

# 2024 Season Handbook



## **Cheverly Community Market**

6401 Forest Road, Cheverly, Maryland

[www.cheverlycommunitymarket.com](http://www.cheverlycommunitymarket.com)

# ABOUT THE MARKET

## STATEMENT OF PURPOSE

The Cheverly Community Market is committed to providing our neighbors an array of local, nutritious, high quality food, as well as unique products from area vendors and entertainment by local artists. We create an atmosphere that fosters community, inclusivity and fun, while encouraging local businesses.

## OUR CORE VALUES

### Highest Ethical Behavior

We conduct ourselves and our business affairs in accordance with the highest ethical standards and in compliance with all applicable laws, striving always to be a respected member of the Cheverly community.

### Sustainability and Environmental Stewardship

We create a market to nurture economic, environmental and social sustainability.

### Community Enhancement

We embrace our responsibility to create a market that is a welcoming center of community interaction, sharing, and engagement.

## OUR HISTORY

The Cheverly Community Market was founded in 2007. Local resident Crystal Lal and a small group of committed friends and neighbors wanted to have access to good, fresh food in the neighborhood and develop relationships with local growers and producers. Finding locally grown food in Cheverly has been a great challenge. We've grown accustomed to trips to distant farmers markets and CSAs, but soaring fuel prices and a growing awareness of the importance of being a "locavore" created a desire for a farmers market within walking distance of most Cheverly homes. That interest in a deeper relationship with and understanding of locally sourced food led the group to form the Cheverly Community Market.

Now in our seventeenth season, the market has grown from four vendors to an average of 20 vendors and community groups (double at our annual special markets). The market is governed by a Board of Directors representing expertise in agriculture, business, government, education, and food.

## LOCATION OF THE MARKET

The Cheverly Community Market takes place at the Cheverly Community Center, 6401 Forest Road, Cheverly, Maryland.

## MAILING ADDRESS & CONTACT INFORMATION

Cheverly Community Market  
6401 Forest  
Cheverly, MD 20785

cheverlycommunitymarket@gmail.com  
Market Board Contact: Kate Duis

## TIMES OF OPERATION AND MARKET DATES

The market operates every other Saturday from 8:00am to 12:00pm, May through October. There are two special indoor markets: a Thanksgiving Market in November and a Holiday Market in December. The special markets also run from 8:00am to 12:00pm, unless vendors are otherwise notified.

**Our 2024 market dates are May 4, May 18, June 1, June 15, June 29, July 13, July 27, August 10, August 24, September 7, September 21, October 5, October 19, November 23, December 14**

The Cheverly Community Market reserves the right to terminate the Market or change its time and/or location and/or other policies as may be deemed necessary.

## VENDOR SELECTION

### ELIGIBLE VENDORS

Vendors in the market shall be accepted under one or more of six categories. All goods offered for sale must be legibly labeled as such with their place of origin clearly marked, as well as the price. Preference will always be given to vendors who are local growers/producers operating within a 100-mile radius of Cheverly. Vendors must permit periodic on-site inspections of his/her farm/business location by Cheverly Community Market personnel and/or the Market Manager, or agents designated by the market Board to verify the designated category. The categories are as follows:

**A. Home Grown/Processed Farm Fresh by the Vendor** – Vendors of fresh and unpackaged home-grown vegetables, fruit, nuts, cut flowers, potted plants and herbs (annuals and perennials), and dried flowers; fresh, home-grown food products, minimally processed and packaged in new containers by the vendor such as honey, other syrups, jellies, jams, preserves, baked goods, fruit pulp, dried spices and herbs, flour, cornmeal, un-popped popcorn, seeds, home-canned produce, cider and other pressed juices, dairy products, and vinegars.

**B. Home Grown/Processed Farm Fresh Organic by the Vendor** –Vendors who offer for sale any of the above described (A) produce that is organically grown on their own farm. It is understood that all the products sold by this vendor are organically grown and they must be listed as an “organic farmer” in their state of residence prior to claiming this category.

**C. Other Local Maryland Farm Produce or Products** – Vendors who offer any of the above described (A and/or B) may sell products for other producers only at the

request of or in agreement with the Market Manager at least one week prior to bringing said product, so long as the original producer meets the same criteria described above; in order to fulfill a perceived need for a particular local product; and only so long as the original producer is identified to the manager and the customer.

