

Rooted Farmers Market Collective

Vendor Handbook

Rooted Community Hours

Wednesday - Monday
10:00am - 4:00pm
Open until 6:00pm on Fridays
Closed Tuesday

Weekly Market & Event

March 1st, 2024 - December 20th, 2024

*Farmers Market is held on
Friday and/or Saturday: 10am - 1pm
[Hours subject to change]*

Location:

Rooted Farmers Market Collective
in the Coarsegold Historic Village
35340 HWY 41 Coarsegold CA 93614

Market Director: Rose Morgan

PHONE: (559) 760 - 3848
EMAIL: rose@rootedfarmersmarket.com
WEBSITE: <https://rootedfarmersmarket.com>

Updated 2/8/2024

Welcome to Rooted

The Collective

Rooted Farmers Market LLC ("Rooted Farmers Market Collective"; "The Collective"; "Rooted Farmers Market"; "The Market"; "Rooted"; "Our"; "Us"; "We") is comprised of Local Farmers, Craftsmen, and Individuals sharing knowledge, skills, and high quality goods that are nourishing and encouraging, in order to re-establish a sense of control, simplicity, and small town unity within our local community in the Southern Yosemite / Sierra Nevada Foothills.

The Mission

Our Mission as your local Certified Farmers Market Collective is to provide high-quality, locally produced, affordable goods to Coarsegold/Oakhurst and the surrounding communities, as well as family oriented activities such as classes and events that promote traditional down-home self-reliance, knowledge, skills, independence, and fun.

The Retail Shop

In addition to a Weekly Certified Farmers Market; Rooted Farmers Market Collective is also a Licensed Retail Store and Nursery. This Market and all who participate in it are subject to all applicable federal, state, county statues, rules, regulations, ordinances and orders. All participating producers are expected to be familiar with the provisions of the indirect Marketing Regulations for Madera county.

The Weekly Market

Rooted Farmers Market is a Certified Farmers Market, certified by the Madera County Agricultural Commissioner as a direct marketing outlet for California Certified Producers. It is operated in accordance with regulations established in the California Code of Regulations (formerly California Administrative Code) (Title 3, Division 3, Chapter 1, Subchapter 4, Article 6.5, § 1392) pertaining to Direct Marketing. This Market and all who participate in it are subject to all applicable federal, state, county statues, rules, regulations, ordinances and orders. All participating producers are expected to be familiar with the provisions of the Marketing Regulations referenced above.

Classes and Event Location

Rooted Farmers Market Collective is a location for community members to gather and hold classes or events that promote the learning and knowledge of traditional skills that build self-reliance and independence. Participants must follow applicable laws, rules and regulations as determined by the market director and Madera county regulations.

Rooted Community Hours

Sunday - Saturday
10:00am -4:00pm
Open Until 6:00pm on Fridays

Weekly Friday Markets & Events

March 1st, 2024 - December 20th, 2024

Morning Farmers Market: 10am - 1pm
[hours subject to change]

Location:

Rooted Farmers Market Collective
in the Coarsegold Historic Village
35340 HWY 41 Coarsegold CA 93614

Market Director:

Rose Morgan
PHONE: (559) 760 - 3848
EMAIL: rose@rootedfarmersmarket.com
WEBSITE: <https://rootedfarmersmarket.com>

Markets, Events, and the Collective's Retail Shop are coordinated by Rooted Farmers Market LLC. After reviewing the handbook, if you have any additional questions or concerns please contact the Market Director.

Governance

Rooted Farmers Market, and all classes, events, demonstrations, and activities on the premise of Rooted (35340 HWY 41 Coarsegold CA 93614), are presented by Rooted Farmers Market LLC and the Market Director.

The Market Director (“Director”), designated by the Management of Rooted is responsible for making, implementing and enforcing all policy decisions in a fair and equitable manner.

Application Procedures

Rooted Farmers Market LLC reserves the right to modify any of these rules and regulations, or any policies or procedures adopted by Rooted from time to time, without prior notice.

