

# 2009 McPHERSON FARMERS' MARKET

## **I. OBJECTIVES**

- A. To provide a place where producers of fresh produce and homemade goods can sell directly to consumers.
- B. To advise local consumers of availability of locally produced, high quality, fresh produce and other farm products.
- C. To encourage greater producer participation in the direct marketing of produce.
- D. To encourage increased production of quality products for local consumption.

## **II. WHO MAY SELL**

- A. Growers or producers are encouraged to sell. A grower or producer is any person offering for sale articles such as fruits, honey, vegetables, edible grains, nuts berries, plants and flowers which have been raised or grown only by himself, members of his/her family, or by persons in his/her employ.
- B. Sale of shipped-in farm products is discouraged, although not prohibited, as the objectives are stated above.
- C. Only residents of McPherson County or anyone with a McPherson County address may sell.

## **III. WHAT MAY BE SOLD**

- A. Only fresh agricultural produce may be sold. Produce should be mature, not overripe, void of decay, have good external and internal appearance, and must be clean and free of contamination.
- B. Fresh farm eggs may be sold as nest-run (i.e. upgraded). Such eggs must be sold ONLY to household customers. The eggs MUST be clean and free from checks. If containers are used for the sale of eggs, they MUST either be new or the old labeling MUST be removed or marked out completely. If you are selling fertilized eggs, you must advise the buyer of this. While farm fresh eggs do not require immediate refrigeration, you should use common sense in this situation. Be prepared to refrigerate or otherwise keep the eggs cool (not frozen) during long, hot markets. Further, you might consider taking orders from consumers.  
NOTE: The eggs MUST be from the producer's (i.e. seller's) own flock of hens.
- C. Certain products have not received the approval from the local health authorities for inclusion at the Farmers Market, and others require special handling and treatment.

- 1. Processed foods -- this includes baked goods, jams, jellies and honey. Every food in package form MUST bear specific information in its label (common and usual name of product; name and address of manufacturer; net contents of the package.) Labeling information may be obtained from the Bureau of Food and Drugs, Dept. of Health and Environment, Topeka, Kansas 66620. Baked goods must be individually wrapped and protected from contamination, and your kitchens will be subject to health department inspections.
- 2. No potentially hazardous food will be sold at the Farmers Market. Potentially hazardous foods include milk and milk products, slaughtered meats, poultry, fish and shellfish.
- 3. Home canned fruits and vegetables will NOT be sold at the Farmers Market.

Anyone wishing to sell such prohibited items and products MUST check with the local health department and become certified on an individual basis. Anyone certified may sell such items at the Farmers Market upon presentation of certification. The transportation, display, storage and sale of such items must be in compliance with Kansas health codes and regulations.

#### **IV. HOW MAY PRODUCE BE SOLD**

- A. Produce may be sold by weight, volume or count. If selling by weight, your scales are subject to inspection by the Division of Weights and Measurers, and only oil-balance (very expensive) and spring sales (stating "Temperature Compensated") are certifiable for trade. Therefore, selling by count or volume may prove to be easier. However, you may want scales to give the customer an idea of the weight of the volume being sold. Such a scale should be marked "For Estimate Only." The final decision is yours!
- B. Both retail and wholesale sales will be permitted.
- C. Each producer will have the privilege and responsibility to establish prices on her/his own products.  
NOTE: Be proud of your fresh quality products, do not underprice.
- D. Producers should provide containers (i.e. sacks) for the consumers until they become accustomed to bringing their own.
- E. Each producer MUST post a sign in a conspicuous manner in his/her stall area, identifying the producer by name. Lettering MUST be clearly legible.
- F. All producers should prepare on poster board or cardboard in large print a list of their products and prices, or in some other way indicate the prices of various products.
- G. Just as a reminder, be prepared to make change for the customer.

#### **V. EXCHANGES AND REFUNDS**

- A. Exchanges of produce and/or refunds on produce will be left to the discretion of the producer.

#### **VI. SANITATION AND HEALTH REQUIREMENTS**

- A. The McPherson Farmers Market will try to provide adequate trash containers with lids.
- B. All produce MUST be stored and displayed at a "reasonable" distance above the ground (minimum of 18 inches.) Melons MUST be sold whole (no halves or slices.)
- C. No pets will be permitted within the Farmers Market. A sign will be posted.
- D. Each producer is responsible for maintaining his sales area in a neat and clean, sanitary condition. The market master will inspect each stall area before the producer leaves for the day.
- E. At the end of the day, all producers MUST work together to police and clean the general area of the producers' market. After all, we are guests on the site, and we will want to use it again.
- F. The produce should be washed and free of contamination before arriving at the Farmers Market.
- G. Vehicles used in the transportation of produce for the Farmers Market shall be clean.
- H. No bicycles or motorized vehicles other than those of sellers and the market master shall be permitted in the market proper. Sellers planning to restock should set up next to the street to avoid driving through market area after opening.
- I. Samples of watermelons or other produce may be given provided they are kept clean. No tobacco is to be used around the preparing area. Knives, cutting boards, etc. must be immediately washed and cleaned up after each use. Individuals preparing samples must be clean, presentable and free of any communicable disease.

#### **VII. STALLS**

- A. Stalls may be set up ONLY in designated stall areas. This will facilitate the flow of consumer traffic.
- B. It will be your responsibility to set up your own stall and/or tables, although vehicle tailgates or trunks will suffice. You must provide your own shade also--tarps can be rigged over the vehicles to provide shade.

**VIII. STALL FEES**

A. The following daily stall fee will be in effect for the market season:

**\$10.00/stall**  
*(note change of price)*

The stall fee will be used to advertise and pay other expenses.

**IX. SCHEDULE**

- A. The Farmers Market will begin **Saturday, May 30, 2009** and will run through **Saturday, October 31, 2009**. The Saturday market will open at 8:00 a.m. and will close no later than 12:00 noon.
- B. Producers are asked to be at the market site 30 minutes before opening time. Spaces will be allotted on a first-come/first-served basis.

I have read the above rules and regulations and have no questions, and I would like to participate in the Farmers Market by complying with the above guidelines.

**\*\*\* Sponsored by the McPherson County Extension Council\*\*\***