**D. Other Farm Produce or Products from Beyond the 100 Mile Radius** – Vendors who offer any of the above described (A) produce or products for sale or obtained for resale from outside the 100 mile radius. These vendors will be allowed only if no other local source is available and if the item is fair trade, organic, biodynamic, or heirloom. Examples of such products include chocolate, coffee, teas, spices, seeds, and dried beans.

**E. Arts/Crafts/Miscellaneous** – Vendors who offer handmade or other products that have been juried by the market will be permitted at Cheverly Community Market if space is available. Vendors who have a storefront business will also be permitted to vend if approved by the market.

**F. Concessions** – Vendors who prepare food and/or beverages on-site for sale and immediate consumption at the market and have appropriate licensing to do so and follow Maryland Department of Health Regulations.

## VENDOR/PRODUCT MIX

There is no perfect formula for vendor and product mix at farmers markets. In order to determine the proper mix for Cheverly, the Board has analyzed other markets, reviewed local and national resources, spoken to extension specialists, and examined historical data and customer feedback. Through this analysis, we will use the following approximate target mix of products as a guideline for vendor selection:

**Produce:** 4-5 vendors, preferably from a variety of states in order to make the most of different growing seasons

**Red meat, pork and poultry:** 2-3 vendors

**Fish:** 1 vendor

**Cheese/yogurt:** 1-2 vendors, preferably utilizing a variety of milks, such as goat, cow, sheep

**Eggs:** 1-2 vendors

**Honey or syrup:** 1 vendor

**Bread:** 1-2 vendors

**Value added products:** 4-5

**Wine and beer:** 1-2 vendors

**Coffee:** 1 vendor

**Baked goods:** 1-2 vendors

**Concessions:** 1-2 vendors with a preference for breakfast foods

**Potted plants and cut flowers:** 1-2 vendors

**Community groups:** 2-3 groups

**Sponsors:** 1-3

**Crafts:** 1 vendor

**Flexible:** 2-3 vendors

The Market will often receive multiple applications for the same product. In these cases we sometimes request that vendors participate in a partial season in order to provide more variety to customers and opportunity to vendors while maintaining the ideal vendor mix.

## **PRODUCT ADDITIONS/BRINGING ITEMS NOT DECLARED**

A diverse and locally relevant product mix is key to creating a successful environment for both shoppers and vendors. Vendor admission to the market is based on specific products declared, reviewed and approved in advance. Vendors may petition the market management to be allowed to bring items that were not declared in the seasonal application. A response is due from market management within two weeks of the petition.

## **VENDOR GUIDELINES**

**Load In/Load Out** – Vendors may have access to their space(s) beginning at 6:45am on market days. Load-in times must be adhered to and load-In must be completed and vehicles not used as part of vending removed by the start of the market (8:00am), no exceptions. Early takedown and departure before closing time (12:00pm) will not be allowed. Exceptions may only be made in case of emergency by the Market Manager.

**Application/Fees** – Each vendor must have a current application on file with the Cheverly Community Market and have fees paid up to date. Vendors are required to set up their display each day they offer goods for sale at the market. They are to be present and selling at their space(s) during the time their goods are offered for sale. Vendors may not share their stall space with others without the express written consent of the market. However, vendors may assign persons to assist them. The vendor signing the agreement takes full responsibility for his or her market space(s), including the sales that occur there and the actions of his or her assistants.

**Permits** – The Prince George's County Department of Health requires each vendor selling prepared food to have a special farmers market food service facility permit. If applicable, this permit must be obtained and in good standing prior to the start of the season. The cost of said permit will be the responsibility of the vendor. Vendors will also be inspected at the market. Vendors selling on a daily basis that fall into this category will also need a permit before selling at the market.

**Sampling** – Vendors offering samples, raw or prepared, are required by Prince George's County law to have the appropriate sampling license and certification.

**On-site Cooking Safety** – Vendors cooking on-site must keep a working fire extinguisher visible and accessible at all times.

