



Birdhouse Farmers Market 2025 Market Rules and Regulations

Birdhouse Farmers Market is a friendly, open-air, all-weather, mid-week, food-focused farmers market promoting healthy eating and a love of community and the environment.

A Market with A Mission

Birdhouse Farmers Market is organized around the following mission and values:

Mission: Strengthening our local food system to improve the health and well-being of the Richmond community.

Birdhouse Values

Integrity: Maintaining the highest standards of quality and accountability in all that we do.

Access: Providing a reliable connection among local farms, local food and local folks.

Equity: Committing to fairness and inclusion in our decision-making.

Health: Seeking out opportunities to improve the physical, economic and environmental well-being of our community.

Community: Strengthening us all by feeding us well.

Our Customers

Our attendance over the last 9 years has steadily increased with an average of nearly 650 persons per market day, or 19,500 per season. Our customers are neighborhood residents, VCU students, local young families with small children, professionals who make their own schedules, employees from area companies and loyal longtime shoppers and friends. We are frequented by area chefs and those seeking high-end organic produce as well as those seeking more affordable everyday fare. We are a SNAP market, that is, SNAP recipients can use their benefits at the market and online, and we participate in the Virginia Fresh Match (VFM) program. We are a family-friendly market and have weekly activities for children of all ages when conditions allow.

Please read the following information as some of our vendor rules have changed

Vendor and Product Eligibility

1. All produce (fruits, vegetables, plants and flowers), meat and dairy sold at the Birdhouse Farmers Market must be grown or produced in Virginia.
2. Priority will be given to those applicants growing their own products. Exceptions will be made at the discretion of the market manager and only under the following circumstances:
 - a. Products do not directly compete with another vendor's standard inventory; and
 - b. Hard copies of any required inspections and certifications are provided to the market manager; and
 - c. Vendor fully discloses who produced the product, with what ingredients, where it was made and the price. This information should be part of the product's packaging and any relevant signage clearly displayed at the market.
 - d. AND the market manager specifically approves the product.
3. All products and producers must comply with federal, state, county and city regulations.
4. Product prices must be clearly displayed at all times.
5. Eligible vendor products include, but are not limited to, produce, plants, flowers, prepared foods, baked goods, and crafts.
 - a. As a food-focused market, 80% of market vendors will sell produce, meat, dairy, specialty foods and herbs. The remaining 20% can be prepared-food and non-food/crafts.
6. BFM will accept vendors for participation in the Market based on adherence to the above guidelines, product mix, and space availability.
7. If you have a CSA, you may sell what you have sold to your members in previous years, but must only sell Virginia-produced products to the general public. Only Virginia-produced products can be visible to the general public in your setup.
8. It is the responsibility of the vendor to request to sell any not-previously-approved items at market on an as-needed basis. This request should be made in writing to the Market Manager at least one week prior to the desired selling date.

Vendor Spaces/Parking/Meeting

1. Upon application approval, a vendor agreement will be sent via email. Official acceptance begins upon receiving the vendor agreement.
2. **A mandatory vendor meeting** (via Zoom) will take place in March. All vendors must attend or send a representative. Vendors will be notified of the date and time well in advance. The 2025 market map will be available at the vendor meeting. Vendors who are unable to attend

MUST notify market management prior to the meeting. Information from the meeting must be shared with anyone who is operating your Birdhouse booth.

3. Each Standard vendor space measures approximately 10x10 feet.
4. Vendors must provide their own tents, tent weights (required), market umbrellas, tables and chairs for their display areas. All equipment and materials should fit within the allotted space.
5. By order of the City of Richmond, **fire extinguishers are required** in every booth.
6. Vendors must provide their own electricity. Quiet generators are **required**.
7. Vendors should unload materials from their vehicle into their space and move their car to the parking lot at Second Baptist Church before beginning to set up. Vendors should **limit unload time to 15 minutes** to ensure everyone has space to unload near their market space.
8. Vendors and their employees may not park in the Randolph Pool parking lot, on the grass or anywhere on Grayland or Idlewood Aves between Allen St. and Randolph St. **Vendor parking is in the lot of Second Baptist Church** on the corner of Randolph St. and Idlewood Ave, a short walk across the playground from the market area. **All vendors and their staff must park in this parking lot throughout the duration of the market.**

Market Fees/Online presence

1. All in-person vendors are required to have an online presence every week they are participating at the market. Online inventories should be representative of the products offered at the market, but need not be all the products you offer.
2. Online products should have a photograph, be arranged logically, and provide customers with meaningful information.
3. The online market is open Thursday 6am - Monday 3am. Be sure to refresh your inventory weekly to reflect actual inventory availability Failure to update inventory that results in unfillable orders may result in additional fines.
4. The distribution of all online sales will be the responsibility of Birdhouse Farmers Market. Vendors need only fill the orders, labeling them clearly with **product name** and **customer name**, and **bring them to the Welcome Tent by 2:30pm**. Late deliveries (after 3:00pm) may be subject to additional fines.
5. Returning vendors participating at the in-person market will be charged \$30 minimum per space or a 6% fee based on the total of in-person market sales (whichever is greater). **Vendors are responsible for submitting their in-person sales figures** (all cash, check, CC sales) by

completing the 2025 Google Form provided, **by noon Wednesday**. We do not assess vendor fees on SNAP/VFM sales or sales tax.

