



# The Salisbury Farmers Market Guidelines & Code of Conduct

Salisbury Farmers Market | P.O. Box 934 | Salisbury, NC 28145  
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## **Salisbury Farmers Market Mission:**

The Salisbury Farmers' Market aims to create and sustain a vibrant and innovative market that supports local farmers, artisans, and the community. Our Market will enhance the economic strength and viability of farmers, growers, and producers in Rowan County and the Piedmont of North Carolina while honoring its rich heritage. We seek to collaborate with our members to provide the best venue and support for nurturing and maintaining healthy, sustainable farms and artisan-based businesses.

We strive to provide access to the highest quality fresh local food in an environment that fosters the relationships between farmers, artisans, and customers. By engaging with our community, we aim to expand the reach of the market and promote a strong local food ethic. Our goal is to create a vibrant community gathering place where we welcome people from throughout the area. When we come together as a dynamic community, we strengthen ourselves and each other.

## **Our Goals:**

- Create and increase opportunities for farmers to sell their products directly to consumers.
- Create and increase consumers' opportunities to buy local products directly from farmers.
- Bring together families, neighbors, visitors, and local food producers to create a sense of community and social gathering.
- Establish a vibrant market that makes our market location a destination for tourists and visitors.
- Provide a vehicle to educate the community on the nutritional, environmental, and economic value of buying local, sustainably-produced farm products.

## **Time and Place:**

- The SFM is located at 228 E. Kerr St Salisbury, NC 28144
- The opening date for the Salisbury Farmers Market is Saturday, April 19, 2025
- Prime Season; Saturdays, April 19, 2025 - September 27, 2025, 8 a.m. to 12 p.m.
- Fall Season; Saturdays, October 4, 2025 - December 20, 2025, 9 a.m. to 12 p.m.
- The SFM Board of Directors and Manager reserve the right to change or cancel the market due to hazardous weather or other unforeseen circumstances, following organizational procedure.
- We set vendors up on both sides of the Railwalk Pavillion, on E Kerr St, and in the parking lot on the corner of E. Kerr St. and N. Lee St

## **Communication:**

- The vendor's first point of contact is with the SFM Manager at email address info@salisburyfarmersmarket.net
- Vendor communication from SFM is through email and online forms.
- Vendors will receive a "Vendor Email" every Monday before the following Saturday Market.
- You must fill out the form and submit it or respond to the email each week by Wednesday evening to verify your attendance, to be included in the newsletter, social media posts, market map, and other weekly advertisements.
- The "market offerings" being submitted weekly are important so that our customers know what you plan to bring to the market.
- This email may also include important information on upcoming markets and reminders if needed. Email is a great way to communicate with the market manager and share ideas, concerns, feedback, and questions.
- You must fill out the form or reply to the "Vendor Email" each week.
- You can also use this email and request to be added to the newsletter mailing list.

**"Market Offerings":** are what you plan to bring to the Market to sell.

- You need to keep this information as up-to-date and accurate as possible. Our customers love to know what will be at the market so they can make their shopping lists.

**Requirements and Guidelines for Farm and Value-Added Products:** (Value-added product is a commodity that has been enhanced to make it more valuable to consumers, and therefore able to be sold for more than the cost of raw materials. I.e. milling wheat into flour, making strawberries into jam, infusing lotions, and deodorant, making oil infusions with herbs)

- 100% of Value-added products must be grown or produced by the vendor. All products must be properly labeled to meet any NCDA or USDA standard requirements

**Hand Washing:** all people working at a vendor stall should wash their hands before the market begins and after every visit to the restroom to prevent the spread of bacteria.

**Market Day Rules:**

All Vendors, Food Trucks, Non-Profit, Special Guests, and market participants must adhere to Market Day Rules.

