

2021 LEAP Farmers Market Vendor Information Packet and Application

About LEAP

LEAP (Local Environmental Agriculture Project) is a 501(c)3 non-profit based in Roanoke, Virginia. Our mission is to nurture healthy communities and resilient local food systems. LEAP has a number of programs that work to meet this mission, one of which is coordinating and managing Farmers Markets. LEAP Farmers Markets support local sustainable agriculture by connecting the public with local farmers, artisans, and other producers in a vibrant and economically viable marketplace.

- LEAP Farmers Market Guiding Principles:
 - Prioritize, in all decision-making, the interests of local, sustainable agriculture.
 - Provide an accessible, profitable venue for small-scale businesses that produce and distribute their products locally.
 - Present a diversity of the highest quality local vendors and handmade products in a vibrant marketplace.
 - Encourage environmentally sound, economically viable, and socially just practices in LEAP's organizational practices and market vendor operations.
 - Foster member involvement in the organization.
 - Create an environment for our community to gather and participate in local culture and commerce.
 - Educate customers and the general public about local agriculture, eating seasonally, and healthful foods.

Market Season/Hours/ Location

- Grandin Village Farmers Market ("GVFM"):
 - Season: Saturday April 17th, 2021– Saturday November 13th 2021. Held every Saturday, rain or shine.
 - Hours: The market is open from 8:00 am - 12:00 noon.
 - Location: 2080 Westover Ave. SW, Roanoke VA 24015. Held in the parking lot behind and Pinnacle Bank/CoLab (1327 Grandin Road SW, Roanoke VA 24015) in Grandin Village. The parking lot is accessed from Westover Ave.
- Grandin Village Winter Market
 - Season: Saturday November 20th, 2021-Saturday March 19th, 2022, once per month on the 3rd Saturday of the month (unless otherwise noted)
 - Hours: 10:00am - 1:00pm (unless otherwise noted)
 - Location: TBD
- West End Farmers Market ("WEFM"):
 - Season: Operates year-round. Held every Tuesday, rain, snow, or shine.
 - Hours: 3:00pm – 6:00pm
 - Location: Held in the Market Pavilion located behind the Freedom First Credit Union in West End (1210 Patterson Ave, Roanoke VA 24016). Held outside year-round. Vinyl enclosures and heaters provided in the winter.
- LEAP Online Marketplace ("LOM"):
 - Vendors at both Markets are eligible to take pre-orders through the LEAP Online Marketplace.
 - GVFM: Vendors must be present at market to use the Online Marketplace.
 - WEFM: Vendors do not need to be present at market to use the Online Marketplace.

LEAP Farmers Market Management

- The Markets will be overseen by Connie Kenny. Other LEAP staff may serve as Day-Of Manager at either market.
 - All Day-Of Market Managers are aware of and able to enforce Market Rules and Regulations.
 - If there are any market concerns related to the daily operation of the market, please discuss them with the on-site Market Manager that day.
 - All operational, programmatic, and regulation concerns should be addressed to the proper Market Manager.
 - Any vendor absences or scheduling concerns need to be communicated directly to the Market Manager by phone, email, or in person. The on-site Market Manager will not handle vendor absences; see the “Vendor Commitment” section for more information.
 - All LEAP-related concerns should be addressed to LEAP Director of Programs and Operations, Sam Lev.

Farmers Market Manager:

Connie Kenny

connie@leapforlocalfood.org

540.339.6531

Food Hub Manager:

Kelly Key

kelly@leapforlocalfood.org

540-492-5311

Market Requirements

1. The 100 mile radius requirement
 - All items sold at the Grandin Village and West End Farmers Market must originate from and/or be produced within a 100 mile radius from the intersection of Grandin Rd and Memorial Ave in Roanoke City.
 - The intent of the markets is to provide a marketplace for local producers to sell local, seasonal products.
 - Priority will be given to agricultural food products.
 - Preference will be given to products made with local ingredients.
 - Preference will be given to products produced closest to market locations.
 - Preference will be give to vendors who can commit to being at market every week.
 - LEAP has the right to make exceptions and allow goods to be sold from outside of the 100 mile radius in order to add direct benefit and viability to the markets. However, vendors at the market cannot bring in goods from outside of the 100 mile radius that directly compete with local producers. Two examples of these possible exceptions are:
 - Regional and/or sustainably raised or harvested seafood. Although the products do not have to originate within the 100 mile radius, the vendor must reside within this radius. One allowed per market.
 - Packaged coffee, grown elsewhere in the world, may be sold at the market. However, the coffee must be roasted and packaged within the 100 mile radius by a roaster who operates within this radius.
 - At the West End Farmers Market from November – March, all items may originate from and/or be produced within a 300 mile radius.

2. Vendors who have communicated with LEAP and confirmed their reserved space at either market are expected to be there as agreed upon. When vendors do not show up at market, this affects not only your personal vendor sales and customer relationships but it also negatively affects the whole market and customer base.
 - Full-time vendors are expected to have no more than 3 expected absences.
 - **Any vendor who will not be in attendance at the next market must contact the Market Manager in advance.**
 - For Grandin Village Farmers Market this means **no later than 5:00 pm on the Saturday preceding** the expected Saturday absence.
 - For West End Farmers Market this means **no later than 5:00 pm on the Tuesday preceding** the expected Tuesday absence.
 - If a vendor is absent, LEAP reserves the right to fill the reserved vendor space by another vendor of our choice.
 - Any vendor who does not notify the Market Manager by the day and time listed above and does not show up to market is required to pay a \$10 fee.
 - If possible, please have someone on standby during market season who can fill-in and sell for you at market should something sudden arise. This benefits both your business as well as the overall market and other vendors.
 - If you are not able to make it to market due to an emergency situation, please notify the Market Manager as soon as possible. Emergency situations should not happen on a regular basis.
3. Vendors set their own prices and all signage and product advertisements must be honest.
 - Any product that was not produced by the seller must have signage conveying location and name of the producer of each product.
 - Only products that are USDA Certified Organic can be labeled as “organic.” Farms that sell less than \$5,000.00 “gross agricultural income from organic sales” per year are exempt.
 - All “claims” on signage for meats must also be on approved labels. Claims like “pastured”, “non-GMO”, “grass-fed”, and others must be approved at the state level before adding to signage or labels. Refer to the [VDACS Office of Meat and Poultry](#) for more information, or contact Steven Garman at Steven.Garman@vdacs.virginia.gov.
 - All products labeled "Naturally Grown" must meet the Certified Naturally Grown standards and be enrolled in the program.
4. Vendors must accept LEAP vouchers, \$5 tokens, and \$1 SNAP-EBT tokens for approved items. See below for more information.
5. Vendors are responsible for ensuring they are following state regulations for food safety and selling at farmers markets:
 - All scales and weighing devices must have a current and valid certification sticker signed by the Virginia Department of Weights and Measures. There are many opportunities before the start of market season to have your scales certified.
 - Any vendor wishing to sell hemp products must be registered with VDACS and have a Certificate of Assurance. All necessary food products must be inspected by VDACS. No raw hemp products (flower, buds, microgreens) are allowed for sale to the public at our markets.
 - Food safety at the market:

- All hot prepared foods made with any animal products must be kept at a constant temperature of 135°F or higher.
- All cold food items must be kept at a constant temperature of 41°F or lower. All coolers must have a working thermometer in them, and be properly iced.
- Vendors preparing food on-site at the market must be registered with the Virginia Department of Health.
- Vendors offering samples must prepare samples at their home kitchen before coming to the market. Keep samples covered at market to keep them safe from contaminants. Always use toothpicks, clean utensils, single-serve cups, or gloves to dispense samples. Do not use your bare hands.
- Vendors handling prepared and baked foods must have and use appropriate hand washing stations with soap and free flowing water. This is provided at WEFM.
- Ready to eat food (ex: pastries, breads, cooked foods) cannot be handled with bare hands. Gloves, utensils, deli tissue or other barrier must be used.
- All prepared foods made under inspection (have a food license to produce) must be produced in the inspected facility and be individually packaged with labels denoting the following info:
 - Name of the product
 - Name and address of the manufacturer, packer, or distributor
 - An ingredients statement, including sub-ingredients, in descending order
 - A net-weight statement (in both metric and U.S. customary system)
 - Any vendor claiming the home exemption for baked or prepared foods must have all of their products individually packaged and labeled with the information above as well as the following information:
 - Processing date
 - Producer's phone number
 - Following statement: "NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION"
- Eggs must be labeled with the following information:
 - Product Name (term "fresh eggs" can only be used if product meets requirement for Grade A or higher)
 - Safe Handling Instructions
 - Name & Address of Packer
 - Grade (AA, A, B) or "Ungraded" if not inspected

