



# POLICY MANUAL

The Mission of the Market is  
to develop and promote  
Alaska's agricultural, horticultural  
and cottage industries,  
providing quality produce  
and products to the public.

**“Meet You at the Market !”**

[www.tvfmarket.com](http://www.tvfmarket.com)



## 1. Alaska Grown

All vendors shall offer only quality Alaska grown, made, caught, or produced items. A significant majority of items must be self produced.

Organic or Organically Grown -- The use of the term “organic” or “organically grown” is regulated by state and federal law. State regulations can be found in the Alaska State Statutes; Title 3, Chapter 58 and Title 17, Chapter 6.

## 2. Vendor Requirements

All vendors must be members of the Tanana Valley Farmers Market Association as defined in Article 3 of the TVFMA By-Laws. Vendors are responsible for all material contained in this Policy Manual. A new vendor may have a one (1) Market day “trial period”, after which annual membership dues must be paid in order to continue to sell at Market. Vendors must comply with TVFMA Policy; failure to do so will result in loss of selling privileges.

## 3. Hours of Operation and Set-up

The TVFMA will be open from May through September, with dates set by the Board of Directors. Based on vendor and customer input, the days and hours of operation will be decided by the Board. The doors are unlocked two (2) hours before opening for set-up. **A bell will ring to indicate when selling may begin.** Vendors are required to remain until closing, unless they have sold their entire inventory. Exceptions to this policy must be approved by the Market Manager.

## 4. Punctuality

Set-up will begin two (2) hours before start. **Selling spaces will be forfeited one (1) hour before selling begins and assigned to other vendors unless the late vendor has made prior arrangements with the Market Manager.** Vendors who have forfeited their selling space for this reason will be assigned a location, if available. (On Sundays, set-up begins one (1) hour before start and spaces forfeited 1/2 hour before selling begins). The TVFMA phone number is 456-FARM (456-3276); dedicated Market cell phone number is 699-3276.

## 5. Vendor vehicles

Vendors must park their vehicles in designated vendor parking areas. Fire lanes must be kept clear of vehicles. The customers’ parking lot is for customers only. **Vendors who habitually park in the customer lot will forfeit their selling privileges as per item # 30 of the TVFMA Policy.** Reserved parking spaces

adjacent to vendor selling spaces require a parking fee of \$5.00 per selling day, whether the parking space is utilized or not.

## **6. Signs**

Vendors should display a sign stating their family and/or business name.

## **7. Pricing**

Each vendor sets his/her own prices and is responsible for all aspects of display, sales, cash flow, and accurate totaling/reporting of the day's sales.

## **8. Fees**

The TVFMA Market Manager or designated alternate will provide an assessment form for each vendor. Assessments are as follows, and are to be paid in full at the end of each selling day :

10%	Ten percent of gross sales (for example, if sales gross \$390, then 10% = \$39.00)
\$ 5	Market Fee (included in the Space Fee on assessment form)

plus whatever fees stated below are applicable :

\$ 10/day	Indoor Table Space (8' or larger)
\$ 5/day	Indoor Table Space (Less than 8')
\$ 5/day	Outdoor Space (any size up to 10' x 10')
\$ 5/day	Parking Fee (applies to reserved spaces only)
\$ 1/day	Daily Electric Use Only
\$ 5/week	Electric for Appliances Plugged in Continuously

Example : \$39 (10% of \$390), plus \$10 Space Fee (\$5 Market Fee plus \$5 Outdoor Space) equals a total of \$49 in assessments due for the selling day.

## **9. Payment**

**Payment by check is strongly encouraged.** (Note : the TVFMA will not accept third party checks as assessment payment from vendors).

If paying with cash, please round amount to the nearest dollar, as no change will be accepted. Fill out the assessment form and deliver your assessment directly to the Market Manager in the envelope provided. **Failure to accurately report and pay all applicable fees and assessments will result in termination of vendor privileges until fees are brought current.**

## 10. Market Manager

The Market Manager works to achieve a smoothly running Market by answering questions, clarifying and implementing Market policies, and upholding Market By-Laws. He / she will act as an information liaison between customers, vendors, and the Board of Directors. The Market Manager has authority to implement policy and to act on any breach or violation of any policy item on behalf of the TVFMA. Any disputes not resolved by the Market Manager shall be referred to the Market Committee. Members may appeal any decision of the Market Manager or the Market Committee to the Board of Directors. Resolution of disputes shall be considered final.

