



Rules and Regulations

Mission

The Alexandria Farmers Market is a weekly gathering that connects the community of Alexandria with the farmers, ranchers, and agricultural artisans of Central Louisiana. This connection strives to improve the physical, social, and economic well-being of the region by providing access to fresh, healthy, local food for residents, fostering community relationships, and serving as a business incubator for growers and producers.

General Market Information

Alexandria Farmers Market is open YEAR-ROUND (we average 50 markets a year), and we prioritize year-round vendors that are the actual producers/growers/makers. The Alexandria Farmers Market is a farmer centric market, we prioritize having a broad selection of fresh fruits and vegetables at the market every week, sold by the people who grow them. We feel strongly that our market thrives due to our deep roots in Louisiana Agriculture. We discourage reselling, but do allow it in limited ways. Agricultural artisan products (value added products) are most favorably reviewed for inclusion at the market when they are made with Louisiana grown, harvested, raised, and/or produced ingredients.

Vendor & Staff Code of Conduct

It is essential that vendors act with honesty and respect. Their duties should be carried out in a manner that preserves and enhances public confidence in their integrity and the integrity of the market.

1. Conduct themselves courteously towards customers, vendors, and staff, representing the market in a positive manner. It is the Market's intent to win friends and benefit vendors, customers, and the community.
2. Show integrity and professionalism adhering to the AFM Rules and Regulations.
3. Uphold the Market's organizational mission, not acting in a manner that is detrimental or disparaging to its values.

4. Bring to the attention of the Market Management any issues they believe will have an adverse effect on the Market.
5. Respect fellow vendors, not seeking to upstage, embarrass, or disparage them at any time.

Market Staff Responsibilities

The Market Manager and staff support the day-to-day operations of the AFM. Their Market duties include (but are not limited to):

1. Managing vendors (including applications, fees, space, etc.),
2. Promoting the market (including print, social, and local media),
3. Handling market-day logistics/operations,
4. Accounting for vendor fees, sponsorships, and expenses,
5. Liaising with partner organizations,
6. Implementing market programs, and
7. Overseeing volunteers

1) Eligibility and Products

- a) All market items must be homegrown, handmade, and/or vendor-created from locally owned operations within the state of Louisiana. A “vendor” is the producer of goods sold and includes the spouse, siblings, children, parents, and employees of the applicant **who assist in cultivation and/or production.**
- b) The vendor warrants the quality and safety of all their products when they are offered to the public.
- c) Items allowed for sale include:
 - i) fruits, vegetables, nuts, plants, herbs, honey, and flowers;
 - ii) fresh or frozen fish or seafood that is captive-raised or wild harvested by the vendor;
 - iii) fresh or frozen meat, meat products, poultry, and other animal products, including dairy and eggs, that are raised and produced by the vendor;
 - iv) Value-added products such as jams, jellies, baked goods, prepared foods, and grains that are grown or produced **from scratch** by the vendor

(1) ***Value added vendors are expected to grow or harvest at least one ingredient in the product, or can also purchase ingredients from another vendor to include in the product.***

- (a) Ex. a vendor grows tomatoes or peppers for salsa or purchases berries from another vendor for jam. Vendors are strongly encouraged to give preference to other vendors in the production of value added products.

