

Rogers Local Food and Art Market

Market Information and Guidelines

Market Mission

The Rogers Local Food and Art Market strives to connect people with sources of locally grown farm foods for the health of our community and the viability of small farms.

Market Culture

The Rogers Local Food and Art Market is a producer-only market that celebrates and highlights foods grown in northwest Arkansas. It is the mission of the Market to provide equitable access to these locally grown foods. The Market features food creators as well as local artisans and crafters, giving special preference to businesses that have sustainable and green practices and products.

Market Management

The Rogers Local Food and Art Market is managed by Local Food Strategies LLC with support from the City of Rogers. Local Food Strategies LLC has a vision for growing awareness of and access to locally produced farm foods in Northwest Arkansas. Our programs are meant to educate and inspire the community to shop and eat local.

Participation in the Market is subject to approval by Market Management and must be in accordance with all market guidelines. Preference is given to farmers, prepared food vendors who source local ingredients wherever possible, and artisans that utilize agricultural products and/or create handmade sustainable goods. Other vendors may be admitted to the market at the discretion of Market Management.

To participate in the market, a vendor must fall into one of the following categories:

- Growers
 - Must own or lease the land upon which foods are grown, and grow or raise 100% of what they sell at the Rogers Local Food Market.
- Prepared Foods and Food Trucks
 - Preference is given to food crafters that source local ingredients whenever possible.
- Crafters and Artisans
- Non-selling Guests
 - These vendors are allowed space at the discretion of Market Management. Preference given to organizations and businesses that educate or engage market shoppers about issues relevant to agriculture, local foods, or food insecurity.

How to apply to vend at the Rogers Local Food and Art Market

A market application can be found through MarketSpread. Applications will be processed once all required documentation has been received. Please be prepared with the following as part of your application:

- Proof of liability insurance. The Rogers Local Food and Art Market requires all vendors to carry a commercial general liability policy that does not exclude products. Policy limit should be a minimum of \$1 million per occurrence with a \$2 million aggregate limit. The Rogers Local Food and Art Market and Local Food Strategies LLC must be listed as additionally insured. A certificate of insurance confirming coverage *must* be provided.

- Low cost insurance for market food vendors is available through the Flip Program <https://app.flipprogram.com/policy/buy/ai/MjA1Mw==> (\$10 discount for RLFM vendors)
- Vendors can also acquire low cost policies through either of these companies:
 - <https://www.campbellriskmanagement.com/for-vendors>
 - <https://app.actinsurance.com/policy/buy/ai/MjA1Mg==> (\$10 discount for RLFM vendors)
- Proof of certifications and all current applicable licensing for your business. This includes:
 - USDA Organic Certification
 - Certified Naturally Grown
 - Arkansas Department of Health
 - Arkansas Department of Agriculture
 - Benton County Health Unit
- Pictures of your products, especially if you are a crafter or artisan.

MARKET GUIDELINES

Market Day

1. Acceptance to vend at the market is only through application via Marketspread.com and contingent on approval by the Market Manager.
2. Market opens at 8am. Vendors may begin setup as early as 6am and no later than 7:30am. Vendors may not begin break-down of their space until the close of the market at 1pm. Early departure from the market is not allowed.
3. Stalls must be left as clean as they are found. Please help us make sure that our Market continues to be welcomed on City property.
4. Vendors are required to 'check-in' the week before market (this is by responding to an email affirming participation for the upcoming market). Vendors must notify the Market Manager ahead of time if they will be unable to attend the market. Emergencies happen, but "no shows" will not be tolerated. "No show" vendors will not be able to attend future market dates unless those spaces have been fully paid for in advance. Vendors who do not abide by this policy may not be allowed to participate in future markets. *This policy is important to maintain the integrity of the market and keep customers coming back every week.*
5. Market will be open rain or shine. With respect to bad weather (i.e. lightning storms, high winds, possible tornadoes), Market Management will make every effort to hold the market if we can do so safely. In the event of cancellation, Market Management will contact vendors directly.
6. Vendor stall requirements: Vendors must have all equipment and supplies needed to vend for the market day including a 40lb weight on each tent leg, a sign that clearly states the name of their business, and posted prices for all products. Prices for products may not change once the market has begun. Vendors must also consider safety hazards when placing signs and/or extension cords (if it encroaches on public walkways then it must be mostly out of the way or be taped down, etc.).
7. All products offered for sale, food or otherwise, must be fresh and high quality (unless specifically labeled as 'seconds' or the like). Market Management reserves the right to instruct vendors to remove any inferior products. *A high quality standard preserves the integrity of the market.*
8. Electricity is available. Please notify Market Management *in advance of the market* if you will need access to electricity. Market Management is not responsible for products lost due to loss of electricity.

9. The Market strives to be a zero-waste market. Prepared food vendors who make foods intended to be consumed on-site should make every effort to use compostable containers and utensils.

Vendor Application and Acceptance

10. Market Management will visit any applicant's farm, restaurant, and/or retail establishment prior to the start of the market season. Visits will *not* be unannounced.
11. Prepared food vendors should make every effort to source local ingredients. *We understand this is a shift in business practice and Market Management is very interested in helping your food business make this transition.*
12. Growers who have certifications or licensing regarding growing practices must submit this documentation with their application and have copies on-hand at all markets.
13. Prepared food vendors are responsible for complying with all Arkansas Department of Health and Food Freedom Act Laws and maintaining current licensing and applicable certifications. For more information, review ADH's [Farmers Market Vendor Guidelines](#) and/or contact the Benton County Health Unit at 479-986-1300. Copies of documentation must be on-hand at all markets.
14. Non-food vendors are required to disclose the source of all materials in their application to the Market, and preference is given to crafters and artisans that source local agricultural products and/or create sustainable products.
15. All vendors are expected to help promote markets. This includes, but is not limited to, distributing market schedules (these will be provided to you by Market Management), announcing markets through email newsletters, website or blog updates, social media posts. Market Management will happily advise vendors on ways to promote the market. Guests of the market (nonprofit organizations) are given space free of charge in exchange for promoting the market to their networks.
16. All vendors are responsible for the actions of their representatives and employees, and for ensuring representatives and employees are versed in these Market Guidelines. Vendors are responsible for training all representatives and employees on SNAP guidelines. Training is available through Market Management.
17. Vendors are responsible for updating Market Management with new, renewed, or updated certifications, licensing, and insurance.
18. All vendors *accepted* into the Market will pay a \$25 application fee.

