



## 2023 VENDOR OPERATING GUIDELINES

Farmers markets exist worldwide and reflect their local culture and economy. Their sizes range from a few stalls to several city blocks. Farmers markets have many benefits to the farmers, the communities as well as consumers.

Communities with farmer's markets find that farmers markets help maintain important social ties, linking rural and urban populations and even close neighbors in mutually rewarding exchange. Market traffic generates traffic for nearby businesses and buying at markets encourages attention to the surrounding area and ongoing activities by providing outlets for 'local' products. Farmers markets also help create distinction and uniqueness, which can increase pride and encourage visitors to return.

Consumers favor farmer's markets for the fresher foods, seasonal foods, healthier foods, and a better variety of foods. They meet the farmers that grow their food and gain knowledge of how their food is produced (e.g., organically grown foods, pasture-raised meats, free-range eggs and poultry, handmade farmstead cheeses, heirloom produce, and heritage breeds of meat).

Farmers markets are a place to meet and connect with neighbors, a place to enjoy an outdoor walk while getting needed groceries.<sup>1</sup>

Saint Stephen Growth and Development (SSGD) and Small Town Restoration, Inc. (STRI), two locally managed non-profit organizations, manage the Farmers Market under the Town of Saint Stephen sponsorship, hereby after known as the St Stephen Farmers Market.

These Standard Operating Guidelines have been established by the Town through coordination with the agricultural and business community. In order to be effective and appropriate, these guidelines are subject to continuous review and revision as new trends, opportunities, and issues emerge.

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<sup>1</sup> "A Guide To Starting or Enhancing Your South Carolina Community's Farmers Market"; South Carolina Farmers Markets Association

## **FARMERS MARKET LOCATION AND HOURS OF OPERATION**

Alice Price Park, 113 Ravenel Drive, Saint Stephen, SC 29479, under the Pavilion Weekly, Wednesdays, from 3pm to 7pm. Vendors must be set up by 2:45pm and stay the duration.

### **MARKET MANAGER**

Saint Stephen Growth and Development, Inc. (SSGD) and Small Town Restoration, Inc. (STR);  
814-442-3931 or 843-567-4755

### **VENDOR SELECTION**

Farmers will comprise approximately 60 to 80 percent of the vendors; vendors of prepared foods, and baked goods and artisans will comprise the remaining 20 to 40 percent.

Vendor Types	
Category	Product
Farmers/Rancher	Producers/Growers of Fruits, Vegetables, Cut or Potted Herbs, Nuts, Honey, Dairy, Poultry, Meat, Eggs, Mushrooms, Fish, Shellfish, Nursery Stock, Potted Plants; Cut Flowers; Etc.
Bakers	Bakers or Confectioners of Non-Potentially Hazardous Scratch-Made Cookies, Certain Breads, Cakes, Candies, and High-Acid Fruit Pies (e.g., Apple, Apricot, Grape, Peach, Plum, Quince, Orange, Nectarine, Blackberry, Raspberry, Boysenberry, Cherry, Cranberry, Strawberry, and Red Currants)
Food Processors	Processors of Food (Canned, Pickled, Dried, and Other Preserved Products; Jams, Jellies, Juices, Coffee, Tea, Pet Products, and Similar Goods)
Food Trailers / Trucks	Preparers of Food (Preparers of Hot Food Concessions or Meals for Immediate Consumption)
Civic Association	Local Non-Profit Organizations, Community/Civic Organizations, Religious, Public Service, Government and Education Institutions
Artisans	Artists and/or Craftsmen of Artwork, Sculptures, Photography, Jewelry, Pottery, Woodwork, Clothing, Lotions, Soaps, Dried Flowers, Bouquets, Wreaths, Gourds, Beeswax, etc.

### **SPECIFICATIONS FOR ALL VENDORS**

1. It is the responsibility of vendors to comply with all applicable local, state, and federal regulations concerning the products that they are selling.
2. Any vendor that is selling a product that requires some form of licensing or permit should be kept current and on file with the Market. With the exception of those farmers who grow 100% of the produce that they sell, all vendors are required to have a valid business license. For information on business licensing, please contact Town Hall at 843-567-3597.
3. Vendors selling prepared, unpackaged food (e.g., hot food concessions) are required to collect hospitality tax and remit to the Town.
4. All prepared, processed, or baked food products have to be labeled with ingredients, net weight,

vendor name, address, and phone number. For information on food safety, public health, and labeling guidelines, please reference Appendix I or contact the Market.

5. Farmers and food vendors are encouraged to participate in the free Certified SC Grown or Certified SC Product programs. Any vendors selling under these programs must be verified by the Market. For additional information on and a listing of current members of the Certified SC Grown or Certified SC Product, please reference Appendix I or contact the Market.
6. Vendors may not sell any items not approved or listed in their application.
7. Products sold should be of the highest quality.
8. Prepared, processed, or baked food vendors must keep clear, written information about cooking methods available to customers upon request.
9. Vendor space may be staffed by farm or business owners, their family members, and/or employees.
10. All vendors must sign and return the 2023 St Stephen Farmers Market Application prior to vending in the market.

#### **CONDUCT**

1. The selling or consumption of alcohol is prohibited.
2. No smoking within the Market site.
3. Vendors may not play loud or offensive music.
4. Children must be supervised at the Market site at all times.
5. No pets are allowed within Alice Price Park. Service dogs are permitted as by law.

#### **SIGNAGE**

1. Vendors should post signage that indicates the following:
  - a. Name and where they are from
  - b. Prices should be clearly displayed so they are readily available to customers
  - c. Where produce was grown/purchased [if it was not grown by the Farmer]

#### **DISPLAY**

1. Vendor space should be clean, orderly, attractive, and safe.
2. Displays should be secured with weights or other devices for the safety of customers.

#### **SPECIFICATIONS BY VENDOR CATEGORY**

##### **Farmers/Rancher**

1. While 100% is encouraged, at least 75% of quantity of the produce sold at each market must be grown by the farmer.
  - a. Under the discretion of the Market, this threshold may be reduced for the period of one (1) growing season if determined that farmers are unduly burdened by unique weather and/or

environmental conditions that drastically limit crop yields.

2. When any crop is in season locally, it is required that 100% of this item sold at the market is locally grown.
3. The other 25% may be purchased and resold, but the farmer shall fully disclose and display in a manner visible to customers where the produce was grown and purchased.
4. Farmers will be allowed to rent up to two (2) 10'x10' vendor spaces, if justified.
5. Vendors of meat, poultry, dairy, eggs, fish, and shellfish shall meet applicable food safety and health standards.
6. Authorization to accept WIC/Senior FMNP checks as well as EBT/SNAP recommended.
7. Seasonal commitments are encouraged. While exact dates will be determined, the Farmers Market Season is from April – November (weather pending).
8. Farmers may distribute cut samples of produce if sliced at the market.

### **Bakers**

1. Products shall be made-from-scratch.
2. Products shall comply with SCDA Cottage Industry Standards, which include, but are not limited to, the following (See Appendix I for more information):
  - a. Products include candies and baked goods that DO NOT require refrigeration and ARE NOT potentially-hazardous. I. Potentially hazardous products include:
    - Products containing raw or cooked meat, poultry, seafood, sprouts, cut melons, cut leafy greens, and/or cut tomatoes;
    - Products that may harbor bacteria or require refrigeration, such as pumpkin pie, sweet potato pie, cheese cake, custard pies, cream pies, pastries with potentially hazardous toppings or fillings; moist breads like pumpkin, banana, zucchini; and similar products.
  - b. Labels are required on all packages.
  - c. May be produced in a home kitchen and exempted from SC Dept. of Agriculture inspection and label review if the following criteria are met:
    - Annual sales do not exceed \$15,000;
    - Vendor sells only to the end-consumer; and
    - Vendor submits SCDA Cottage Exemption Application.

### **Food Processors**

1. Vendors shall meet applicable food safety and health standards, which include, but are not limited to the following (Ref. Appendix I):
  - a. Products offered must be either prepared or processed by the vendor in a SC Department of Health and Environmental Control (SCDHEC)-approved kitchen.

b. Acidified (relishes, pickles, some sauces) or low acid (vegetables, milk-based sauces, and soups) canned foods require special certification from the SCDA, including completion of Better Process Control School.

2. Pre-packaged/nationally distributed foods are prohibited.
3. Vendors may not be affiliated with a national franchise/corporate chain.