- v) Artisan crafts or services, such as candles, soaps, wood-items, tool sharpening, or provision of agricultural and nutrition information. Artisan crafts or services will be allowed at the discretion of the Market Manager
 - (1) Artisan products are expected to be made using local agricultural products or by-products, such as beeswax, cotton, or wool.
- d) The market strives to achieve the following product mix on all market days. This balance will be considered when vendor or product applications are reviewed.
 - i) 55% fresh produce, flowers, and/or plants; 20% meat, seafood, eggs, or dairy; 20% value-added products; 5% artisan crafts or services (non-food).
 - ii) Additionally, our SNAP Authorization is based on the following product mix:
 - (1) Version 1: Staple Food Inventory
 - (a) To meet this requirement, a store must have a minimum of 36 staple food items (vegetables/fruits, dairy products, meat/poultry/fish, breads/cereals) that meet the following conditions:
 - (i) Three varieties in each of the four staple food categories.
 - (ii) Three stocking units for each of the three varieties.
 - (iii) One perishable variety in two of the staple food categories
 - 1. Note: store shelves must have these items for sale on a continuous basis.
 - (2) Version 2: Staple Food Inventory
 - (a) To meet this requirement, a store must have a minimum of 36 staple food items that meet the following conditions:
 - (i) Three varieties in each of the four staple food categories.
 - 1. Three stocking units for each of the three varieties.
 - 2. One perishable variety in two of the staple food categories
 - a. Note: store shelves must have these items for sale on a continuous basis.
- e) For the market to ensure an appropriate product mix, vendors are ONLY permitted to sell the items listed on their approved vendor application.
 - i) Vendors who want to introduce new products must contact market staff and request an amendment to the vendor application.
 - (1) The review process may take 2-4 weeks.
- f) The sale of alcohol is not permitted.

- g) All applicants and vendors must agree to allow the Market Staff to inspect their farm, production facility, or business location when requested.
- h) All value-added food vendors must prepare their own products. No 3rd party prepared products can be sold.
- i) Exception to 1.a.: A limited amount of transparent produce (only) re-selling might be approved at the discretion of the Market Manager, with the following stipulations:
 - i) Products being re-sold must have been grown and harvested in Louisiana.
 - (1) The Alexandria Farmers Market does not approve re-selling of produce grown within the penal system.
 - ii) Vendors must certify the source of products, which will be verified and include site visits.
 - iii) Booth displays **must** include signs with the source of all products for resale.
 - (1) Signage must be product specific and list the farm name and location at a minimum.
 - iv) Vendors must request approval for every product being re-sold before it is brought to market. Refer to the reselling request form for more information.
- j) Applications for reselling may take 2-4 weeks to process prior to approval.
- k) Non-produce reselling is unlikely to be approved; however, applications will be accepted and reviewed on a case by case basis at the discretion of the Market Manager.

Please initial here to certify you clearly understand the product eligibility policy for items offered for sale at the Alexandria Farmers Market: _____

2) Nutrition Access Program Tokens

- a) All market vendors that sell qualified products are required to participate in the Nutrition Access Programs and comply with all relevant policies.
 - i) **Kids Club** (White Tokens): Fresh/raw fruits and vegetables and plants that grow fruits & vegetables
 - ii) **SNAP** (Red Tokens): All fresh fruits & veggies, breads, cakes, cookies, baked goods, meat and seafood, dairy products, canned goods/preserves, pecans, frozen tamales and frozen meat pies
 - (1) No prepared, ready-to- eat foods, hot or cold
 - (2) No nonfood items (e.g. body care, housewares)
 - (3) No supplements/vitamins
 - iii) **Greaux the Good** (Purple Tokens): all fresh fruits & veggies, breads, cakes, cookies, baked goods, meat and seafood, dairy products, canned goods/preserves, pecans, frozen tamales and frozen meat pies

- (1) No prepared, ready-to- eat foods, hot or cold
- (2) No nonfood items (e.g. body care, housewares)
- (3) No supplements/vitamins
- iv) **Farmers Market Nutrition Program** (Senior and WIC) FMNP is an optional nutrition access program, as this program requires a certification from the state. Vendors who grow and sell fresh, unprocessed fruits and vegetables are **strongly encouraged** to become FMNP Certified at the Louisiana Department of Agriculture. Visit [HERE](#) for registration details.
 - (1) FMNP: only fresh fruits, fresh veggies, cut fresh herbs, and honey (honey only in the senior program not the WIC program) from vendors certified by the state, as outlined by the Louisiana Department of Agriculture.
- v) **Market Match** (Yellow Tokens): Everything at the AFM
- b) Misuse of tokens may constitute fraud and/or may be a violation of federal law.
- c) Consignees will NOT re-spend tokens that customers pay them with.
- d) Tokens can only be used for their intended purpose.
- e) Tokens acquired/processed illegally will not be reimbursed.
- f) Failing to comply with FMNP or SNAP rules is a federal offense and grounds for immediate termination from the Alexandria Farmers Market.