**Insurance** – Vendors are required to have adequate insurance to operate such vehicles as are needed to vend at the market and adequate insurance to do business in the State of Maryland.

**Labeling** – The vendor must display legibly marked prices for all goods offered for sale. All goods offered for sale that are not produced by the vendor must be legibly labeled as such with its place of origin clearly marked with the price.

**Dress** – All vendors must dress appropriately. Shoes and shirts are required.

**Smoking** – Smoking by vendors is prohibited in any stall spaces or the market area.

**Animals/Pets** – No animals are allowed in the Market vending area, including dogs. The market may make exceptions for special animal displays as the Market Manager sees fit.

**Children** – Vendors are welcome to have their children with them at the market. They need to keep a watchful eye on their children at all times during the market day. Children should not be allowed to wander the market area without a parent or guardian with them. The market and the Market Manager assume no responsibility for the safety or whereabouts of the participants or their children.

**Payment** – Vendors are encouraged to accept as many types of payment as possible. There is not an ATM at the Community Center, so it is helpful if credit / debit card payments are accepted.

### **Federal Nutrition Benefits Programs -**

Only those Vendors who have been designated FMNP farmers by the Maryland Department of Agriculture may accept Farmers Market Nutrition Program checks and Senior Farmers Market Nutrition Program checks. These FMNP farmers must follow all regulations and rules set forth by the Maryland Department of Agriculture for program participants. FMNP farmer authorization should be displayed at the Vendor's booth. Vendors eligible to accept WIC Fruit and Vegetable Benefit may do so following the rules and regulations set forth by the Maryland Department of Health (MDH).

The Market accepts the Supplemental Nutrition Assistance Program (SNAP) at the market level, and all vendors who have eligible items are required to participate in the SNAP program. Vendors who are eligible to accept SNAP directly are also permitted to do so; however, they must notify market management of their plan to do so prior to the start of the market season. The Market also provides a match at the market level, and all vendors who accept SNAP tokens must also accept matching tokens. Vendors must submit tokens on a weekly basis to the market manager and will be reimbursed on a bi-weekly basis. If vendors accept SNAP directly, they must agree to provide receipts to their SNAP customers which may be redeemed for matching tokens at the central market table.

**Right to Sell** – The market invites vendors to participate in the market. All goods offered for sale must be in sound condition. All edible goods must be safe for human consumption. The vendor is solely responsible for any damages resulting from the sale of unsound or unsafe goods. The Market Manager is authorized to require a vendor to immediately remove any low-quality merchandise from the market, and/or to vacate the market, and may remove a vendor permanently if, for any reason, that vendor is not making a significant contribution to the market. The market has the sole discretion to determine who may participate and sell at the market.

**Vendor placement** – Decisions regarding vendor placement are made by the Market Manager and these decisions are final. A map with vendor placements will be distributed the Thursday prior to each market and vendors are expected to adhere to the Manager's arrangements. The Manager or Board may need to make last-minute adjustments to the map from time to time, and will communicate changes as soon as possible but in some cases changes might occur as vendors arrive to set up.

**Space Appearance/Safety** – Vendors are required to maintain their space(s) in a clean, safe, and sanitary manner, including protecting the pavement from oil or fuel drips from any part of the vendor's vehicle. This includes hauling away any trash or garbage that is generated in or around the booth and sweeping up any product debris left on the ground. Vendors are not permitted to dispose of produce waste, overripe or leftover produce or boxes in any on-site or off-site garbage cans or dumpsters surrounding the market site. If a vendor is using cups, etc. for sampling purposes, they must supply their booth with a small trash can or attach a small garbage bag to their booth for their customers. Vendors should bring their own brooms and dust pans. The produce and products marketed from stalls are to be marketed, shown, or placed next to or on the presenting vehicle, counter, table(s), or the street, as directed by the Market Manager. Prepared food items must be at least 6" off the ground.

