

The Enterprise Farmers Market

525 North Main Street

Enterprise, AL 36330

Phone: 334-348-2668

Rules and Regulations

1. The market is open year-round when fresh seasonal is available. The peak season for the quantity and variety of fruits and vegetables available is April through August, but fall and winter produce is often available as well. Open and closing dates are set by the City of Enterprise.
 - A. Market days for the Enterprise Farmers Market are Tuesday, Thursday and Saturday from
 - B. 7 a.m. until 11 a.m. (clean-up by no later than 12 p.m.)
 - C. Market hours may be extended on special event days

2. To obtain permission for selling produce, the following requirements must be met:
 - A. Must present a copy of a valid and current State of Alabama Growers Permit from the Alabama Cooperative Extension Office in the county where your produce is grown. *Produce must meet the standard description of "locally grown" as set forth by the Alabama Farmer Market Authority – "Agricultural products grown within the borders of Alabama or within 25 miles of the Alabama State border."*

Please list on the Growers Permit the items you plan to sell at the Farmers Market:

 - Anything you personally grow or produce.
 - Anything you make from items that you grow (Refer to rules of Food Establishment Sanitation of the Farmers Market Authority for items permitted for sale). This includes boiled or roasted peanuts and pecans, eggs, meat and arts and crafts that you make from items you grow (for example, flower arrangements, soaps made with your local honey, etc.)
 - Do not list items you do not grow or make.
 - B. Must read the Farmers Market rules and policies and agree to abide by them
 - C. Must grow or produce at least 60 percent of their products.
 - D. Must fill out Enterprise Farmers Market Forms 101 and 102, which are provided to you by the Market Manager.
 - E. Must purchase the appropriate business license from the City of Enterprise Revenue Department if you sell produce or other items that you do not grow.
 - F. Must have documentation for PH-Testing if selling salsa and/or relishes
 - G. Must pay the required fee at time of sign up and/or no later than the 1st of each month.
 - H. Must have liability insurance on each vehicle used to bring and remove your produce or other items from the market. (NOTE: An agent or employee selling for a grower must also have liability insurance on his/her vehicle used at the market)

3. Fees

A. For Farmers:

Farmers who provide a State of Alabama Growers Permit will be charged \$10 per day or \$40 per month. To be eligible to sell at the market, farmers must grow or produce at least 60 percent of their products.

B. For Other Vendors:

Vendors who are not eligible to receive a Growers Permit are allowed to sell at the market on any market day under the following conditions, with prior approval by market manager:

- Booth space must be available after farmers are accommodated.
- Arts and crafts and other vendors do not compose more than 30 percent of the booth spaces at the market.
- Vendors have obtained the proper business license from the Enterprise Business License Department.
- Vendors have paid a \$10 fee per set-up day

4. Each farmer/vendor will be assigned ONE vendor space and ONE market table under the pavilion. These will be available until all spaces/all market days are purchased. If you need additional tables, you may provide your own, but no more than two 6-foot tables will be allowed to be set up and you must stay within your vendor space, which is about 9 foot wide. Additional tables are not allowed in all booth spaces. No additional tables can be set up with the center aisle tables. According to fire safety rules, a 4-foot walking aisle must be maintained between the booth spaces on each side and those down the middle of the pavilion. Market tables in vendor spaces are set up by market management. Farmers/Vendors are not permitted to change or adjust existing table set up at any time.
5. The Market Manager shall have supervision and control of the activities of the market and the market property. He/She has full responsibility for making certain all rules and regulations as set forth are followed by each grower and/or his/her agent or employee.
 - A. A farmer/grower may secure an agent or employee to sell his produce, provided such produce is delivered to the market:
 - In the farmer's/grower's insured vehicle or
 - In employee's insured vehicle(NOTE: Each agent/employee must be approved by the Market Management)
6. Producers, who have the proper growers permit, have priority to sell at the market. A producer is defined as the person that grows or makes the product and may also include the producer's immediate family, partners, employees or designated agent upon prior preview and approval.

7. Farmers, with the proper growers permit, are encouraged to sell only first quality produce that they grow. Produce grown on the farm of the seller shall be transported directly to the market. Farm must have sufficient acreage for providing various kinds of seasonable produce during the growing season. Growers who use the market for sale of produce are subject to field inspections to verify the source of produce offered for sale. Inspections may be made either before the first market day or at any time during the year.
8. Sales of produce that the farmer does not grow, baked goods, preserved food items, and arts and crafts not made from self-produced ingredients, are not allowed without the proper Enterprise City Business License.
9. The sale of produce not in season for the area and/or come from other resources must be approved by the Market Manager and are subject to state and local tax and license requirements, for which the farmer is responsible.
10. Items that farmers do not grow must not compose more than 40 percent of the items for sale at their booth space. The items farmers do not grow are also required to be displayed and marked separately, and should indicate where it was grown and/or purchased, according to Farmers Market Authority policies and in conjunction with the voucher/coupon program.
11. Producers with a Growers Permit may sell farm and kitchen products including (but not limited to): Fruits, vegetables, eggs, cut flowers, plants, jams, jellies, relishes, honey, home-made/baked goods, and a limited number of craft items.

Many items are subject to Health Department Regulations. It is the responsibility of the producer to abide by Health Department Regulations. For example, home-processed vegetables are not allowed to be sold at farmers markets unless prepared in a permitted establishment.

Please see the Cottage Food Law and the Alabama Rules of Food Establishment Sanitation. Home processed products must satisfy all public health, labeling, permitting and other requirements pertaining to processed products

*Chapter 420-3-22-.01 now excludes a kitchen in a private home from the definition of food establishment if only food that is **not potentially hazardous** (time or temperature control required for safety) is prepared for sale or service at a function such as a charitable, religious, civic, or not-for-profit organization's food sale, or at a state sanctioned farmers markets, **and** if the consumer is informed by a clearly visible label, tag, or placard at the sales or service location that the food is prepared in a kitchen that is not inspected by a regulatory agency.*

12. Farmers/Vendors must display produce/products on tables in retail size containers, packages and display must be attractive (cannot sell out of back of truck or trailer, except for melons). Present your food and your booth space nicely and use a tablecloth or nice covering on your table. A banner is allowed to be attached to your booth. You are free to decorate as you like within reason. Ensure that your jars, containers and lids are clean. It is not permitted to sell produce and home-made goods that are past their expiration date. Remember, good quality food earns customers.

13. Please read and follow the Alabama Farmers Market Authority guidelines. The Enterprise Farmers Market closely follows AFMA policy. According to Farmers Market Authority regulations, all home-made products have to be labeled and show ingredients and date.
It is the responsibility of each producer to abide by all state and federal regulations which govern the production, harvest, preparation, preservation, labeling or safety of products offered for sale at the market. Farmers/Vendors are liable for their own products. Market Management, City or County Officials shall not be held accountable for the products offered by farmers/vendors. Product and liability insurance are the responsibility of the producer.
14. Fraudulent, dishonest, or deceptive merchandising, disruptive behavior, or collusion to set prices among farmers/vendors may be grounds for forfeiture of the right to do business of any kind at the market for a length of time to be determined by the Market Management.
15. Farmers/Vendors will be solely responsible at all times for the cleanliness within their area regardless of the origin of the debris in that location. Each farmer/vendor is required to leave the space clean at the end of the market day.
16. Farmers/Vendors are to be set up by the time market officially opens on market days. Also, each farmer/vendor is encouraged to stay until market officially closes or until he/she sold all produce. The Market Management/City of Enterprise will have the authority to change market hours and location on special occasions.
17. Farmers/Vendors who have an obvious parking space adjacent to their booth space may park one vehicle there to load and unload products to their booth space. Farmers/Vendors on the east side of the pavilion may use the concrete platform space on either side to load and unload and their vehicles must be moved to a parking space after unloading.
18. It is the responsibility of farmers/vendors to abide by all safety rules, including the use of cooking and warming equipment such as a charcoal or gas grill, or an open flame gas cooker of any kind. Cooking methods must be inspected and approved by the Enterprise Fire Chief before use at the market. Any such equipment being used at the market without prior approval will be shut down until such time as approval has been given. The Market Manager must be notified of the intended use of cooking equipment at least three weeks prior to the vendor's expected set-up date, to give the Fire Chief ample time to inspect and approve equipment.
19. Because booth space is limited, only about 26 farmers/vendors can be set up at one time.
20. Farmers/Vendors must be registered and paid before setting up at the market. Anyone who arrives at and sets up at the market without registration or making previous arrangements with the Market Manager will be asked to leave.
21. Smoking is NOT allowed under the Farmers Market pavilion. Smoking is only permitted in designated smoking areas (no smoking allowed in vendor area).

22. All profane, abusive, discourteous, and boisterous language and/or conduct is prohibited on farmers market property. Report to the market manager anybody who is behaving badly, using inappropriate language, smoking or appear to be lurking or stalking.
23. Use or possession of alcohol or drugs, gambling, or possession of firearms is prohibited on farmers market property.
24. The sale of live animals is not allowed at the market.
25. Farmers/Vendors must be 16 years of age or older. Younger children are welcome to participate, but must be accompanied or supervised by an adult responsible for the child's conduct and safety.
26. Farmers/Vendors may not lurk in other vendor areas and may not attempt to lure customers from other vendor spaces to his/her products. As a vendor, you should be considerate, respectful and supportive of other vendors.
27. Your priority will be to take care of your own booth and your own responsibilities and business. It is not the responsibility of vendors to supervise other vendors. If you see a violation or a significant problem caused by other vendors, please report it to the Market Manager, who will attempt to resolve the situation if necessary and in a way deemed appropriate.
28. Be courteous and encouraging to other vendors. Do not intentionally copy or undercut other vendors. You may not give away food items or products on the same market day that other vendors are selling the same product. Obvious attempts to deter customers from other vendors will not be tolerated. There is no place for jealousy or hostile competitiveness at this market.
29. The Market Manager shall have the power to enforce all rules and regulations within the market area. Failure by any farmer/vendor to comply with any of these rules and regulations can result in forfeiture of the right to do business of any kind at the market for a length of time specified by the Market Management.
30. Board Members designated for the Enterprise Farmers Market are the Mayor, City Clerk/Treasurer, Communications Director of the City of Enterprise, a representative of the Coffee County Extension Service, a farmer/vendor currently participating in the Farmers Market, and a designated community member selected by the Enterprise City Council.

Rules and regulations revised in February 2020 and can be revised at any time at the discretion of the City of Enterprise and the Farmers Market Board of Directors.