Please initial here to certify you clearly understand the nutrition access program policy for items offered for sale at the Alexandria Farmers Market: _____

3) Pre-Paid Product Pick-up

- a) Although NO sales are allowed prior to 3 pm on-site at the market (except for vendor to vendor sales as needed), customers with **pre-paid orders** can pick-up their products between 1 pm and 2 pm at the market. There can be no pickups, even for pre-paid orders, between 2pm and 3pm.
 - i) Pick up outside of the allotted time, or pick up of non-paid orders will result in this policy being terminated market-wide with immediate effect.

Please initial here to certify you clearly understand the pre-paid product pick-up policy at the Alexandria Farmers Market: _____

4) Health & Safety

- a) All vendors must comply with the sanitary rules and regulations of the FDA, USDA, and Parish and State Health Departments, which vary by products being sold.

Vendors must provide documentation of compliance with applicable food safety and health codes at the time of application.

- b) Food samples, if offered, must be provided to the public in appropriate containers, maintained at appropriate temperatures, and handled in accordance with health regulations. No open flame cooking equipment may be used at any time. The Market Manager can deny permission to offer food samples for reasons such as extreme temperatures or if a potential health & safety issue is observed.
- c) It is the vendor's responsibility to ensure they maintain all appropriate permits, certifications, or other documentation, and to provide the most up to date versions to the Market Manager in a timely manner.
- d) All vendors are encouraged to review and understand industry best practices to ensure produce and all food items adhere to FDA (and/or USDA) standards for safe unadulterated food. Familiarity with the Food Safety Modernization Act is **strongly** encouraged.
- e) The Alexandria Farmers Market is a Designated Well-Spot through the Louisiana Department of Health (since January 1, 2019). As such the market has been 100% Smoke Free since 2019. In 2024 our Well-Spot Designation now includes ALL TOBACCO, and the Alexandria Farmers Market is now 100% Tobacco Free. This includes vaping, chew, smoking, and other forms of tobacco delivery. The full policy is attached below.
 - i) This map outlines the general market area that we will enforce as Tobacco Free, however, if the product produces an aroma that can be detected by market staff/shoppers/vendors, then the staff will require you to move a greater distance away from the general market area.



Please initial here to certify you clearly understand the health and safety policy at the Alexandria Farmers Market:

5) Produce Handling Guidelines

- a) Produce is NOT required by law to be washed (there is important training the grower should take prior to implementing a post harvest wash and pack system, FSMA Growers Training information [HERE](#)), but all produce IS required to be safe for human consumption, fresh, clean, unwilted, properly handled, and of excellent quality.
- b) Produce should be harvested as close to delivery time as possible and kept at the appropriate storage temperature to ensure freshness and food safety.
- c) Produce should be free from visible dirt, pests, and in a 'tidy' condition (unwilted).
- d) Produce should be packed for retail sale in new, non-reused, packaging that is suitable for the market display.
 - i) Examples:
 - (1) Radishes: all in equal count bunches, bunches secured with twist tie or other device, bunches packed carefully in cooler or other container with temperature control suitable to the weather/climate. Radishes and their attached greens should be crisp and fresh, not soft or wilted.
 - (2) Carrots: with or without tops, bunched with rubber band or baggie, equal bunches packed carefully in cooler or tote with temperature control suitable to the weather/climate. Carrots should be crisp, clean, and not soft.
 - (3) Salad greens: bagged, and sealed, unwilted, crisp.

- e) All produce in packaging is encouraged to be labeled with farm name, product identification, and farm location.
 - i) Labels should also include harvest date, storage tips, weight and “wash before eating”. As appropriate.
 - ii) Labels on packaging and for display must not make any medical claims, or unauthorized certification claims.
- f) This section is **not** to be considered a complete guideline for post harvest practices or produce handling, storage, and transportation practices; merely a brief description of general best practices for market preparation.

Please initial here to certify you clearly understand the produce handling guidelines policy at the Alexandria Farmers Market: _____

6) Set-up & Parking

- a) The market area is open to vendors, every Tuesday beginning at Noon through 7 pm.
 - i) Market staff is generally on-site from 1pm - 6:30pm unless otherwise specified.
- b) The market is open to the public, for sales, every Tuesday from 3pm-6pm. The market area will be blocked by traffic cones and/or signage. Vehicles are not allowed to enter **or exit** the market area during market time (3-6 pm).
- c) Vendors must have tents/canopies, tables, and booths set-up by 2:30 pm.
- d) Vendors are responsible for their own setup, including table, tent, signage, cash box, and/or credit card technology, as needed.
- e) Prominent signage in each booth, with the name and location of the business, is required by federal law.
- f) Tents/canopies, or other forms of cover, must be sufficiently and safely secured to the ground with weights. Each tent leg must be secured with a minimum of 20 pounds.
- g) Space assignments will be coordinated by the Market Manager.
- h) Separate businesses are not allowed to share booth space.
- i) Trailers are considered on a case by case basis and if approved, must have all required title and insurance. Approved trailers must fit within the vendors allotted space.
- j) During peak busy times throughout the year, vendors will be required to park their vehicles outside of the market parking lot. There are some spots across the street beside the church, and on Dawkins Street.

Please initial here to certify you clearly understand the set up and parking policy at the Alexandria Farmers Market:

7) 2025 Vendor Fees

a)

Booth Space	Weekly	Monthly	Annually
One 10 x10 booth space	\$25	\$75	\$750
Two 10'x10' booth spaces	\$50	\$150	\$1,500
Three 10'x10' booth spaces	n/a	n/a	\$2,500

- b) Weekly vendor fees are due the day of market and can be paid by cash, check (payable to Louisiana Central), or Nutrition Access Program reimbursement withholding.
- c) Monthly vendor fees are due the day of the first market of each month and can be paid by cash, check (payable to Louisiana Central), or Nutrition Access Program reimbursement withholding.
- d) Annual vendor fees are due in January of every year and can be paid by cash or check (payable to Louisiana Central).
- e) Failure to pay vendor fees in a timely manner may result in late fees.

Please initial here to certify you clearly understand the 2025 vendor fee policy at the Alexandria Farmers Market:

8) Pricing, Taxes, Weights & Measurements

- a) All product pricing must be accurate and clearly displayed at the booth.
- b) Each vendor will operate as an individual entity, and each vendor is responsible for setting their own prices.
 - i) All pricing at the Alexandria Farmers Market must be within a reasonable range of current market retail prices as determined by the [2021 Louisiana Market Price Survey](#), [USDA Terminal Crop Reports](#), and additional retail pricing indicators (we can provide you with pricing technical assistance if you need it).
 - ii) Intentional undercutting and price wars (as determined by the Market Manager) are not allowed.
 - iii) You can view a slide show [HERE](#) about Pricing, as presented by Sprout Nola.
- c) Vendors are encouraged to create retail pack sizes that embrace the sales opportunities presented by the nutrition access programs.
 - i) Kids Club, for instance, is ONLY available in \$5 tokens (no-change can be given) so high demand products like fruit and child-friendly veggies typically

experience higher sales if they have a \$5 pack size option for the Alexandria Farmers Market.

- d) Weights and measures must be in accordance with all applicable local, state, and federal rules and regulations.
- e) Each vendor is responsible for collecting their own sales taxes, where applicable.
 - i) Vendors must have tax certificate(s) available on site.
 - ii) Produce is exempt from all sales tax.
 - iii) Value-added, **resale**, art/craft items are subject to local sales tax. Food items for home food consumption are not subject to state sales tax, but vendors are required to pay parish sales tax on these items.
 - iv) Jams, jellies, preserves **made from the grower's own produce** are exempt from state sales tax only.
- f) Local/Parish sales tax is currently 5.5%*. Go to www.laota.com (click For Taxpayers then Registration, link on bottom of page for Local Sales Tax Registration Application Online). Once registered, vendors can pay their sales tax online at parishe-file.revenue.louisiana.gov.
- g) State sales tax is 4.45%*. Go to www.revenue.louisiana.gov. (Click "Businesses" then "Sales Taxes"; links for registration and payment are on the left side of the page.)
 - i) *subject to change. Vendors are required to verify and pay all required local, state, and federal taxes as applicable.

Please initial here to certify you clearly understand the pricing, taxes, weights, and measures policy at the Alexandria Farmers Market: _____

9) Hold Harmless and Insurance

- a) All authorized vendors participating in the AFM shall be individually and severally responsible to the Alexandria Farmers Market, its sponsors, employees, and volunteers for any loss, personal injury, deaths, and/or any other damage that may occur because of vendor negligence or that of its agents and employees. All vendors must agree to indemnify and save the Alexandria Farmers Market, its sponsors, employees, and volunteers from any loss, costs, damages, and other expenses, including attorney's fees, suffered or incurred by the Alexandria Farmers Market, its sponsors, employees, and volunteers by reasons of the vendor's negligence or that of its servants, agents, and employees.

- b) Each vendor, and any booth staff, that drive a personal or company vehicle into the market or church property in order to attend and work/volunteer in said vendor's booth, must have proof of vehicle liability insurance on file with Louisiana Central.
- c) Each vendor must carry a \$1,000,000 product liability insurance policy and cover any liability incidents related to damage caused to persons or property by a vendor's products, vehicle, booth, display, or actions.
 - i) Proof of both product and vehicle liability insurance must accompany the vendor application.
 - ii) It is the vendors responsibility to provide up-to-date Proof of Insurance paperwork to the Market Manager in a timely manner, failure to have valid proof of insurance may result in removal from the market until paperwork is complete.

Please initial here to certify you clearly understand the hold harmless and insurance policy at the Alexandria Farmers Market: _____

10) Attendance

- a) Vendors are expected to attend the market every week, to the extent possible. Other participation schedules (such as monthly or seasonal) must be established in advance with the Market Manager.
 - i) In the event a vendor is unable to attend when expected, they must notify the Market Manager 48 hours before the market time (i.e., Sunday), or as soon as absolutely possible.
 - ii) A no-call, no-show is grounds for immediate removal of a vendor, at the discretion of the market manager.
- b) Vendors are expected to bring enough product to last the duration of the market **and stay for the duration of the market (no vehicles or booths are allowed to be moved into or out of the market area between 3 and 6 pm on market days).**

Please initial here to certify you clearly understand the attendance policy at the Alexandria Farmers Market:

11) Annual Vendor Application

- a) Each vendor is responsible for **re-submitting** an application each year for renewal upon request by the Market Manager. Failure to submit an application, comply with

the renewal process, or to complete and sign all forms will result in the vendor's inability to participate in the Alexandria Farmers Market.

- b) A vendor is not guaranteed its position as a vendor at the Farmers Market.

Please initial here to certify you clearly understand the annual application policy at the Alexandria Farmers Market:

12) Communications

- a) Vendors should respond to communications with the Market Manager, and market staff, in a timely manner.
- b) All vendor to Vendor complaints must be in writing for the Market Manager to evaluate.
- c) If there is any reason that a vendor feels uncomfortable discussing something with the Market Manager, they may request an appointment with the Executive Director of Farm and Food
 - i) Bahia Nightengale: bnichtengale@louisiana-central.com

Please initial here to certify you clearly understand the communications policy at the Alexandria Farmers Market:

13) Harassment

- a) All representatives (vendors, market staff, and volunteers, etc.) have a right to work in an environment free from all forms of harassment and, accordingly, any form of harassment is unacceptable. Harassment is defined as any unwanted conduct or comment that is intimidating, hostile or offensive in the work environment. When considering this, please be aware that we hold ourselves accountable to the impact not the intent of our behavior. Any harassment is cause for immediate removal from the Farmers Market, at the discretion of the Market Manager.

Please initial here to certify you clearly understand the harassment policy at the Alexandria Farmers Market:

14) Compliance:

- a) Violations of the AFM Rules & Regulations will be handled as follows(unless specified as grounds for immediate removal in other sections):
 - i) 1st offense: Verbal reminder.