## 11. Quality

The TVFMA strives to provide a market place where fresh, wholesome, high quality products are sold. The Market Manager shall have the responsibility, in cooperation with regulatory agencies, for maintaining quality at the Market. The Market reserves the right to refuse products of questionable quality, or with objectionable images, messages or product implications; vendors offering such products will be asked to remove them from their sales display.

## 12. Clean Up

Each vendor is responsible for cleaning his/her selling space. If this is not done to the satisfaction of the Market Manager, after an initial warning, the vendor will be fined \$25 per instance. Failure to clean up may result in exclusion from the Market. Brooms and dustpans are located in the building supply room, and garbage cans are located around the Market. Water is available from the utility sink outside the restrooms. **There is a dumpster located behind the building for full garbage bags from the garbage cans, and for larger trash items.**

## 13. Restrooms

TVFMA follows State of Alaska Environmental Sanitation (ADEC) Regulations. Public restrooms are available at the Market. Hot water and soap are available for sanitary purposes. Keep the restroom neat and orderly. Report any problems with the restrooms to the Market Manager.

## 14. Children at the Market

All children at Market need to be supervised by a parent or guardian, as the Market is not responsible for providing childcare. With Market Manager notification, children under sixteen (16) years of age selling at the TVFMA will

be supervised by a parent, guardian, or other designated adult 18 years of age or older. The child should understand the need for and practice of good hygiene procedures. Children who are disorderly, or do not use their selling space properly, will be told not to return to the Market until the problem is resolved.

### **15. Pets and Farm Animals**

No pets will be allowed in the Market building or in the outdoor vendor area. The only exception to this policy is service dogs with a current license. Farm animals (such as ducks, rabbits, etc.) may be sold by vendors as long as they are placed in cages outside the Market building and provided with shelter and shade. All vendors bringing in farm animals should place plastic sheeting underneath the cage.

### **16. Smoking and Other Substances**

The TVFMA marketplace is smoke-free. Parking lots are designated smoking areas. The use or distribution of alcohol, drugs, or any illegal substance is prohibited on Market property.

### **16. Bicycles**

Bicycles, skateboards, and roller skates/roller blades are not allowed in the Market area. Please park bicycles outside at the provided bike racks.

### **17. Safety**

Electrical cords crossing walkways **must be taped or otherwise anchored** to prevent a tripping hazard. Appliances or apparatus used to heat food must meet current electrical standards and not overload the Market's circuit capacity. Due to inadequate power capacity, electric space heaters are **not allowed for personal use**.

Vendors using any apparatus producing an open flame must be located in an outside vendor area. Such units must also be located so as not to endanger other vendors' tents, displays, etc. Any vendor using an open flame must have an approved fire extinguisher on site.

**Tents and displays MUST be anchored** (20 pound minimum per leg) to prevent them blowing over or causing damage to neighboring vendors.

**Please bring concerns about any unsafe condition or practice to the attention of the Market Manager.**

## **18. Food Vendors and ADEC Regulations**

All food vendors, home and commercial, must comply with ADEC rules. The Market is inspected by the Alaska Department of Environmental Conservation (ADEC) as per Alaska Administrative Code, Title 18; Chapters 30 (Environmental Sanitation) and 31 (Food Code).

Commercial Kitchens -- Food vendors working out of commercial kitchens are responsible for working directly with ADEC to insure compliance with all applicable ADEC requirements. A copy of their Commercial Kitchen Permit must be kept on file with the Market Manager.

## **19. Sprouts and Mushrooms**

Sprouts are considered to be potentially hazardous food products by ADEC and must be produced in an ADEC permitted facility in order to be sold at the Market. Guidelines are available through ADEC.

Wild mushrooms are regulated as per Alaska Administrative Code statute 18AAC31.060 -- "Labeling, placarding and consumer advisory" :

The operator of a food establishment that sells, uses, or serves mushrooms picked in the wild shall ensure the mushrooms are conspicuously identified by a label, placard, or menu notation that states

- i. the common and usual name of the mushroom; and
- ii. the statement "Wild mushrooms, not an inspected product"

Cultivated mushrooms are not regulated by ADEC if sold as freshly harvested.

Processing of mushrooms, wild or cultivated, is regulated. 'Processing' includes but is not limited to drying, cutting and slicing. Contact ADEC for guidelines.

## **20. WIC and Senior Coupon Redemption Program**

Vendors participating in the Women, Infants and Children's Nutritional Program (WIC) and the Senior Nutrition Program (SNP) are responsible for obtaining and following WIC and SNP rules and regulations. Only fresh, unprocessed produce may be exchanged for WIC and SNP coupons, and no money may be given as change. Income received by vendors from coupons will be included in the day's gross income. Vendors must apply in 2012, and bi-annually after that, in order to be a WIC/SNP vendor, and may not accept coupons until after their application has been approved. Fruit and Vegetable Vouchers (FVV's) have somewhat different requirements; it is the vendor's responsibility to be thoroughly familiar with the information provided to them regarding the different vouchers.

## 21. Crafts

Crafts may be offered for sale at the Farmers Market under the same standards of quality and within the 'Made in Alaska' provisions reflecting either substantial skills in crafting the product and/or that a substantial portion of the materials be Alaskan and self-made. The Market reserves the right to reject or refuse the sale of products that may be deemed unsuitable, objectionable, or failing in some other way to conform to the character and quality of TVFMA standards and mission statement.

## 22. Nonprofit and Political Organizations

The involvement of nonprofit organizations at the Market will be approved on a case-by-case basis by the Market Manager and/or Board of Directors. Due to the non-profit status of the Market as incorporated under Alaska State Statutes, political organizations cannot participate at the Market as per Alaska State Statutes, Title 10, Chapter 20. **No solicitation will be allowed.**

## 23. Space Selection

All permanent location assignments, both indoor and outdoor, will be decided by the Market Manager before the initial Spring set-up. Whenever possible, reasonable effort will be made to establish vendors in their traditional selling space within the following guidelines :

Vendors will be located in defined spaces which allow for adequate customer access to all other vendors.

**Indoor spaces** -- Priority assignment of 8' long x 5' deep indoor spaces with vehicle access will be given to produce vendors who sell on a regular basis. Priority assignment of remaining 8' x 5' indoor spaces will be given to vendors offering at least 75% agricultural/horticultural products. Smaller volume vendors will be assigned any other spaces as available.

**Outdoor spaces** -- **Vendors must not be located in a manner that would place customers in vehicle traffic.** Outdoor vendors may only set up in assigned 10' x 10' spaces, or in spaces otherwise configured and approved by the Market Manager. Vendor tents and displays **must be anchored to prevent blow-over or damage to neighboring vendors.** Vendors using any apparatus using an open flame **must be located in an outside vendor area, and may not endanger other vendor set-ups.**



**Variance policy** -- petition for variance from the above guidelines may be made to the Board of Directors. Qualifications include :

Prior selling history at the TVFMA

Regular Market attendance as a vendor

Vendor generates over \$2000 in assessments per Market season

Petition for variance must be made annually, in writing, and include :

Reason for the request

Whether request is for the entire season or a specific time period

**Variances will be determined on a case-by-case basis**

## **24. Storage of Vendor Items in the Market Building**

All vendor items including merchandise, display tables, etc. are stored **at the vendor's own risk**. Vendors must store items in a way which does not restrict access to the doors for closing and opening the Market, or which compromises other vendors' merchandise. Stored items **must be removed from the Market building at least one hour prior to Market opening**.

(Note -- requirement to remove stored items does not apply to Sunday Market).

## **25. Board Meetings**

The TVFMA Board of Directors holds regularly scheduled monthly meetings. Members may attend meetings. Concerns should be submitted in written form and given to either the Market Manager or any Board member prior to the meeting.

## **26. Committees**

The purpose of committees is to assist the Board of Directors. The Board is in charge of directing the work of the committees, and defining the scope of their activities. The Board may create and disband non-standing committees as necessary. The three (3) standing committees are defined in the Bylaws :

**1) Market Committee** -- This committee's function is to resolve disputes, as per Section 1.3 of the TVFMA By-Laws : "Disputes as to eligibility or right to participate in the Market shall be resolved by the Market Committee". In addition, the Market Committee rules on unresolved issues between a vendor or vendors and the Market Manager, and assists the Market Manager in determining yearly space assignments. The Chair of the Market Committee is the person holding the seat of Vice President of the Board of Directors.

**2) Nominating Committee** -- As per Section 6.2 of the TVFMA Bylaws, this committee is responsible for assembling a viable slate of candidates for the Board of Directors, to be voted on at the Annual Membership Meeting. The

Nominating Committee must make the slate of candidates available to the Market Secretary at least one month in advance of the meeting so that the membership may be notified in accordance with Alaska Statutes for Non-Profits and the TVFMA Articles and By-Laws.

**3) Executive Committee** -- This committee is composed of the Officers of the Board of Directors and may act on behalf of the Board, subject to the approval of the entire Board of Directors, as per Section 6.3 of the TVFMA Bylaws.

