving their spot trash-free, after 12:30pm

VENDOR DISPLAY SPACE: Vendors supply their own tents, tables, chairs & other set-up materials. Sustainable Nantucket does not provide any materials for a vendor's display. Grower vendors generally do not rotate within the market. The market manager will work with you to find a spot that is comfortable to stay in for the duration of the market season. (Unless otherwise discussed) Please be flexible. The goal is to create a layout that is complementary to all vendors and to the Market as a whole. The Market is not obligated to provide water, shade or electricity to vendors.

BE UNIQUE: Your display and items must strive to be unique (ie. not the same as others). It benefits you and the Market as a whole when your products and your display (including tent, table and furniture) distinguish you.

MARKET SAFETY: The safety of Market customers, vendors and volunteers is the Market's highest priority. Set-ups must be windproof, to protect people from blow-overs on blustery days at the Market. All vendors who wish to erect tents or umbrellas are required to have them safely anchored to the ground, utilizing sandbags or other appropriate weights, from the time their shade is put up to the time it is taken down. Any vendor who fails to properly anchor his or her shade will be required to deconstruct the umbrella or tent. If a vendor is unprepared to anchor their structure, demerits may be issued.

Self-contained kitchens in motorized trailers are not allowed. Food vendors must be able to move their set-up onto the site, without damage to the area.

VENDOR ASSISTANCE AT THE MARKET:

Vendors might be asked to assist the market manager in the set up or break down of the overall Market. Assisting in setup and breakdown greatly helps the Market Manager, freeing the Manager to give more attention to vendors and other on-site needs. For a description of Standard Operating Procedures for setup/breakdown, please contact the Market Manager.

PRICING: The SNFAM is a retail market. Prices charged should be comparable to pricing in the community. Intentional undercutting will be considered an unfair practice and may result in expulsion from the Market upon review by the Market Manager and Sustainable Nantucket. It is of key importance that Market vendors have price points in all ranges, keep with the theme and values associated with the Market.

CANCELLATION POLICIES

VENDOR CANCELLATION WITHOUT PRIOR NOTICE:

If a vendor is unable to participate in a market they have committed to, vendors must notify the Market Manager as early as possible. If the market manager is notified of a cancellation after the market map is published, the vendor will be charged their weekly table fee. The market map is generally emailed to participating vendors the Wednesday before that week's market. Catastrophic and emergency events will be considered on a case-by-case basis. To give advance cancellation notice: Please email the Market Manager at market@sustainablenantucket.org. Failure to give notice of cancellation will result in demerits.

EMERGENCY ONLY on MARKET DAY:

In case of emergency cancellation on Friday night or Saturday morning, please text the Market Manager at .

WEATHER CANCELLATION POLICY:

The SNFAM will be held if the satellite radar indicates only possible showers. If the radar indicates a likelihood of showers (60% chance of above), this is cause for cancellation. High winds, 25 mph or above or forecasted lightning are also cause for cancellation. It is the responsibility of the vendor to come prepared for possible inclement weather with towels, umbrellas, weights, and/or a tent. The Market Manager will notify market vendors via email by 6:00am the morning of the market if the Market is delayed or canceled.

MARKET RULES / CODE OF CONDUCT

All members of SNFAM will behave towards Market customers, staff, volunteers, and each other in a professional manner that fosters a sense of Market community, camaraderie, and a spirit of cooperative involvement that promotes the Market as a whole to the Nantucket community.

1. Vendors are responsible for disposing of their trash and clean their surrounding area after breakdown.
2. Vendors are responsible for their own booths, chairs, tables and sun/rain covers. Sustainable Nantucket does not provide tables or chairs.
3. Umbrellas and tents must be anchored and secured.
4. All vendors must display a sign at their table with name and/or business name. Signs should be well designed, appealing, attractive, and with lettering large enough to be seen by Market customers.
5. Prices for all items on display are encouraged to be clearly marked with individual price tags, signs, or large legible sign boards.
6. Vendors are encouraged to give the elderly a 10% discount.
7. Who May Staff Your Table? **Growers/owners** are encouraged to be present at the market, but are allowed to send staff.
8. Market vendors are NOT permitted to use the restroom at the Sustainable Nantucket office. Public restrooms at the Visitor Center (25 Federal Street) and Town Pier (34 Washington Street) are open at 9:00AM.
<https://www.nantucket-ma.gov/DocumentCenter/View/6162/Public-Restrooms-Map?bidId>
9. Vendors may not smoke on Market grounds.
10. Vendors may not be under the influence of alcohol or drugs during Market hours, nor have alcohol or drugs on the Market premises.
11. Vendors may not have personal pets on the property with the exception of assistance animals.
12. No “flea market,” or “yard sale” items.
13. No live animals may be sold at the Market, unless approved by the review committee.
14. All vendors must wear shoes and shirts at the Market. A general neat appearance for all Market participants is expected.
15. There shall be no discrimination regarding race, color, creed, sex, religion, age or national origin.