Application Information

All applications to become a vendor/member of Rooted Farmers Market are distributed by the Market Director. A complete application must be submitted in order to be considered for review. A complete application means the vendor has delivered a profile/application to the market director, included a detailed description of their product/business, re-viewed the definitions and selected an accurate vendor category, and selected in what capacity the vendor will be participating (In Door Vendor; Weekly Farmers Market Vendor; Event Holder / Class Teacher; etc). All vendors must agree to the Hold Harmless Agreement of Rooted Farmers Market LLC upon submitting an application. All items intended for sale shall be listed on the application and only those items approved for sale will be allowed to be sold.

NOTE - vendors already selling at the market that wish to add new products to the approved list must first secure approval by the Market Director prior to sale.

NOTE: Unless a specific term is used (i.e. Certified Producer, Member), the term "Vendor" as used in the Market Rules, shall include Certified Producers, CFO prepared and cooked food vendors, commercial sellers and any other organization, or participation in the Market.

Priority Vendors

Qualifying to sell at the Rooted Farmers Market does not automatically ensure admission in the Market. Admissible vendors have to apply to sell at the Market and be approved by the Market Director, before they are authorized to sell at the Market.

Priority consideration will be given to **growers** who are certified organic, offer an overall crop mix diverse in range and of highest quality, have positive recommendations from current certified farmers' markets, and offer fair and competitive pricing. Additionally, the following criteria will be part of the evaluation process:

- Product mix – offer an adequate variety to ensure a wide product mix and to fulfill consumer demand without creating a surfeit (glut) of any one product.
- Desirability of crops - crops which are in demand, are one-of-a-kind or of exceptional quality or uniqueness, are preferred.
- Fresh products – growers of fresh products are given priority over producers of processed products.
- Preference is given to growers selling processed products that they process themselves vs. products taken to a processing facility (i.e. Dried fruit, juice, shelled nuts, etc.)

- Preference is given to growers whose primary distribution is local, not national.
- Preference is given to producers who follow sustainable farming practices. Sustainable farming takes into account proximity to market, which for CFM purposes are all crops grown in California or within a 2 hour radius of Rooted Farmers Market Collective. Sustainable farming practices include organic (no synthetic products, regulated by State and Federal regulations), Integrated Pest Management (IPM), "Low Input" which refers to minimal use of synthetic fertilizers and pesticides, as well as other practices including crop rotation, crop diversity, water conservation, composting, use of cover crops to increase soil fertility and any methods that use natural means to control weeds, pests and disease. Sustainable farming practices also include fair wages for workers and humane treatment of farm animals.
- Preference is given to growers with no prior violations of the certified farmers' markets program and can offer positive recommendation based on current participation at certified farmers' markets.
- Compliance with Federal, State, county and local laws, as well as these Rules.
- Any other relevant criteria at the discretion of the Market Director.

Vendor Category Definitions

Certified Producer

A Certified Producer who is authorized by the County Agricultural Commissioner to sell agricultural products (fruits, vegetables, honey, eggs, flowers, nursery products and nuts) directly to consumers at a Certified Farmers Market. Such products must be produced upon land controlled by the Certified Producer. Upon approval of our Rooted Application, Certified Producers must provide a copy of their Certified Producer Certificate, Liability Insurance, Card Authorization Form, and the [CFM Vendor Health Permit Application](#) for Madera County.

Entree Food Vendor - Food Truck

Food Vendors who sells items for the main course of a meal (e.g., pizza, tacos), together with appropriate side dishes and non- alcoholic beverages. - Vendors are appropriately Licensed by their County. Upon approval of our Rooted Application, Entree Food Vendors must provide a copy of their Temporary/mobile Food Facility License, Liability Insurance, Card Authorization Form, and the Community Event [Concessioner Application](#) for Madera County.

CFO Specialty Food Vendor

Food Vendors who sell products, which they have cooked, baked, canned, preserved or otherwise treated and are doing so with the proper business license and health permit. Priority consideration will be given to vendors that have previous experience and positive recommendations from current Certified Farmers' Markets (CFMs), make their own products from scratch, are artisanal in nature, of high quality with a robust line of varieties, use locally sourced ingredients, and/or serve a needed category within the Market's current vendor offerings as with traditional products offered at CFMs, such as baked goods, breads, barbecue, salsas, cheeses, coffee, hummus, yogurts, and nut butters. Upon approval of our Rooted Application, CFO Specialty Food Vendors must provide a copy of their Cottage Food Operation

Permit, Liability Insurance, Card Authorization Form, and the [CFM Vendor Health Permit Application](#) for Madera County.