- ii) 2nd offense: Written reminder and meeting with Market Manager outside of regular market day and times.
- iii) 3rd offense: Removal from market participation
- b) Alexandria Farmers Market retains the right to terminate any vendor, with or without cause, for any reason. Any paid rent not used will be refunded to the vendor within 30 days.

Please initial here to certify you clearly understand the compliance policy at the Alexandria Farmers Market:

15) Modifications:

- a) Alexandria Farmers Market (Louisiana Central) reserves the right to revise the Alexandria Farmers Market Rules and Regulations at any time they deem appropriate. These rules are hereby adopted and valid as of November 2024.

Contact

Alexandria Farmers Market Staff

AFM@louisiana-central.com

318-441-3407

Louisiana Central

1302 Murray Street

Alexandria LA, 71301

www.louisiana-central.com/afm

www.facebook.com/alexandriafarmersmarket

AFM applicant, please sign here to certify you clearly understand the Community Produce Table 2025 Rules and Regulations at the Alexandria Farmers Market and agree to abide to these policies:

Printed Name: _____

Business Name as listed on Application: _____

Signed: _____ *Date:* _____

Attachments: one

2025 Louisiana Central - Alexandria Farmers Market Louisiana Department of Health Well-Ahead
Well-Spot Tobacco Free Policy

Alexandria Farmers Market

Tobacco Policy

The Alexandria Farmers Market recognizes the hazards caused by tobacco use on the health of our customers, employees, and vendors; we shall implement the following policy to provide a tobacco-free environment for all employees and patrons on any property owned, leased, or operated by the Alexandria Farmers Market.

Tobacco use is prohibited on all property owned, leased, or operated by the Alexandria Farmers Market including parking lots. This policy covers any vehicles owned or leased by the Alexandria Farmers Market and is inclusive of the interior and exterior of the vehicle. The policy is applicable to all employees on the Alexandria Farmers Market property whether they are employees of the Alexandria Farmers Market or other establishments, patrons, volunteers, and vendors. The policy applies to use of tobacco products including smoking of cigarettes, cigars, pipes or the use of chewing or spit tobacco, electronic smoking devices(i.e., e-cigarettes, vapors), or the use of any other oral smoking device for the purpose of circumventing the prohibition of smoking.

Tobacco is defined as cigarettes, cigars, pipe, pipes, or rolling tobacco, tobacco substitutes (e.g. clove cigarettes), chewing or spit tobacco, or any other type of electronic smoking device.

Smoking is defined as inhaling, exhaling, burning, carrying or possessing any lighted or heated tobacco product, including cigarettes, cigars, pipe tobacco, hookah, and other lighted or heated combustible plant material. Smoking also includes the use of electronic smoking devices.

Electronic Smoking Device is defined as any product containing nicotine or delivering nicotine or any other substance intended for human consumption that can be used by a person to simulate smoking through inhalation of vapor or aerosol from the product. The term includes any such device whether manufactured, distributed, marketed, or sold as an e-cigarette, e-cigar, e-pipe, e-hookah, vape pen, nicotine inhaler, or under any other product name or descriptor.

It is the shared responsibility of the Alexandria Farmers Market employees to enforce the tobacco-free environment by encouraging colleagues, patrons, and others to comply with the policy. Employees should communicate the policy with patrons with courtesy and respect. Should the employee encounter difficulty with enforcing this policy, they should contact their supervisor, Bahia Nightingale.

Supervisors are responsible for implementing and enforcing the Alexandria Farmers Market tobacco-free environment among employees and vendors. This includes ensuring employees and vendors are adequately informed of the policy, and of the disciplinary actions that will be taken should they not meet compliance.

Employees and patrons shall be notified of the policy through signs posted throughout all property owned, operated, or leased by the Alexandria Farmers Market. Employees and vendors who violate the Tobacco-Free policy may be referred to the Louisiana Tobacco Quitline (1-800-QUIT-NOW; www.quitwithusla.org), which is a free counseling service for tobacco cessation. An explanation of the tobacco-free policy will be shared with new employees during their training.