- Vendors are required to be set up to sell 15 minutes before the opening.
- Tables, table cloths, tents, set-up, break-down, and all items needed for the market are the sole responsibility of the vendor.
- Prices must be posted for all items sold. All signs must meet market standards.
- Each vendor is responsible for securing their tents and signage with weights to prevent injuries/damage.
- Vendors must remove their vehicles from the Market Pavilion, Street, and upper parking lot area by 7:30 a.m. unless approved by the market manager for your vehicle to remain with your booth.
- Upon entering the Pavilion or upper parking lot, vendors must unload their items, and move their vehicles to a parking location, before setting up their display, so that other vendors may drive through.
- No vehicles should enter the market at closing until after 12:15 p.m. or until all shoppers have exited the market area.
- If you need to leave early please notify the market manager that you plan to leave early or as soon as possible if an emergency arises and you need to leave early.
- If you have extenuating circumstances on your way to the Market, contact the Manager as soon as possible.
- Vendors are required to park their vehicles in the 2nd half of the 4 parking lots located; behind the market off of E Cemetery St., NC License Plate Agency parking lot, Lee Street Theater parking lot, and Rouzers Parking lot off of Depot St.
- E Kerr St is closed off by 7:15 a.m. No further vehicle traffic will be allowed into the market area until street vendors have completed their market day.
- If arriving less than 30 minutes before the start of the market, Vendors must park outside the market area and carry in their items.
- Members arriving after the market start time will be allowed to set up at the Market Manager's discretion.
- Communicate with the SFM manager as soon as possible if something happens to cause you to miss a market day or are running late.
- Remain kind and courteous with fellow vendors, shoppers, volunteers, managers, and the Board of Directors.
- Must wear appropriate and respectful clothing.
- For the safety and comfort of all, vendors and shoppers are requested to keep their children under control at all times.
- Vendors may not smoke at their booths during set-up, the Market, or take down.
- Vendors must remain free of alcohol and illegal drugs during set-up, the Market, and takedown.
- Vendors and customers may not bring animals to the Market, excluding service animals.
- The SFM has an open-door policy; we welcome vendor feedback and suggestions. Contact the Market Manager or Board member anytime with concerns, questions, ideas, and comments.

The Market Manager is authorized to enforce all market rules. For the benefit of all, vendors are requested to abide by all rules and guidelines outlined in this document. Any problems that may arise, shall be referred to the Market Manager. First offense; the vendor will be asked to resolve the issue immediately or the vendor will be

asked to leave the premises and not return until in compliance with the rules and guidelines. Second offense; the matter will be taken before the Salisbury Farmers Market Board.

**Signs:**

- Vendors must display easy-to-read signs with the business name and location. Vendors must display prices for all items.
- SNAP/EBT, Farmers Market WIC, Senior Farmers Market Nutrition Program, and other acceptance signage must be displayed at every market during the program. These are very important for our market shoppers to easily identify who can accept their vouchers.

**Vendor Termination:**

- Any vendor who fails to comply with the rules may lose their Market rights with no refund of fees. The Manager and Board reserve the right to prohibit anyone from selling at the Market.

**Space Assignments:**

In an attempt to make space assignments at the Salisbury Farmer's Market fair for both returning and new vendors, the Board of Directors has developed a space assignment priority protocol which we hope will be equitable to all vendors. Please review the information carefully and if you have any questions, please contact the market manager.

- Vendor spaces will be assigned by the Market Manager.

**"Peak season" Market Opening - September 27, 2025**

- Choice of reserved spaces is determined in the order of Produce, Meat, Bakers, Honey, Jams & Jellies, Soap, Crafts & Miscellaneous, market membership for the prior year, and seniority for market attendance.
- Returning Members have the right to a "reserved" space requested at the annual meeting according to the process detailed above.
- A returning member may keep their reserved space OR reserve a new space from any non-reserved/open space available.
- If a vendor has been granted a reserved or assigned space and misses 2 consecutive market days, the market manager may reassign their space to another vendor.
- Any lapse in membership results in the loss of accrued seniority.
- The Market Manager allocates weekly spaces for any given market.
- The market manager reserves the right to move vendors if necessary to accommodate additional vendors. Reserved and assigned spaces will be kept in relative proximity to the original spaces.
- Only Produce vendors are eligible for double market spacing (2, 12' spaces) during Prime Season (market opening- September 27, 2025)

**Salisbury Farmers Market's Vendor Code of Conduct Agreement**

As part of the Salisbury Farmers Market's mission to "create a vibrant community gathering place," we welcome people from throughout the community. We are dedicated to diversity, inclusivity, and tolerance for everyone who participates in the market, whether as a vendor, shopper, staff, volunteer, or board member. SFM does not discriminate and actively includes people of all races, ethnicities, national origins, religions, genders, sexualities, and abilities. When we come together as a vibrant gathering, we strengthen ourselves, each other, and all the communities we belong to.

**As a SFM Vendor:**

- Treat each other (vendors, staff, volunteers, and shoppers) with respect and kindness;
- Maintain integrity and truthfulness of products sold and production practices;
- Uphold SFM's values and mission and serve as an ambassador of SFM (during and outside of market hours, and in business social media, website, and communication materials);
- Follow SFM's protocols for conflicts or questions (reach out to SFM manager);
- Respectfully communicate with the SFM manager as soon as possible if something happens to cause you to miss a market day or are running late.
- Do not publicly promote or advocate political opinions to vendors, staff, board members, volunteers, or shoppers during market hours — SFM is politically neutral;
- Follow all SFM Market Day Rules (outlined in Market Guidelines);