16. No hawking, shouting, or loud barking.
17. No selling one's wares in an aggressive manner.
18. No political or religious campaigning.
19. No gruesome or grotesque images.
20. Vendors are expected, at all times, to behave in a courteous and professional manner both with the public and with their fellow vendors. Vendors are expected to be civil at all times. No bullying, slandering, yelling, harassing or other aggressive and/or intimidating behavior will be permitted. *Please remember that as a vendor, you are representing the market and the organization as a whole. A violation of this will result in a demerit, missing a market or immediate dismissal from the market, at the discretion of the Market Committee.*
21. The Market Advisory process includes a studio visit and interview FOR NEW APPLICANTS, and may take up to 3 weeks to complete.
22. If you have a grievance, please follow the procedure on page 14. Please allow 2-3 weeks for the Market Committee to review any issues.
23. If a grievance has been filed against you, you (and your employees/helpers) may not enter the booth of the vendor who lodged the grievance.
24. Sustainable Nantucket is not responsible for any tickets incurred while you are parked downtown during the duration of the market. We recommend either arranging to be dropped off and picked up; or to park your car in the Town public parking lot located on Washington Street. Please avoid parking on neighboring streets as we'd like to leave these spaces available for the public interested in visiting the market or other neighboring businesses downtown.
25. At the discretion of the Market Manager, demerits can be issued to vendors who violate **any** component of the handbook, including market rules and codes of conduct. Demerits will be tallied and taken into consideration during the application process of the following market season.

Grievance Policy

Resolution of Grievances

It is the policy of the Sustainable Nantucket Farmers & Artisans Market (SNFAM) that all staff, volunteers, vendors, and customers be treated in a fair and equitable manner and that vendors adhere to established policies and procedures. We also expect Market vendors to conduct themselves in ways that do not harm the SNFAM or the community. Sustainable Nantucket and the Farmers and Artisans Market Committee will not be responsible for deliberating any complaints respective to Intellectual Property, Copyright and Trademark Infringement disputes.

Steps for Grievance Resolution

In the event of a conflict, please observe the following steps in this order:

1. All Market vendors are encouraged to resolve difficulties **in private on a one-on-one basis outside of Market hours. Confrontations or discussions on matters of conflict at the Market are strictly forbidden.**
2. If the dispute continues, the Market Manager may facilitate and mediate a discussion
3. If the dispute continues beyond step #2, the grievance should be documented in writing using the Grievance Form. Written grievances must be lodged with the SNFAM Market Manager within one week of the occurrence.

Once A Grievance Form Is Submitted

Within 2 weeks of a grievance form submission, the Grievance Committee will hold a preliminary meeting to review. Subsequent meetings may follow if necessary. The involved parties may be asked to join a Grievance Committee meeting for the purpose of discussing + reaching a determination. The disposition shall be determined by a majority vote of the committee members and shall be communicated to the aggrieved party within two (2) weeks of submission of the written complaint.

The Market Manager is authorized to deny or restrict a vendor or vendor representative's access to the Market for failure to follow Market Policy and Procedures. During the grievance process, the violator must adhere to the original penalty with no right of restitution for any losses.

Penalties For a Validated Grievance Claim

- First offense: written notice.
- Second offense: loss of one Market day during high season.
- Third offense: dismissal from the Market for the remainder of the season.

Grievance Form

The Sustainable Nantucket Farmers and Artisans Market (SNFAM) is designed to support and strengthen our traditional industry of agriculture, to support the local economy and encourage entrepreneurs, and to help keep downtown vital and to enhance our experience of community. The mission of Sustainable Nantucket is to preserve the community character of Nantucket while sustaining its economic and environmental vitality. This Grievance Policy and Form were developed to ensure that vendors and products at the Market adhere to this mission and provide safe, quality products at fair and reasonable prices to shoppers.

The Market Manager has the right to restrict or deny any vendor from selling at the Market for failure to follow the Market guidelines and rules. Any problems, concerns or complaints that could not be resolved in private between the aggrieved parties outside of Market hours must be immediately directed to the Market Manager and filed within one week of occurrence. Grievances that cannot be resolved by the Market Manager will be reviewed and settled by the Market Committee.

If you feel that a vendor or any Market participant has acted in a way that compromises the Sustainable Nantucket Farmers & Artisans Market mission or violates the vendor guidelines and rules, please supply the following information: (A check for \$50.00 payable to Sustainable Nantucket must accompany this form.)

Your name: _____

Phone number: _____

E-mail address: _____

Name of the vendor in question: _____

Infraction(s) or violation(s): _____

Date of occurrence: ____/____/____

I have read the Sustainable Nantucket Farmers & Artisans Market Vendor Handbook and the grievance policy. I agree to all terms and conditions of the Sustainable Nantucket Farmers & Artisans Market. I hereby certify that the above information is truthful to the best of my ability.

Your signature: _____ Date: ____/____/____

*Date received: ____/____/____ Received by _____