For Profit Craft Vendor

For Profit Craft Vendors who sell items for the purpose of making a profit. They may sell merchandise including but not limited to: clothing, artisan goods, soap & skincare products, all-natural products, handmade creations, etc. (does not include anything edible). Preference is given to those that make hand-crafted, unique Items of high quality, that promote the general goals of “traditional skills” as a collective. Upon approval of our Rooted Application, For Profit Craft Vendors must provide a copy of their County Business License, Liability Insurance, and Card Authorization Form.

** please note: as a certified farmers’ market focused on supporting the small farming movement and local food systems, our craft program is limited and as such - we prioritize our usable space for future development of our certified farmers, specialty rancher, cottage food operators, and commercial pre-packaged vendor categories.*

Non Profit Community Organization Vendor

Non Profit Community Organization Vendors who seek an opportunity to grow awareness for their organization and meaningful purpose. A Non Profit is defined as an organization which is recognized by the Internal Revenue Service as being organized and operated in accordance with Internal Revenue Code Section 501(c)(3). Proof of 501(c)(3) is required upon approval. Only a few organizations are accepted per season, and they must have an engaging or activity-based booth set up. If any sales are performed at the booth, the organization will fall under a For Profit Sales vendor. Donations are acceptable.

Business Promotion Vendor

Business Promotion Vendors are those who seek an opportunity to advertise their business through an informational and educational set up with out making sales directly to customers. Upon approval of our Rooted Application Documents may be required by the Market Director.

Junior Creative Vendor

Junior Creative Vendors who must make or design their items themselves and are under the age of 18. Please note that there are a limited number of Junior Creative booths available, therefore depending on the number of applicants, all Junior Creatives may not be approved. Junior Creatives are subject to a one-time complimentary booth and if they decide to continue with participation, standard fees will apply. Upon approval of our Rooted Application, Junior Creatives may need to provide documents required by the Market Director.

Vendor Membership Definitions

In-Door Vendor

In Door Vendors who are one of the above approved vendor category definitions and would like to participate in selling their products in the Rooted Farmers Market Collective Community space. This In doors section of our Certified Farmers Market is limited.

Out-Door Vendor

Out Door Vendors who are one of the above approved vendor category definitions and would like to participate in selling their products out side at the Certified Farmers Market and/or Community Event. This Out door section of our Certified Farmers Market is limited.

Pop-Up Event, Private Event, and/or Class Holder

An individual wishing to hold a pop-up event, Private event, or class on the property of Rooted Farmers Market, as approved by the Market Director on specific approved dates that have been reserved for the pop-up event, private event, and/or class/ class series.

Review & Product Admission

Producers and products admission to the market/event will be at the discretion of the Market Director. In their decision, the Market Director will take into account:

- Vendor's positive or negative history of the compliance with state, local government and Market Rules & Regulations.
- Vendor's history of market participation. Significant weight, priority, and preference should be given to vendors returning from previous seasons and or experience [first come first serve].
- The market commodity mix and consumer demand as determined by the Market Director, which includes taking into consideration:
 - i. The "desirability" of the product as a recognized farmers' market product. Traditional farmers' market products include fresh certified locally grown produce as well as prepared foods such as jams, pastries and baked goods.
 - ii. The "robustness" of the product offerings to include many options and varieties for a full product line.
 1. Exceptions include agricultural producers in our Certified Farmers' Market section such as single commodity growers and producers; i.e. supporting certified bee keepers/ honey.
 - iii. The "artisanal" quality of the product, made from scratch with limited retail sales (retail distribution, if at all, only to local small businesses; no mass retail products).
- The competitive availability and number of sellers of vendor's product present within the Market.
- The prices, quality and freshness of the products offered to the public by the seller.

Only vendors who have produced all requested documents and have been approved to sell by the Market Director may sell at the Market. They are referred to as “approved vendors”.