6. Vendors will receive an electronic invoice on the Friday following the last market of each month with the total amount of fees due for the month. Payment is expected upon receipt and can be paid online. A \$25 late payment fee will be assessed on all invoices unpaid within 7 days.

7. **Online only vendors** will be charged a 13% vendor fee. Vendor fees for online only vendors are deducted from their monthly reimbursement check.

8. Other Fees and Fines:

1) Any cancellations not indicated on your supplemental application will incur a \$30 fee per space.

2) Vendors arriving after 2:30 pm without notice, or leaving the market early without prior arrangement with the market staff are subject to a \$30 fine.

3) Delivering online orders after 3:00 pm are subject to a \$5 fine.

4) Failure to maintain an accurate online inventory that results in unfulfilled sales are subject to a \$5 fine per item.

9. **No shows!** Failing to attend a scheduled market without notifying the market staff will result in termination of vendor agreement and loss of vendor space at Birdhouse.

Compliance with Local, State, and Federal Regulations

1. Vendors are expected to comply with all Local, State, and Federal Regulations related to their products, including any inspections, licenses, and payment of any fees or taxes.

2. It is the responsibility of the vendor to collect, report and pay any and all sales taxes collected at the market. Birdhouse Farmers Market collects and pays all sales taxes from online sales.

3. Vendors must provide copies of the following applicable documents if applicable and requested:

- a. business license (if applicable, your locality issues business licenses and can tell you if you are required to have one)
- b. most recent health inspection report (for kitchens under inspection and/or food trucks)
- c. organic farming certification, or other certification relevant to your product claims
- d. Certificate of Insurance (COI) with Birdhouse Farmers Market 1507 Grayland Ave RVA 23220 as "named insured or certificate holder".

Data gathering

1. Vendors will be given a pouch at the beginning of each market with a form to report any tokens or incentive coupons collected. Vendors may include a rating for the market day or offer

feedback about the market day. **Return this pouch at the end of each market in order to be reimbursed for SNAP/VFM sales.**

2. Volunteers at the market track customer attendance each market day.

CODE OF CONDUCT: The Golden Rule!

Birdhouse Farmers Market is a friendly, open-air, all-weather, mid-week, food-focused farmers market promoting healthy eating and a love of community and the environment, and assumes vendors and staff share the following code of conduct:

1. **COURTEOUS AND PROFESSIONAL:** Vendors shall maintain a courteous and professional manner at the Market. Use of profanity or belligerence will be grounds for termination of selling privileges and immediate dismissal from the Market.

2. **CLEAN AND HEALTHFUL ENVIRONMENT:** Each vendor shall maintain a clean and healthful condition within his/her area and leave that area free of debris prior to leaving. Vendors shall maintain themselves in a clean, attractive manner. Please provide a receptacle for any trash that might be generated by your booth's activities and remove all residue or waste products, as well as signs, tents, tables, etc. at the end of each Market day.

3. **NO SMOKING/NO DRINKING:** Smoking, the use of alcohol or illegal substances is prohibited. Permitted special events and wine vendors who provide samples are exempted from the alcohol rule. If you or your staff appear to be intoxicated, you will be asked to leave.

4. **VIOLATION OF MARKET RULES and REGULATIONS WILL NOT BE TOLERATED.** A vendor or customer will be notified once of a violation and if repeated, that vendor or customer may be asked to leave. Vendors risk losing their place at the market.

5. The Birdhouse Farmers Market Manager and Staff have the authority to enforce all rules and regulations within the Market area.

6. By becoming a Birdhouse Farmers Market vendor you will be held to the Birdhouse Farmers Market "Hold Harmless" Agreement: The vendor verifies that all information is accurate and will hold Birdhouse Farmers Market, its director, board, officers, employees and volunteers harmless concerning product liability or other factors that relate specifically to the vendor's business practice.

Application Process and Fees

1. The Primary Vendor Application is available at the Birdhouse Farmers Market website and should be completed by all prospective NEW BFM vendors.

- **Vendors who have participated at BFM should not resubmit the Primary Application.** Please alert BFM staff of any necessary changes to your Lulu's profile via the appropriate question on the supplemental application.
- Once a primary application is submitted, BFM Staff will review it and decide how to proceed.

- If BFM decides to move forward with the application process, the vendor will be sent a supplemental application.
2. The application fee is \$75 for returning and Winter Market vendors (until 1/31/2025), \$100 for new applicants or those applying on or after 2/1/2025 and is nonrefundable. An electronic invoice will be sent upon receipt of your application or you can pay by check.
 3. Make checks payable to Birdhouse Farmers Market with “app fee” in the memo line.
 4. Our mailing address is:
Birdhouse Farmers Market P.O. Box 7234
Richmond, VA 23221
 5. All applications will be reviewed to determine whether the products intended for sale meet market guidelines.
 6. Applications will be reviewed when all required information and fees are received.
 7. Notification will be sent within 7 days of the review.

CONTACT INFORMATION

Market Manager: Kate Ruby

Market Assistant: Tegan Moore

Bookkeeper: Libby Montgomery

Phone/Text: 804.393.9405 (Birdhouse), 804.261.0841 (Kate), 434.610.6084 (Tegan)

email: birdhousefarmersmarket@gmail.com (Kate), birdhousefm.assistant@gmail.com (Tegan)

website: birdhousefarmersmarket.org

online: birdhousefarmersmarket.luluslocalfoods.com