West Little Rock Farmers Market
Rules and Regulations
2026 Season

The West Little Rock Farmers Market at Breckenridge Village will open for the 2026 season on Saturday, April 18, 2026. The market will be open every Saturday from 8:00am to 12:00pm through October 31, 2026.

SECTION 1. Market Mission

The West Little Rock Farmers Market exists to support Arkansas farmers, food producers, and artisans by providing a vibrant, well-managed marketplace where all products are grown, raised, or crafted in Arkansas. Our mission is to strengthen Central Arkansas's local food economy, create consistent and reliable sales opportunities for local producers, and build a welcoming community space that celebrates Arkansas's food culture, gardening traditions, and strong sense of local community.

SECTION 2. Governance & Authority

1) The Market is initially managed by the Advisory Board until a Market Manager is appointed.
2) Once in place, the Market Manager will:
    a) Oversee day-to-day operations.
    b) Handle vendor disputes.
    c) Enforce all Market rules and regulations.
3) The Advisory Board serves as the final authority on appeals or disputes beyond the Market Manager's purview.

SECTION 3. Vendor Eligibility & Application

Eligibility

1) Vendors must fall into one or more of the approved Vendor Categories (see Section 5).
2) Vendors must grow, raise, or produce the items they sell.
3) Vendors must hold any required permits relevant to their product type and accurately represent production methods and certifications.
4) Vendors must agree to complete a market report each week to assist the market manager in identifying gaps in product availability.
5) Vendors agree to random farm or facility visits to verify product origin, as initiated by the Market Manager, the Advisory Board, or their designated appointee(s).
6) Cooperative Retail Booths are allowed with approval of the Market Manager, and are defined as a shared booth where multiple approved vendors sell their products through one shared space.

Requirements:

a) Each participating farmer, rancher, or producer must submit their own vendor application and be individually approved.
b) The cooperative must clearly label which products come from which producer.
c) One designated point person may handle sales, but individual farm identification must remain clear and transparent.

Application Process

1) Vendors must submit an annual application and sign the acknowledgment of these Rules and Regulations.
2) Applications must be approved prior to participation and renewed annually.
3) Vendors must submit proof of liability insurance by the first market day. Additional information about market liability insurance can be found HERE.
4) New vendors may apply mid-season with:
    a) Approval by the Market Manager.
    b) Availability of space.
    c) Alignment with Market product needs.
5) New vendors may be subject to a trial period.
6) Acceptance is based on:
    a) Product balance across vendor categories.
    b) Compliance with rules.
    c) Available space.

SECTION 4. Fees & Payment

Application Fee

- $15 non-refundable fee per vendor, due annually with the application.

Booth Fees

1) Seasonal Rate – $400: Seasonal Rate payment implies that the vendor agrees to attend all market days within the season and guarantees weekly vendor space. This fee may be paid in two $200 installments with the first payment due prior to the opening market.
2) Daily Rate – $20
3) Additional fees may apply to booths with electricity, additional space, etc.

SECTION 5. Vendor Categories

Vendor applications will be reviewed and assigned to one or more of the following:

1) Farmers/Ranchers: fruits, vegetables, meats, mushrooms, nuts, seeds, grains, eggs, herbs, plants, etc.
2) Food Specialty: baked goods, mixes, prepared meals, jams/jellies, honey, condiments, beverages, cheese, etc.
3) Crafts: non-food products such as soaps, lotions, candles, clothing, pottery, artwork, jewelry, leather, pet goods, etc.

A healthy balance among these categories will be maintained at the discretion of the Market Manager and Advisory Board.

SECTION 6. Compliance with Laws & Regulations

Vendors Must:

1) Follow all applicable laws and regulations, including:
    a) Arkansas Department of Health (ADH) food safety regulations.
    b) Arkansas Livestock and Poultry Commission requirements for eggs, poultry, and meat.
    c) USDA/NOP organic standards (if applicable).
2) Obtain and maintain all necessary permits and licenses.
3) Handle all sales tax collection and reporting independently.
4) Vendors must practice good personal hygiene when sampling, and be able to wash hands before directly handling product or utilize gloves to reduce cross-contamination. If a product requires cold storage, vendors must store samples safely.

Insurance Requirements:

1) All vendors must carry a minimum of $1,000,000 in general liability insurance.
2) Proof of insurance is required annually and prior to market participation.
3) Vendors must maintain coverage for the entire season and name KBK-Breck (shopping center owners) as an additional insured..
4) Vendors must sign the official Hold Harmless Agreement once their application is accepted.

Vendors who do not currently have insurance may request guidance from the Market Manager. Assistance may be available.

SECTION 7. Food Safety, Permits, & Licenses

General Rule

Vendors must comply with all Arkansas Department of Health (ADH) regulations and guidelines. Vendors must maintain necessary permits and licenses before and during participation in the market.

For detailed requirements refer to the Farmers Market Vendor Guidelines here.

No Permit Required

1) Whole, uncut produce
2) Properly labeled Food Freedom products (see Guidelines here)
3) Honey and sorghum
4) Microgreens

Permit Required

1) Canned goods not approved by the Food Freedom Act
2) Dairy products
3) TCS (Time/Temperature Control for Safety) foods

Prohibited Items

1) Wild-harvested mushrooms
2) Raw milk
3) Sprouts (microgreens are allowed)

Food Handling/Safety Practices

1) Follow ADH guidelines for sampling.
2) Maintain proper temperature and sanitary food storage.
3) No unapproved health claims on herbal products which must comply with FDA/FTC guidance

SECTION 8. Eggs, Meat & Poultry Guidelines

Eggs

1) Must be washed, pre-packaged, and labeled “ungraded.”
2) Labels must include farm name and address.
3) Must be refrigerated at all times.

Meat & Poultry

1) Must be processed in a USDA-inspected facility and sold frozen.
2) Labels must include:
    a) Product name
    b) Net weight
    c) Farm name and address

SECTION 9. Plants & Nursery Products

1) Vendors must comply with Arkansas State Plant Board regulations.

SECTION 10. Booth Operations

1) Booths are assigned by the Market Manager.
2) Each space is approximately 12’ x 12’.
3) Vendors must bring their own:
    a) 10’ x 10’ Tents/Canopies and weights for wind
    b) Tables
    c) Signage
    d) Electrical equipment (if applicable)
    e) Refrigeration (if needed)
4) Products must be:
    a) Labeled and priced clearly.
    b) Displayed cleanly and attractively.
5) Vendors must stay for the entire market day.
6) After unloading, vendors must park in designated vendor areas.
7) No booth subletting without approval.
8) No signage or product may be displayed outside of the designated booth space.
9) No sampling of product is allowed outside of designated booth space.

SECTION 11. Attendance & Absences

1) Vendors must attend as scheduled.
2) Two or more unapproved absences may result in loss of space without refund.
3) The market operates rain or shine, except in cases of severe weather.
    a) Closures will be communicated via vendor contact list.

SECTION 12. Market Conduct

1) Professional conduct is required at all times.

2) Prohibited behaviors:
    a) Profanity
    b) Smoking
    c) Disorderly conduct
    d) Use of alcohol or illicit substances
3) Prices must be posted clearly.
4) Vendors are responsible for handling customer complaints, including refunds or replacements.
5) Vendors are prohibited from bringing animals to the market premises, with the exception of service animals as defined by the Americans with Disabilities Act (ADA).

SECTION 13. Market Image Expectations

Vendors must:

1) Maintain a clean, attractive, and safe booth.
2) Remove all trash, unsold products, and equipment at the end of the market day.
3) Not leave products on-site unless donating to a designated non-profit, approved by the market manager.

SECTION 14. Marketing & Promotion

1) The following may be used by the Market in promotional materials, including social media and newsletters:
    a) Vendor names
    b) Vendor logos
    c) Vendor photos or videos
    d) Vendor products and product descriptions
2) Vendor participation implies consent.
3) Vendors may use the Market logo with prior approval.
4) Email lists may be maintained for vendor and patron communication.

SECTION 15. Liability

1) Vendors are solely responsible for damages or injuries caused by their products that are unsafe, adulterated, mislabeled, or misrepresented.
2) Vendors must carry the required liability insurance (see Section 6) and have a signed Hold Harmless Agreement on file with the Market Manager.

SECTION 16. Enforcement & Penalties

Should any conflicts arise regarding the following of these rules, this section outlines the designated process for addressing violations or disputes to ensure fairness, safety, and consistency within the market.

1) 1st Violation: Verbal warning
2) 2nd Violation: Written warning
3) 3rd Violation: Suspension or expulsion
4) Serious violations: The Advisory Board reserves the right to revoke vendor privileges immediately in cases of serious violations.

Inclement Weather Policy

The West Little Rock Farmers Market operates rain or shine. The market will **not** be cancelled due to rain, heat, or general inclement weather.

The market will only be cancelled or suspended under the following conditions: a **Tornado Watch**, **Tornado Warning**, or **Severe Thunderstorm Warning** issued by the National Weather Service that is in effect **prior to the market's scheduled opening time or during market operating hours**.

In the event a watch or warning is issued during market hours, the following procedures will be followed:

- Market management will monitor weather alerts and notify vendors and attendees immediately via announcement.
- All vendors and attendees will be directed to take shelter inside the **Film Alley building**.
- Vendors should secure their tents, displays, and merchandise to the extent safely possible before seeking shelter. Unsecured tents and canopies can become dangerous projectiles in high winds.
- The market will resume operations once the watch or warning has expired or been lifted, at the discretion of market management.
- If a watch or warning is in effect **before** the market's scheduled opening, market management will communicate the cancellation or delay to vendors via text, email, and social media as early as possible.

Vendors are encouraged to have their own weather-monitoring apps and to **use weighted anchors on all tents and canopies at all times.**

Want me to put these into a formal Word document, or adjust the language on any of them? For the active shooter policy specifically, you might also consider connecting with the Little Rock Police Department's community outreach — many departments will come do a brief training for vendor meetings at no cost.

Emergency Response Policy

In the event of a medical emergency, injury, fire, or other emergency situation at the West Little Rock Farmers Market:

1. **Call 911 immediately.** Do not assume someone else has already called.
2. Direct emergency responders to the **front of the Film Alley building**, which will serve as the designated emergency meeting point and staging area.
3. Notify market management as soon as possible so they can assist in coordinating the response.
4. If trained in first aid or CPR, provide assistance to the injured or ill person until emergency responders arrive. Do not move an injured person unless they are in immediate danger.
5. Keep the area around the emergency clear to allow responder access.
6. Market management will maintain a first aid kit on-site at the market information booth at all times.

All vendors and market staff should familiarize themselves with the location of the Film Alley building and the nearest exits from the market grounds.

Active Threat / Active Shooter Policy

While the likelihood of an active threat at the market is low, the safety of our vendors, customers, and staff is our highest priority. All vendors and staff should be familiar with the **Run – Hide – Fight** protocol:

RUN — If you can safely escape, do so immediately.

- Leave your belongings behind.
- Help others escape if possible, but do not let others slow you down.
- Move away from the source of the threat.
- Call 911 as soon as you are in a safe location.

HIDE — If you cannot escape safely, find a place to hide.

- Move inside the **Film Alley building** or another nearby secure structure.
- Lock and barricade doors if possible.
- Silence your phone.
- Stay out of sight and remain quiet.

FIGHT — As an absolute last resort, and only if your life is in imminent danger.

- Act aggressively and use any available objects to defend yourself.
- Work together with others if possible.

When law enforcement arrives:

- Remain calm and follow all instructions.
- Keep hands visible and empty.
- Do not point, scream, or make sudden movements.
- Provide information about the threat's location and description when asked.

Market management will designate the **front of the Film Alley building** as the reunification and accountability point once the scene has been declared safe by law enforcement.