Approval, space assignment and other factors relating to the assignment of selling space within a Market shall be at the sole discretion of the Market Director. We work hard to limit duplication in our market and protect all current and potential vendors from direct competition. But rather, encourage vendors to work together to provide an adequate amount of food and items to the community.

Decision Notification

Vendors are encouraged to apply as soon as possible, as there are limited spaces available. Applications are open on a rolling basis to provide the most accessibility to all. Please allow for 10 business days to process your application. If that time frame has passed and an update has not been received, please send an email to rose@rootedfarmersmarket.com for an application status update, or text (559)760-3848.

Waitlists

If a vendor category reaches capacity, the applicant can apply for its waitlist by completing the appropriate application given to them by the market director. After a waiting list applicant is approved, they will be placed on the waiting list on a first come first serve basis. If a booth becomes available, we will email the applicant for confirmation. A spot on the waitlist does not guarantee a space in the market.

Completed Application

The completed application packet shall include:

- Rooted Vendor Application Form
- Terms & Conditions, Hold Harmless Agreement, and Statement of Acknowledgment

NOTE: The Market Director may request product samples in order to evaluate quality

Upon approval of an application, vendors will be required to submit the following paperwork:

- Certificate of Insurance (COI): A certificate of insurance issued to Rooted by an insurance company licensed in California, stating that the Participant has a current policy of public liability, property damage, and product liability insurance then in effect, naming RoseMarie Morgan DBA Rooted Farmers Market LLC [35340 HWY 41 Coarsegold California 93614] as additional insured, with limits of liability in the amount of at least one million dollars (\$1,000,000) combined single limit, and stating that Rooted shall be given at least 30 days’ notice of any change or termination of such coverage. The term of the policy, as indicated on the certificate, shall be for a period that does not end until after the last Market/sell date of the applicable year.

We Recommend <https://www.nextinsurance.com/join/>

This is a small business insurance company with monthly rates as low as \$25.

- Certified Producer Certificate: Please submit an up to date copy of your Certified Producer Certificate. If a vendor doesn't have one, See the link below for the application:

https://www.cdfa.ca.gov/egov/farmersmarket/producers_app_step1.asp

- Certified Producers and Cottage Food Operators must also Submit the Madera County CFM Vendor Health Permit Application: See the link Below for the Application:

<https://www.maderacounty.com/home/showpublisheddocument/10360/636936151473630000>

- Community Event Vendor Form: The Health Department requires that all vendors selling food items (including pre-packaged food) must submit an up to date copy of the Community Event Food Vendor Form. See the link below for the application.

<https://www.maderacounty.com/home/showpublisheddocument/806/636779732909330000>

Contact the Market Director if you need help.

- Copies of all appropriate certificates and permits (i.e. Certified Producer Certificates, Cottage Food Permit, Business License, etc.)
- Completed Credit/Debit Card Authorization Form

VENDOR EXIT PROCESS

If a vendor is no longer interested in participating in Rooted Farmers Market Collective, they must take the appropriate steps to notify the Market Director.

****Application procedures will remain the same for ALL forms of membership (In-Door Market Vendor, Out-door Market Vendor, Event Participation, etc)****

Farmers Market / **Community Event Procedures**

Rooted Farmers Market LLC reserves the right to modify any of these rules and regulations, or any policies or procedures adopted by Rooted from time to time, without prior notice.

GOVERNANCE

The market operated by Rooted Farmers Market LLC is a certified farmers market, operating in accordance with these regulations and the laws and regulations set forth by state, county and local government. The Rooted Farmers Market Collective and Market Director may also develop additional policies and procedures to regulate Market operations in a fair and equitable manner. Rooted Farmers Market reserves the right at any time to change, delete or modify its policies, procedures and rules and regulations without notice.

DISPLAY ALL PERMITS AND LICENSES

All required permits and licenses shall be provided and must accompany all foods and during transportation and shall be displayed prominently during selling hours. This posting includes, but is not limited to; Food Industry Health Permits, Health Department Inspection Report, Certified Producers Certificates, City Business Licenses and all other required permits and licenses.

A Participant shall provide, upon request by an enforcing officer or Market Manager, certificate, documentation, information, or identification that may be reasonably required to show that the conditions of the regulations are being met.