**Food Trailers / Trucks**

1. Vendors shall meet applicable food safety and health standards and must be in compliance with all regulations for their specific items according to DHEC Regulation 61-25 9-11.
2. Market application must include a detailed list or menu of every item you plan to sell at the Market. If offered a space, you are only authorized to sell the items listed on your application so please be as specific as possible.

**Civic Associations**

1. Limited to local non-profits; community/civic organizations; religious institutions; educational institutions; and government entities.
2. For-profit entities prohibited.
3. Local non-profits must provide a proof of status.
4. Civic associations will be assigned exhibitor space in a rotating manner to diversify representation, and seasonal commitments are discouraged.

**Artisans**

1. All final products must be made by the vendor. No commercial, manufactured, imported, and secondhand merchandise to be resold at the market.

**VENDOR FEES**

10’x10’ vendor spaces are available within the Pavilion to rent on a first-come, first-serve basis with priority granted to growers. All vendors are required to utilize a table to display merchandise. Additional vendor spillover spaces may be provided upon vendor request. Tents and tables will be required for any vendors that sell within the grassed area. The Town of Saint Stephen will neither provide any tables or tents nor be responsible for any tables and tents that are utilized by vendors.

Vender Fee Table	
Description	Weekly Market Rate
Town of Saint Stephen Business License	Fees vary (applies to food trucks only)
Rent 10x10 Vendor Space	\$5
Seasonal Commitments	10% Discount
Non-Profit, Civic Associations, Public Service, and Education Providers	No Charge for Vendor Space

### **BOOTH LAYOUT AND RESERVATIONS**

1. Vendor spaces are assigned on a first-come, first-serve basis with priority granted to growers.
2. One booth within the Pavilion may be reserved for information and staffed by the Market Manager.
3. Additional (spillover) space may be provided in the residual grassed area.

### **BOOTH SETUP AND TAKE DOWN**

1. All vendors should arrive within 1.0 – 2.0 hours before the Market to set up.
2. Vendors may park next to the pavilion next to their vendor spot if not raining or waterlogged. Market manager will make decision on parking according to weather. Under no circumstances will vehicles be allowed within the Pavilion area. Parking is not allowed around the walking track.
3. Each vendor is responsible for cleaning up all debris and garbage at his/her booth space before leaving the Market. All debris and garbage must be removed from the premises by the vendor.
4. The Market Manager will be on hand to direct vendors when loading and unloading.

### **ENFORCEMENT**

1. The Market reserves the right to prohibit anyone from selling and/or refuse any product from being sold due to failure to meet these guidelines as well as applicable local, state, and federal standards.
2. Market staff has the authority to move and reassign vendor space to enhance or facilitate Market operations as well as limit the number of vendors selling the same specialty products based on a first-come, first-serve basis.

### **RESERVATIONS AND CANCELATIONS**

1. Vendor reservations must be placed in advance of at least one week.
2. Payments must be received before the end of the Market each week.
3. If a vendor is unable to attend on a prepaid and/or reserved day, he/she shall contact the Market by noon on the Monday before the Market. The space(s) will be filled from a waiting list of suitable vendors, and the prepaid fees will be reimbursed accordingly.
4. If a vendor fails to make it to the Market 30 minutes ahead of time, the vendor will forfeit his/her reserved spaces and fees paid unless they have previously contacted the Market.
5. Non-reserved spaces will be assigned on a first-come, first-serve basis by the Market.
6. Vendors with long-term reservations that fail to show over three (3) consecutive weeks without contacting the Market will forfeit any prepaid fees as well as reserved spaces.

### **GRIEVANCE PROCESS**

1. If a vendor has a complaint, concern, and/or problem regarding another vendor, Market Staff, safety, and/or Market operations or guidelines, he/she must first address the Market Manager in a manner that is both timely and not disruptive to the Market. The Market Manager may request that

a formal complaint be submitted in writing.

2. Any disputes that emerge among vendors will be mediated by the Market Manager.
3. A vendor may aggrieve the Market Manager's decision and/or enforcement action by submitting a formal written appeal to the Mayor within 30 calendar days of the action. Both the aggrieved and the Market Manager will have an opportunity to discuss their case with the Mayor, who will carefully review their findings and resolve the situation.

#### **CANCELTION OF THE FARMERS MARKET**

The Market is open rain or shine. Conditions that threaten public safety (high winds, flooding, lightning, etc.) will cause cancellation. If the weather conditions deteriorate during the market hours, the Market Manager will make a decision to close the market early. In either case, all vendors will be reimbursed accordingly. Please contact the Market Manager about weather conditions.

#### **HOLD HARMLESS CLAUSE**

I hereby agree to indemnify and hold harmless the Town of Saint Stephen, Saint Stephen Growth and Development, Inc., Small Town Restoration, Inc., and all employees, officers, agents and/or contractors; for any and all damages, losses, suits, liability, and/or causes of action resulting from property damage, and/or from personal injury, including death, of myself arising out of or in any way connected with our participation in the Saint Stephen Farmers' Market. I further permit the Town of Saint Stephen, Saint Stephen Growth and Development, Inc., and Small Town Restoration, Inc., to use photographs of me for the publicity of the Farmers' Market.

#### **NON-DISCRIMINATION CLAUSE**

This institution is an equal opportunity provider and employer.

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at <http://www.ascr.usda.gov/complaintfilingcust.html> or at any USDA office, or call (866) 632- 9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442, or email at [proqram.intake@usda.gov](mailto:proqram.intake@usda.gov).

## Appendix 1: Vendor Resources

Agricultural Resources	
SCDA Resources for Farmers	<p>Hugh Weathers, SCDA Commissioner Agricultural Services</p> <p>Aaron Wood, SCDA Assistant Commissioner (803) 734-2182 awood@scda.sc.gov www.agriculture.sc.gov</p> <p>Cristina Key, Executive Assistant ckey@scda.sc.gov 803-734-2190</p> <p>Kelli Brazell, Administrative Assistant kbrazell@scda.sc.gov 803-737-8339</p>
Public Health and Safety Compliance Resources	
Food Safety and Compliance	<p>SCDA Consumer Protection Derek Underwood, Assistant Commissioner dunder@scda.sc.gov (803) 737-9700 (Main)</p> <p>Angie Culler-Matthews, Food and Feed Safety Program Coordinator (803) 734-7321 (Direct) <a href="mailto:aculler@scda.sc.gov">aculler@scda.sc.gov</a></p> <p><a href="https://agriculture.sc.gov/divisions/consumer-protection/food-safety-compliance/">https://agriculture.sc.gov/divisions/consumer-protection/food-safety-compliance/</a></p>
Meat Distribution	SCDA Meat Inspection Service, (803) 788-8732
Fish and Seafood	<p>Whole and Unprocessed DNR (803) 734-3886</p> <p>Cleaned, Processed, Gutted, Dressed, Scaled, Etc. SCDA, Consumer Protection (803) 737-9690</p>
Shellfish	<p>DHEC Shellfish, (843) 753-0150 <a href="http://www.scdhec.gov/FoodSafety/ShellfishMonitoring/">http://www.scdhec.gov/FoodSafety/ShellfishMonitoring/</a></p>
Resources for Pickled and Canned Products and Other Preservatives	<p>Clemson University</p> <p>Kimberly Baker Clemson University Food Science Resources for Processing and Analysis (864) 376-4031 kabaker@clemson.edu</p> <p>Dr. Felix Barron Better Process and Control School (864) 656-5694 (Main) (864) 656-0331 (Fax) fbarron@clemson.edu <a href="http://www.clemson.edu/cafls/departments/fnps/outreach/workshop_schools/better_process_">www.clemson.edu/cafls/departments/fnps/outreach/workshop_schools/better_process_</a></p>



	control_school.html  Carolina Canning Clemson Cooperative Extension <a href="http://www.clemson.edu/extension/food_nutrition/canning/index.html">http://www.clemson.edu/extension/food_nutrition/canning/index.html</a>
Cottage Industry	Alicia Attaway Consumer Services SCDA 123 Ballard Court W. Columbia, SC 29172 (803) 737-9690 <a href="mailto:ahendrix@scda.sc.gov">ahendrix@scda.sc.gov</a> General Information: <a href="https://cottagefoodlaws.com/south-carolina-cottage-food-laws/#:~:text=%20SOUTH%20CAROLINA%20COTTAGE%20FOOD%20LAWS%20%E2%80%93%20PROHIBITED,foods%2011%20Meat%20jerky%2012%20Juices%20More%20">https://cottagefoodlaws.com/south-carolina-cottage-food-laws/#:~:text=%20SOUTH%20CAROLINA%20COTTAGE%20FOOD%20LAWS%20%E2%80%93%20PROHIBITED,foods%2011%20Meat%20jerky%2012%20Juices%20More%20</a>
Non-Cheese Dairy, Soft Drink, or Water Products	DHEC Dairy (803) 896-0644
Egg Licensing	Guidelines: <a href="https://agriculture.sc.gov/wp-content/uploads/2014/10/EggLicenseApplicationPacket2021.pdf#:~:text=SC%20Egg%20License%20is%20required%20by%20state%20law,Ballard%20CourtWest%20Columbia%2C%20SC%2029172%20or%20to%20ewalker%40scda.sc.gov">https://agriculture.sc.gov/wp-content/uploads/2014/10/EggLicenseApplicationPacket2021.pdf#:~:text=SC%20Egg%20License%20is%20required%20by%20state%20law,Ballard%20CourtWest%20Columbia%2C%20SC%2029172%20or%20to%20ewalker%40scda.sc.gov</a>
Honey	Guidelines: <a href="https://agriculture.sc.gov/resources/forms/">https://agriculture.sc.gov/resources/forms/</a>
<b>DHEC Retail Food Protection</b>	
All Prepared Foods and Seafood	<a href="http://www.scdhec.gov/FoodSafety/FoodServiceIndustry/">http://www.scdhec.gov/FoodSafety/FoodServiceIndustry/</a> (803) 896-0640 (Columbia) (843) 202-7020 (Chas.)
Mobile Food Establishments	DHEC Regulation for Retail Food Establishments at South Carolina Farmers Markets Application: <a href="http://www.scdhec.gov/library/D-1769.pdf">http://www.scdhec.gov/library/D-1769.pdf</a> Fact Sheet <a href="http://www.scdhec.gov/Library/CR-011104.pdf">http://www.scdhec.gov/Library/CR-011104.pdf</a>
<b>Training/Certifications</b>	
Certified SC Grown; Certified SC Product listing/ listing/	Ansley Rast Turnblad 803.734.2207 (Office); 803-734-9808 (Fax) <a href="mailto:arast@scda.sc.gov">arast@scda.sc.gov</a> <a href="http://www.certifiedscgrown.com">www.certifiedscgrown.com</a> For a listing of members, please visit: <a href="http://www.certifiedscgrown.com/programs/member-listing/">www.certifiedscgrown.com/programs/member-listing/</a>
Clemson Cooperative Extension Training and Outreach	Dr. Julie Northcutt, State Food Safety and Nutrition Program Lead (864) 656-5682 <a href="mailto:JKNORTH@clemson.edu">JKNORTH@clemson.edu</a>
Clemson Cooperative Extension Berkeley County Office	For information on upcoming training opportunities, please contact the Berkeley County Office at (843) 563-0135
<b>Supplemental Food Assistance Programs</b>	
Supplemental Nutrition Assistance Program (SNAP)	(803) 898-0410

<p>USDA Senior Farmers' Market Nutrition Program (SFMNP)</p>	<p>Certification to accept SFMNP vouchers includes some paperwork and the completion of a training session that is typically held once a year between January and March. Once certified, farmers can deposit vouchers into the bank as they would a personal check.</p> <p>Stacey V. Richardson  MSW Food Service Operations Food Distribution Unit  South Carolina Dept. of Social Services (SC DSS)  P.O. Box 1520  Columbia, SC 29202 (803) 898-0973 (Main)  (803) 898-7296 (Fax)  stacey.richardson@dss.sc.gov</p>
<p>USDA Women, Infants, Children (WIC) Farmers' Market Nutrition Program (FMNP)</p>	<p>Certification: Vendors must be approved by the FMNP administrative agencies to accept vouchers.</p> <p>Colleen Donovan WIC Director  Division of WIC Services; Bureau of Maternal and Child Health; SCDHEC  Mills/Jarrett Complex  P.O. Box 101106 1751 Calhoun Street Columbia, SC 29201-2911  (803) 898-0383 (Fax)  (803) 898-0743 (Main) donovacm@dhec.sc.gov  <a href="https://scdhec.gov/health/women-infants-children-wic-nutrition-program/what-does-wic-offer/farmers-market-nutrition-program">https://scdhec.gov/health/women-infants-children-wic-nutrition-program/what-does-wic-offer/farmers-market-nutrition-program</a></p>