6. All vendors must submit a list of products they plan to sell this season. If a vendor plans to sell items that are produced by someone else, the vendor must submit the items, the name, address, and contact information for the person producing these items. Having a good mix of products for sale at the market is important to market's success. Vendors may be selected based on product offerings. Not all vendors may be able to sell all products listed in the application. LEAP reserves the right to inspect all vendors and their associated producers at any time and at LEAP's discretion. Any products added after applications are submitted must be approved by the market manager before bringing to market. **LEAP may limit certain items in order to achieve a comprehensive market product mix and to prioritize products which use locally sourced ingredients.**

7. All vendors must attend a **pre-market meeting on Friday, March 26th, 2021 from 3:00-5:00** on the LEAP Uberconference line. If you are unable to make this meeting, you must set up a time to meet individually with the Market Manager to discuss items covered.

Fee Structure & Market Sales Reports

- All vendors will be charged 10% of daily sales, with a maximum per day of \$15.00 for sales made on-site.
- Additionally, vendors using the Online Marketplace will be charged the following fees:
 - WEFM: 10% of sales with no cap
 - GVFM: 6% of sales with no cap
- Reimbursement:
 - Each vendor will complete a vendor sales report for each market they sell at through a Google Sheets document provided by LEAP.
 - Each vendor will bring their tokens to the Market Manager table at the end of each market day and will count out their tokens with the manager before leaving market. The Market Manager will input your token sales into a separate Google Sheet.
 - At the beginning of each month, LEAP will reimburse vendors for their tokens sales and deduct their vendor fees for the previous month's markets. You can not receive this payment until you have submitted your sales report for each market during that month through the Google Sheets Report. If you received fewer token sales than what you owe in stall fees, you will receive an invoice from LEAP for the amount owed.
 - Be sure all tokens bear the LEAP name. Other local markets use similar wooden tokens. LEAP will not reimburse you for tokens from other markets, so you should not accept them from customers.
 - All your vendor sales including the tokens you received as payment will be available to you through an online Vendor Dashboard.
 - LEAP will reimburse vendors through Bill Pay via Freedom First Credit Union. All necessary information will be collected at the mandatory vendor meeting in March. There are two options to choose from to receive your reimbursement:
 - Receive a check by mail: This will take 5-7 business days and come directly from FFCU. You will need to provide us with your name, who we should make the check to, your phone number, and your mailing address. **If you're uncomfortable sharing your banking information, this is the option for you.**
 - Electronic Funds Transfer (EFT): This will take 1-2 business days and will deposit directly into your account. You will need to provide your name, address (the ones connected to your chosen bank account), phone number, bank account number, and routing number. **If you'd like to receive your money more quickly, or don't want to deal with paper checks, this is the option for you.**

SNAP and LEAP Token Programs

SNAP-EBT Program

- LEAP accepts SNAP-EBT (formerly known as food stamps) benefits as payment at all of our markets.

- We collect payment from SNAP-EBT recipients and provide them with wood tokens to use as payment for products at the market.
- Wooden tokens for SNAP-EBT benefits say “**For eligible items only, no change given,**” and have a \$1 value posted on them. As denoted, no change can be given, so please round up or down if a non-whole dollar amount is charged.
- **NO SALES TAX IS TO BE COLLECTED ON SNAP-EBT SALES.**
- Items NOT eligible for SNAP-EBT purchase:
 - Non-food items such as pet food and cut flowers
 - Soaps, crafts, art, and paper products
 - Hot food or food intended to be eaten immediately
- Fruit and Vegetable tokens: each SNAP-EBT customer receives Fruit & Vegetable tokens to match their EBT tokens. These matched tokens are restricted only to the purchase of raw, unprocessed fruits and vegetables. These tokens have red writing and a red border, feature an apple on one side, and say “**Fruits and vegetables only, no change given**”.
- Items eligible for Fruit and Veggie tokens:
 - Whole, raw fruits
 - Whole, raw vegetables
 - Bagged and cut raw lettuces and greens
 - Food-producing plants
- Items NOT eligible for Fruit and Veggie tokens:
 - Juices
 - Cut Flowers
 - Cut vegetables or fruits
 - Jams, jellies, sauces

Debit cards, gift certificates and \$5 tokens

- Not all customers come prepared with cash or check. To help vendors out, LEAP accepts debit and credit cards at our Market Manager Booth. Customers run their card and receive green, \$5-value wooden tokens that can then be used to purchase any item from any vendor. These tokens are same as cash, and the customer will receive change for their purchases. There is a \$2 transaction fee to the customer for this service. Customers can also go to Freedom First Credit Union at West End or to the Pinnacle and Wells Fargo ATMs on Grandin Rd to take out cash. The Co+op also has a cash back option at their check out register.
- If a customer (or vendor!) wants to buy a gift certificate, direct them to LEAP’s website (<http://leapforlocalfood.org/leap-community-market-gift-certificates/>) or the Market Manager.
- Gift certificate process: to “cash in” the gift certificate, the customer will visit the on-site Market manager who will collect the paper gift certificate and give the customer the value in \$5-value wooden nickels
- **Note:** The \$5 wooden nickels look similar to the SNAP-EBT nickels but with \$5 on them instead of \$1. They are also colored green on the border and have green writing. Customers can use the \$5 tokens to purchase any items at the markets. Vendors can give change for the \$5 tokens (cash only). **SNAP (\$1) tokens cannot be used as change for debit/gift certificate tokens (\$5).**

Market Day Protocol

Vendor spaces

Vendor space assignments will be made based on the distribution and arrangement of goods that benefits the overall success of the market. Vendor assignments and booth layout will be determined by the Market Manager and are subject to change.

The Grandin Village Farmers Market consists of 10' x 10' vending spaces. The market will provide vendors (at no extra charge) with:

- One 10'x10' pop-up tent and one 6' folding table (vendor must set up/take down and provide tent weights. Tent weights must attach to the tent, must weigh a total of 60 lbs, and attach in at least 2 places on the tent.)
- Additional shades for pop up tents are available on a first-come, first-serve basis

The West End Farmers Market consists of 8' x 5' vending spaces under a permanent covered pavilion. The market will provide vendors (at no extra charge) with:

- One 6' folding table (vendor must set up and take down)
- Access to electricity. Please supply your own extension cord.

Vendors can bring additional tables and items to decorate their booth. All items must remain inside of the allotted vendor space and cannot encroach on neighboring vendors.

LEAP will continue to provide tents (for GVFM) and tables (for WEFM and GVFM) for all vendors. It is the vendor's responsibility to take the tent and/or table from storage and correctly set up tent and/or table prior to market opening. If you are physically unable to set up your tent and/or table, notify the Market Manager or seek help from a neighboring vendor. All tents need to be properly tied down in order to protect the equipment, customers and other vendors from flying tents. **If tents and tables are not used properly, vendors may lose the privilege of using LEAP tents and tables at markets.** At the end of the market, it is the vendor's responsibility to fold up tent and/or table and return them to their storage location. Notify LEAP staff of any issues with tents or tables: broken pieces, leaks, tears, etc. All vendors must be trained by LEAP staff about how to set up and take down tents before being allowed to use tents.

Vendor set-up and clean-up

- Vendors must be completely set up and ready to sell prior to the market's designated opening time of 8:00am for GVFM or 3:00pm for the WEFM.
- For GVFM: No customers are allowed into the market, and therefore no sales are allowed, prior to opening time.
- Please call the Market Manager if you will be late due to unusual or emergency circumstances.
- **You must stay at the market until the listed closing time (Does not apply to WEFM outside May-October).** Packing up early negatively effects the dependability of the market as a whole. If vendors leave early, customers will stop coming through all advertised market hours. If you run out of product, that is not an excuse to leave early.
- Vendors are expected to have their tables and/or tents placed back in storage and their respective spaces cleaned and vacated by 1:30 pm for the GVFM and 7:00pm for the WEFM.
- Brooms, dustpans, and garbage cans are offered at both markets. Please ensure your space is cleaned of all garbage and food scraps prior to leaving.

Parking

- **Grandin Village Farmers Market:** Vendors can pull up to their booth space to unload. Once unloaded, you must move your car to the upper parking deck or the spaces outside the Co-Lab back door.

- **West End Farmers Market:** You may park in the paved lot during set-up and clean-up. Once unloaded, you must move your car to either the lot next to the West End Youth Center, or on-street parking.

LEAP Online Marketplace

- Grandin Village Farmers Market vendors using the Online Marketplace will update their inventory before the shopping window opens every Sunday at 7am. Vendors will pull their own order reports after the shopping window closes every Wednesday at 11pm. The vendor is responsible for packing each customer's order and labeling before coming to market and distributing from their stall.
- West End Farmers Market vendors using the Online Marketplace will update their inventory before the shopping window opens every Thursday at 7am. Vendors will pull their own order reports after the shopping window closes every Saturday at 11pm. Online orders will be delivered to the LEAP Food Hub at 2051 Blue Hills Dr. Roanoke on Monday between 3pm-5pm. LEAP staff will pack orders and distribute at our Tuesday market.

Sanitation and Safety

- All public litter containers in the market area are for reasonable use by vendors and customers.
- The use of tobacco, alcohol or illegal substances are not permitted at the market location. If you need to smoke, please do so at least 100 feet from the market. Exceptions to this rule will be the allowance of wine or beer tastings provided by local wineries or breweries or special events.
- Firearms are not allowed within the market location.
- Any unsafe or unsanitary conditions should be brought to the immediate attention of the on-site Market Manager.
- Behavior by vendors judged to be disruptive or detrimental to the peaceful operation of the market will not be allowed. The on-site Market Manager reserves the right to ask a vendor to leave at any time.
- LEAP staff reserves the right to ask vendors to remove product from sale if it is not properly handled, stored or labeled. If non-compliance continues, LEAP staff reserves the right to temporarily or permanently prohibit vendors from selling items in question.
- To ensure food safety, dogs and other pets are not allowed under vendor tents. They may stay in the open market space.

Lawful Compliance

It is the sole responsibility of each vendor to pay all applicable taxes, retain any necessary insurance, and obtain any necessary permits or certificates of inspection.

Liability insurance

All vendors participating in the Farmers Market are responsible for their own product liability insurance and for complying with all local, state, and federal regulations. LEAP strongly recommends that all vendors purchase liability insurance to protect themselves and their customers. Affordable liability insurance plans for farmers market vendors can be purchased through various sources including, but not limited to: your existing insurance provider, and Campbell Risk Management Farmers Market Insurance (<http://www.campbellriskmanagement.com/farmers-market-vendors>).

Sales tax

All vendors are responsible for collecting and remitting the appropriate sales tax to the Virginia Department of Taxation. To register your business and get your sales tax certificate: register online ([click here](#)) or call by phone (804-367-8057).

Itinerant Business License

Farmers who sell only products they grew or raised are exempt from the Roanoke City Itinerant Merchant License requirement. All other vendors are required to obtain an Itinerant Business License from the City of Roanoke. The fee for the license is \$50.00. Information about the Business License and the application can be found online ([click here](#)). You can apply and pay in person at the Roanoke City Municipal Building (215 Church Ave Roanoke, VA 24011). For more information, call the Commissioner of Revenue's office (540-853-2524).

Three Strikes Policy

- In order to promote a smooth market and ensure food safety protocols are followed, vendors are subject to a "three strikes" policy regarding violations of LEAP market policies. Strikes will be given for violations of food safety regulations, "no-shows", repeated tardiness, and any other policy violations deemed by the Market Manager to be disruptive or detrimental to the market as a whole.
 - For the first strike, the vendor will receive a verbal and written warning, as well as suggestions on how to remedy the violation in the future.
 - For the second strike, the vendor will receive a verbal and written warning.
 - After the third strike, the vendor will lose their spot at the market for the rest of market season.
 - Strikes reset each year, and are specific to the market where the violations occur (i.e. three strikes at West End and three strikes at Grandin)

Disputes

- There may occasionally be disputes between vendors. All complaints must be presented in writing to the Market Manager and LEAP Director of Programs and Operations, who will employ all possible means to resolve these disputes in a timely manner and will in all cases make the final decision.
- To make a complaint, comment, suggestion, dispute please complete the feedback form on LEAP's website (www.leapforlocalfood.org/feedback-form) or complete and submit a paper version (available from on-site Market Manager).

LEAP Farmers Market Application Procedure:

1. Vendor application due: Friday, February 19th, 2021
2. Read through Vendor Information Packet
3. Complete and sign application. Prepare and include any necessary required documents.
4. Preferably, applications may be submitted electronically through a Google Form on LEAP's website. Email required documents to markets@leapforlocalfood.org
5. Alternatively, you can mail signed application and required attachments to LEAP Market Manager; PO Box 3249 Roanoke VA 24015. Please e-mail markets@leapforlocalfood.org to request a paper application form.
6. Applications will be reviewed by committee and the selection will be communicated to applicants by Friday, March 5th.
7. All vendors must attend a pre-market meeting on March 26th, 2021 from 3:00-5:00 on LEAP's Uberconference line.