Scales shall be approved commercial scales, and certified by the Madera County, Office of Weights and Measures, for the current year.

VENDOR SPACE

The Market is conducted in accordance with state and federal laws and local ordinances. Participants are required to comply and cooperate with all agency representatives. Participants are required to be familiar and comply with all health and safety guidelines.

Participants will immediately comply with the Market Director's directions in all matters, particularly relating to safety.

The Market Director and the Madera County Environmental Health Agency, Fire Department, Madera County Agricultural Commissioner, California Department of Food and Agriculture, or any other applicable agency, have the right to remove products and/or restrict or terminate the operation of any Participant which, in their judgment, violates health or safety codes pertaining to the sale or distribution of products or services.

Participants shall comply with all applicable requirements of the California Uniform Retail Food Facilities Law, the County of Madera Health Department Community Event Food Requirements, Madera County Agricultural Commissioner, California Department of Food and Agriculture, and any other applicable agency.

When selling at the Market, the vendor and the vendor's agricultural products shall comply with all applicable laws and regulations, including but not limited to:

- Every stall shall have a container for trash.
- No display tables may be filled over carrying capacity; items on display must be stable. Table legs must be secure, and table must not cave in.
- All connecting rods of the shade set-ups must be secure in their fittings. Shade set-ups must be tied to seller's table or vehicle.
- Tarps must be securely fastened.
- All boxes or crates of produce and other food products must be kept 6" off the ground under Section 21831 of the California Health & Safety Code.
- If the unadulterated samples for the public may be allowable, under the following guidelines: local health authority approves, distribution of samples in a manner that will ensure safe, Keep samples in clean covered containers approved by the local health agency. Use toothpicks or disposable utensils to distribute the samples. Dispose of pits, peels, food waste and rubbish in leak proof garbage receptacles with close fitting lids. Use clean disposable plastic gloves when cutting produce for sampling.
- Produce intended for sampling must be washed and cleaned to be wholesome and safe for consumption. Utensils and cutting surfaces must be washed and sanitized (use a chlorine solution of one teaspoon or cap of liquid bleach per gallon of water). Cutting surfaces must be smooth, nonabsorbent, and easily cleaned.
- Potable water shall be available for hand washing and sanitizing as approved by the local enforcement agency.
- Smoking is not permitted in the event area and immediate sales area during market hours (State Health and Safety Code).
- Vendor vehicles may not exceed the space allowances either by length, width, or height.

MARKET RULES & POLICIES

PARTICIPATION

All participation is by application-only, and you must be accepted through the application process.

ATTENDANCE

Each vendor is required to participate in their approved market dates. A vendor's market participation must be confirmed by Thursday at 12:00pm (for both Friday and Saturday Markets). A courtesy email will be sent out 24 hours prior to remind vendors of this requirement. If a vendor cancels after 12:00pm on Friday (for both Friday and Saturday Markets), their absence will be unexcused.

Two unexcused absences without notification will result in the loss of your assigned space. Special circumstances may excuse a vendor from participating at an individual Market if written notice showing good cause, in the sole determination of the Market Director, is given to the Market Director. Repeated absences may result in fines and/or other disciplinary action in the discretion of Rooted Farmers Market. Food Vendors in all categories may be committed to the full schedule of Market dates.

DESCRIPTION OF SELLING SPACE & REQUIREMENTS

All vendors will abide by the space size list below:

- 10 ft. wide X 10 ft. In assigned Spaces

Your booth fee includes a space for you to set-up. Rooted Farmers Market does not provide any tents, tables, chairs, or any other set-up items. We also don't rent additional equipment. All displays, awnings, umbrellas, tables, etc., must stay within the space boundaries and may not encroach into any walkway, curb, sidewalk, fire lane, alley, or neighboring space. Participants are responsible for providing signs and displays including, but not limited to, tables, awnings, chairs, etc. All equipment, products, display tables, awnings, etc., must be maintained in a safe manner.

Electricity and water may not generally be available at Market sites and will not be guaranteed. Consumption may be restricted by the Market Director. All wiring and electrical connections must conform to all applicable codes and regulations. Participants using electrical power must have and use a UL approved power strip with a GFI breaker.

All Participants shall accept the space assigned by the Market Director. No vendor may assign or sublet their space. Unoccupied space may not be used without permission from the Market Director. All vendor space and displays must be clean and attractive. All promotions and sales shall occur within the designated space assigned.

The Market Director/staff may exercise the right to reassign the Participant's designated space.

ACCEPTABLE PRODUCTS

Only products or services listed on the application and approved by Rooted Farmers Market and any applicable governmental agency, may be sold. Beverages are described as brewed coffee (non-flavored), sodas, iced tea, and lemonade.

Items are subject to inspection at any time by the Market Director, Department of Agriculture, Madera County Department of Health Services, or any other applicable governmental agency. Any items not meeting minimum standards may not be sold and must be removed immediately when detected.

Prepackaged products sold in closed or sealed containers must be labeled as to content, quantity or weight, the grade (if applicable) and the name and address of the Producer.

All product pricing should fall within the Market average.

MUSIC

Live bands or otherwise amplified musical entertainment is not allowed outside of business establishments and vendor spaces within the designated boundaries of the Farmers' Market events without express permission in writing in advance from Rooted Farmers Market. Any violation of this provision will be subject to disciplinary action by the Market Director in a manner consistent with the bylaws of the organization, including potential monetary penalties or fines.

CLEAN UP

Each Participant shall maintain the space assigned to them in a clean, attractive, and sanitary condition. Each Participant shall leave the space in a "broom clean" condition.

Each Participant is individually responsible for cleaning their stalls and the aisle area in front of their stall. Trash may not be dumped in any un-approved trash receptacles. Disposal of cardboard boxes and product is the Participant's responsibility. Storm drains, flowerbeds, planters, or streets may not be used for disposal of trash or any other materials.

In-door Certified Farmers Market and Un-Certified Market Information

Certified Farmers Market Priority will be exclusively given to Certified Producers.

Certified Producers will have individual displays in this Certified in door section of the farmers market with their items obviously labeled to promote their farming business and practices. A copy of their up to date Certified Producer Certificate must be placed prominently in view of the customer. Item Labels MUST have the Certified Producers: Business Name, Address, Item Name, and Item weight in pounds and ounces.

Example:



- For more Labeling information please visit [This Website](#) by the California Department of Public Health.
- For Cottage Food Labeling requirements [visit this website](#).

All In-door vendors must provide SKU numbers for their Items, as well as a price sheet. These SKU numbers are unique to your item, they can be formatted any way that you prefer, if you have an Item category with many variations, you do not have to make SKU numbers for each variation. The SKU number can be broad, as long as each item in the SKU number category is priced the same. For help creating your SKU numbers please contact the Market Director: (559)760-3848

SKU Example -

Business Name Abbreviation : Crooked Olive : CO
Item Category Abbreviation : Soap : 01
Item Detail Abbreviation : Fresh Lavender : FL
Item Price : \$10.00 : 10

SKU = CO-01-FL-10

Note: If you have Barcodes on your items you do not need to provide SKU numbers.

In Door Display

Space location and amount of space for your products is determined by the Market Director. Website Listing & Shipping may be provided at an additional cost as determined by the Market Director.

In Door Vendors will also have the ability to promote their business through business advertising by providing Free resources for the community including books, packets, business cards, and brochures, etc. In Door Vendors will also be able to schedule Free Traditional Skill demonstrations during hours of operation that promote their product, class, workshop, or event. In Door Vendors will have priority authorization to hold events/classes at Rooted Farmers Market Collective for the Community.

Market Dates and Hours

Rooted Farmers Market LLC determines the opening and closing dates and hours of operation of the Market each year. Until otherwise determined by the Market Director, this In-door section of Rooted Farmers Market will run Year-Round on the dates determined by the market director. Contact the Market Director for up to date information: (559)760-3848

FARMERS MARKET FEE STRUCTURE

Any Participant selling or distributing samples of any foods (including fruit) may have to pay a fee to the County of Madera Health Services inspections.

Each Participant will be charged a space fee according to the market participation:

- Out-Door Market Vendors: 15% of gross sales, \$15.00 minimum
- In-Door Market Vendors: 20% of gross sales, minimum to be determined

Rooted Farmers Market LLC reserves the right to modify these fee amounts from time to time, without prior notice.

****In addition, all vendors are subject to a \$2.00 fee charged by the California Department of Food and Agriculture (CDFA) which is payable by all participants at a certified market. Please add \$2.00 to the fees listed above.****

MARKET CANCELLATION POLICY

The Market Manager will refer to weather.com for real time weather analysis. Any of the weather conditions listed below could result in a canceled market:

- High chance of rain
- Poor air quality
- Excessive heat

Cancellation will be determined at the discretion of the Market Director. Upon cancellation of a Market, all vendors will be notified by Thursday at 12:00pm in order to allow for proper planning.

Code of Ethics

Rooted Farmers Market LLC reserves the right to modify any of these rules and regulations, or any policies or procedures adopted by Rooted from time to time, without prior notice.

STANDARDS OF CONDUCT

Participants and employees, Immediate Family, and others representing Participants must be:

- Courteous, professional, and presentable.
- Knowledgeable about products and communicating clearly to customers.
- Honest.
- Be considerate to each other, the Market Director and other market staff, agency representatives, customers, officials and must treat all of them with respect and cooperation.
- Alcohol free. No consumption of alcoholic beverages, or any one under the influence of alcohol will be allowed to participate.
- Honorable. Yelling, swearing, name-calling, arguing, or physical aggression and any other inappropriate behavior will not be tolerated.
- Responsible for reporting any complaints about other Participants or the Market management, rules and policies to the Market Director or Rooted Farmers Market LLC.
- Respectful and must refrain from harmful remarks about vendors or the Market. Such remarks may be subject to legal liability for damages caused.
- Dressed appropriately. Shirt and shoes are required.
- Vendor's shall not smoke within their space.

NON-COMPLIANCE

Participants who do not comply with pertinent state, federal, county, local regulations, any other applicable regulations, or these Regulations, may be subject to fines, suspension, and/or termination as provided below.

DISCIPLINARY PROCEDURE

If possible and reasonable under the circumstances, the Market Director will attempt to give adequate warning and notice of possible consequential action prior to the actual disciplinary action.

- Minor violations, determined at the sole discretion of the Market Director, may be subject to a verbal warning by the Market Director.
- Notice of major violations and repeated violation(s) will be given in writing and may specify the penalty imposed.
- Recurring violations may result in more stringent penalties including but not limited to suspension, and/or additional fines, and/or termination. A meeting of the Rooted Farmers Market Directors will be convened within ten (10) working days of the offense to consider appropriate action.

Penalties for rule violation will be determined by the Market Director. The Market Director has the power to levy fines in an amount not exceeding \$150.00, per violation and/or to suspend a Participant from the remainder of a current Market and up to one additional individual Market. Rooted Farmers Market LLC has the power to levy fines in an amount not exceeding \$500.00, per violation and/or impose any other penalties. Any fine or suspension imposed may be reviewed by Rooted Farmers Market LLC at the request of the Market Director, any Board member, or an aggrieved Participant pursuant to the appeal

procedures set forth below. On such review, Rooted may affirm the fine or suspension imposed, or may increase or decrease any such penalty or impose a different or additional penalty or penalties. Penalties for rule violation may include all options listed below:

- Suspension for one or more individual Markets
- Monetary fines
- Termination from future participation in the Market.

In cases of extreme or disruptive misconduct or violation, the Market Director has the authority to impose an immediate suspension and/or termination of participation. Participants are responsible for and will be held accountable for the actions of their Employees, Immediate Family, agents, representatives, and invitees.

APPEAL PROCEDURE

Any person aggrieved by a decision of the Market Director may request a hearing.

- The request must be in writing, addressed to Rooted Farmers Market LLC, and submitted at least two weeks in advance of the next scheduled meeting.
- The appealing party will be given at least 5 days' notice of the date, time, and place of the meeting, at which time the appealing party will have the right to be heard on the matter.
- The decision will be given in writing to the appealing party within thirty (30) days of the receipt of the complaint.