**Equipment and supplies** – Vendors are responsible for bringing all items necessary for their space. A limited number of 8 ft tables will be available at the Community Center for vendors who wish to borrow a table or tables. Vendors are responsible for retrieving their own tables(s) after the building is unlocked between 6:45am and 7:00am and returning, in good condition, the tables by 12:30pm. The Market bears the risk for borrowed tables, which belong to the Town of Cheverly. In order to maintain and potentially replace borrowed tables, vendors wishing to borrow a table are requested, if able, to provide an annual donation of \$20 (or \$5 per market if attending periodically). Tables will be provided at no costs for the special markets. Vendors are encouraged to use tents, large identifying signs including the vendor name, and clean, attractive display techniques in order to appeal most effectively to customers. Each vendor may supply a stand, counter, or tables not to exceed the width of his or her stall space(s) and these, including products, tents, and displays, are allowed only to a depth agreed upon with the Market Manager. The back or tailgate of a truck or wagon may be used in addition or in place of the above but must be placed in the street next to the curb. If the vendor's vehicle is not part of the display space (pre-approved by the Market Manager), it must be parked away from the market selling area prior to the opening and for

the duration of the selling day. Tents, umbrellas, or other weather protective devices may be supplied by the vendor, who is solely responsible for damages or personal injuries resulting from the use thereof. Every vendor who shall offer for sale at the market any article by weight or measure shall have appropriate scales, weights, and measures properly examined, tested, stamped, and sealed. Electric hook-up is available in some, but not all, vending spaces and is not guaranteed. The Market Manager will need to be informed during the application process if you wish to use electricity.

**Vendor Promotion** – The Cheverly Community Market strives to promote our vendors and products through our website, social media, and other promotional avenues. In order to do so, we ask vendors to provide photos and information about their products, farms, etc. for promotional purposes prior to the season and before each market in which they participate. Additionally, vendors are expected to promote themselves and their participation in Cheverly Community Market through their own networks.

## **VENDOR REGISTRATION**

**Full season vendors** – Vendors must submit an application. This application is only valid for the 2024 market season. Vendors who participate in the full season will be assigned priority spaces.

**Partial season vendors** – Vendors who are interested in vending for only a partial season or periodically must submit an application and pay the daily rate. Any other payment arrangements must be made with the Market Manager prior to vending at the market. Special arrangements may be made at the discretion of the Market Manager.

**Late or mid-season applications** – Vendors interested in vending after the application process has closed should first submit a declaration of interest, which will be reviewed by the Market board. If the board determines that the new vendor would make a nice complement to the current mix of vendors, the vendor will need to submit an application and application fee for review. The application must be received at least one full week (seven days) before the first day he or she plans to vend in the market. The vendor will pay the Market Manager the daily fee for the space(s) used that day. No vendor will be allowed to vend on a given day unless the application has been approved by the Market Manager and all fees have been paid at least seven days prior to the vending day.

**Special markets** – Vendors who apply and are accepted at the beginning of the season do not need to submit another application for the special markets. Vendors who participate in the special markets only will need to submit a special market application, which will be posted at least a month prior to the first special market.

**Community groups** – Local not-for-profit organizations may make special arrangements for fundraising activities with the market at any time during the market season. Preference will be given to groups selling products that serve the market's stated mission of benefiting local



growers and food producers. Local not-for-profit organizations selling a product at the market will pay a rate to be determined by the Market Manager and the Board and may pay on the day of the market by the opening of the market. Please refer to the Community Group Guidelines and application for complete information.

**FEES**

All 2024 Cheverly Community Market fees are non-refundable and are assessed on the schedule listed below. Each vendor shall pay the following fees:

**Vendor Space Fees:** All fees must be paid in full unless prior arrangements have been made.

<b>Full Season</b> <i>(15 markets includes both special markets)</i>	<b>\$400</b>
<b>Daily Rate</b>	<b>\$30</b>
<b>Special Markets</b> <i>(Thanksgiving &amp; Holiday)</i>	<b>\$35 per market</b>

If you plan to borrow a table during the regular season, we suggest a \$20 donation for the full season, or a \$5 donation per market.

**INDEMNIFICATION**

The vendor may not instigate any action or suit of law or in equity against the Cheverly Community Market, the Board of Directors, any employee or agents; the Town of Cheverly, the Town’s employees or agents or any adjacent property owner. A vendor will not aid in the institution or prosecution of any claim for damages, costs, loss of services, expenses, or compensation for or on account of any damages, loss, or injury to person(s) or property as a result of operation under the signed application.