## **27. Newsletters and Flyers**

Any newsletters or publications representing the TVFMA must be submitted to the Market Manager and/or the Board of Directors for approval prior to distribution at the Market.

## **28. Logo Use**

Anyone who wishes to use the TVFMA logo must apply, in writing, to the Board of Directors for approval prior to distribution at the Market.

## **29. Discrimination and Harassment**

Members of the TVFMA, Market employees, and other persons selling at the Market or participating in Market functions, whether dealing with customers of the Market or with other Market vendors, shall not discriminate against any individual with regard to selling of products, hiring, promotion, discipline, or other matters because of age, sex, race, creed, color, national origin, sexual orientation, or the presence of any physical, mental or sensory disability. All vendors, members, and employees of the TVFMA shall behave toward all customers, contractors, potential customers and other TVFMA members in a way that is free of harassment and discrimination. Complaints should be taken first to the Market Manager and then to the Board of Directors and will be regarded with confidentiality.

## **30. Violation of Market Rules and Policies; Sanctions**

Either the Market Manager or a majority of the members of the Market Committee are authorized to give notice to vendors of any violation of Market rules, regulations or policies as follows :

**Step One:** Notice of a **first violation** shall be **informal and oral**. The violation shall be specifically identified and the warning shall be accompanied by a copy of the Policy Manual.

**Step Two:** Notice of a **second violation in the same season** shall be **formal and in writing**. A copy of the warning notice, initialed by the vendor and the Market Manager, shall be kept on file.

**Step Three:** Sanctions for a **third violation in the same season**, in addition to requiring the **vendor to leave the Market for the balance of the day**, will be at the discretion of the **Market Committee and may include :**

Suspension from the Market for a period of time, up to one (1) year;  
Revocation of membership in the TVFMA for a period of time up to three (3) years;

Payment of a fine as a condition to continued Market privileges or membership in TVFMA; or

A combination of one or more of these sanctions

Only the Market Committee, in consultation with the Board of Directors, may impose a sanction other than requiring a vendor to leave the Market for the balance of the selling day. The Market Committee and/or the Board of Directors, at their discretion, may invite the vendor to appear before them prior to imposing any sanction, but are not required to do so.

### **31. Appeals of Notice of Violation / Sanctions**

**1)** A member may appeal any notice of violation. Notice of the appeal must be in writing, delivered to and received by the Market Manager, the Chair of the Market Committee, or the President of the TVFMA, not later than ten (10) days after the date on which the notice of violation or the imposition of a sanction was given. Failure to give timely notice of appeal waives the right to appeal.

**2)** Not later than thirty (30) days from receipt of the notice of appeal, the Market Committee or the Board of Directors, as the case may be, shall schedule and conduct a hearing to consider the member's appeal. The member shall be given not less than ten (10) days written notice of the date, time, and place of the hearing. Once the date and time of the hearing is set, continuances of the hearing shall be granted only on approval of a majority of the Market Committee or the Board of Directors, as the case may be. A member who fails to appear at a scheduled hearing waives the right to further appeal.

**3)** At an appeal, the member has the burden of showing that the notice of violation is improper, or that the sanction is inappropriate, or both. The Market Committee or the Board of Directors, as the case may be, shall control the proceedings. In its discretion, and with no obligation that it do so, the Market

Committee or the Board of Directors, as the case may be, may appoint an impartial third party to hear the appeal. Any decision shall be in writing.

### **32. Appeals of Other Issues**

Any vendor member, Market staff person, or Board member who feels that his / her rights as a member of the TVFMA have been violated; or who feels that another vendor, Market staff person, or Board member has acted outside of their authority or position in a way which has harmed that individual or the Market as a whole, may appeal the issue. The appeal should be in writing, and include :

a clear and accurate description of the situation  
any action either taken or contemplated by the aggrieved person(s).

Copies of the appeal should be given to the President of the Board and to all others involved in the matter. The President of the Board will acknowledge receipt of the appeal and recommend, in a timely manner, possible resolution of the situation. Mediation between parties, reference of the parties to the Market Committee, or final ruling by the Board of Directors may be actions taken by the President to address the appeal.

**The Tanana Valley Farmers Market Association (TVFMA) is incorporated under State of Alaska Statutes for Non-Profits, Title 10, Chapter 20 and operates as a State of Alaska 501 nonprofit organization.**

**This Policy was adopted by the TVFMA Board of Directors  
April 1997**

**Reviewed & Revised by Policy Committee and the Board of Directors :  
May 1997, August 1998, February 1999, January 2000,  
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