Market Fees and Stall Assignment

19. Stall assignments are made by the Market Manager and preference is given to vendors who commit to all market dates for the season. If you have a preference for or history at a specific stall, please let Market Management know. Stalls are not guaranteed from one season to the next, but Market Management will make every effort to re-assign vendors the same stall (or nearby alternative) as in previous seasons.
20. Moving stalls is generally not permitted, however exceptions may be granted at the discretion of Market Management. *If you have an issue with your location or stall please consult with Market Management.*
21. Stall fees are \$25 per market day. *Stall fees pay the majority of advertising expenses for the market.*
22. Vendors will receive an invoice for stall fees on a monthly basis, with the first payment due the week before the opening market of the season (late April). Stall fees will be invoiced and paid through MarketSpread and are nonrefundable. Failure to pay stall fees in a timely manner will result in removal from all future market dates.
23. In some instances, Market Management may assign half-spaces to vendors who would like to share a stall with another vendor. Please discuss this option with Market Management.

24. Vendors are responsible for registering with the Arkansas Department of Finance and Administration for paying all eligible taxes. Local Food Strategies LLC dba the Rogers Local Food Market holds no responsibility for guidance or compliance of any sales reporting and taxes owed by vendors.

Token Programs - the Market accepts cash, debit and credit cards, and SNAP benefits.

25. The Rogers Local Food and Art Market is authorized by USDA-FNS (Food Nutrition Service) to accept SNAP benefits (Supplemental Nutrition Assistance Program, formerly known as Food Stamps). SNAP tokens are available at the market information tent, as well as SNAP incentive funds (Double Your Dollars). All vendors who sell SNAP eligible items are required to participate in the program. [Training](#) for this program will be provided prior to the opening of the market season to all vendors.
26. In addition to SNAP and nutrition incentive tokens, the Rogers Local Food and Art Market also offers Debit/Credit tokens for shoppers who come to the market without cash. Vendors can still accept credit cards for payment or can direct shoppers to the market information tent to obtain tokens.
27. Vendors must turn in tokens to Market Management at the close of each market- day, and payment for tokens redeemed will be made to the vendor the following week.
28. Blatant disregard for SNAP and nutrition incentive program rules is cause for immediate expulsion from the Market.
29. Farmers are strongly encouraged to accept WIC and SrFMNP vouchers.

Vendors of the Rogers Local Food and Art Market will agree to:

- Only sell products I have grown, raised, prepared, and/or crafted myself. I will keep my product list up to date in my MarketSpread profile. *Permission to sell additional products is granted only by Market Management and with the intent to fill gaps in product selection at the market.*
- Abide by local, state, and federal food regulations and acquire any licensing or certification required for products sold in Arkansas. I acknowledge it is my responsibility to be aware of and comply with food safety, food labeling, marketing, and other relevant regulations for my specific products.
- Make every effort to conduct business safely and in the best interest of public health.
- Leave my stall space as I found it - free of trash and produce debris, and I will notify Market Management of any damage that has occurred to the grounds.
- Refrain from distributing political or religious materials at the market, from my vendor stall or otherwise.
- Report sales totals to Market Management within 5 days following a market. *Sales can be reported in MarketSpread.*
- Participate in the SNAP program. *A separate training for the SNAP and nutrition incentive program(s) will be provided separately.*
- Turn in all tokens (Debit/Credit, SNAP, DYD) at the close of each market. *Failure to do so will result in delayed reimbursement payments of at least 7 days.*
- Promote the Market in all ways available to me. *Market promotion is a team sport!*

If you have any questions you can contact Market Manager, Shelly Smith at rogerslocalfoodmarket@gmail.com or by calling 603-380-8980.

Rogerslocalfoodmarket.com

Please connect with us on socials!

facebook.com/rogerslocalfoodmarket and **instagram.com/rogerslocalfoodandartmarket**

Market Tips

Pop-up Canopy Tents

The Market utilizes EZ-Up brand tents, which we highly recommend because EZ-Up warranties many of its tents as well as offers replacement parts. <https://www.ezup.com/>

Banners

You can have a custom banner printed relatively inexpensively - we recommend at least a 6ft or 8ft banner to hang (with bungee cords) across the back of your tent.



40lb tent weights

40lbs are required on *each* tent leg. You can make weights (out of PVC and filled with sand, out of buckets filled with concrete, etc), but the weights pictured below are a favorite of vendors because they pack and travel well. Search for 40lb canopy tent weights on Amazon - and pay close attention to your selection as these come in a variety of weights. What is pictured are four 10lb weights with the carrying strap - purchased as one set. You can purchase through Amazon or Uline.

A-frame signs

Because our market walkway is wide and tents are slightly recessed, vendors have had success grabbing customers' attention with A-frame signs (placed out in the main walkway). We suggest something with two sides to capture the attention of shoppers walking in both directions. This is especially important for food trucks parked along the sidewalk!

Examples are:

