VICTORIA FARMERS' MARKET

2027 Special Event Vendor Handbook & Market Operations

The Victoria Farmers' Market is an agriculture and food-focused market operated as a program of the Food Bank of the Golden Crescent. Vendor selection prioritizes locally grown, raised, produced, and hand-crafted products that support the market's mission. The Market Manager reserves the right to approve, deny, or limit vendor participation to preserve the mission, diversity, and integrity of the Victoria Farmers' Market.

Market Manager: Miranda Lastinger

Market Assistant: Haylie Rocha

Mission:

The Victoria Farmers' Market provides opportunities for local farmers, ranchers, food producers, and artisans to sell directly to consumers while increasing access to fresh, locally produced foods. Through this mission, the market strengthens the local food system, supports small businesses, strengthens the local economy, and improves access to health food for all.

Vision:

Our vision is to bring together families, residents, visitors and local producers to create a sense of community and social gathering, enhancing our quality of life and strengthening our economy.

Market Location, Dates & Times:

The Victoria Farmers' Market is held at the Pattie Dodson Public Health Center parking lot, 2805 N. Navarro St, Victoria, TX 77901, as approved by Victoria County.

SPECIAL EVENTS FOR 2027	DATE	Market Time
His & Her Market (Valentine's & Superbowl)	February 6th	9AM-1PM
Mother's Day Market	May 1st	9AM-1PM
Father's Day Market	June 19th	9AM-12PM
National Farmers Market Week	August 7th	9AM-12PM
Halloween Market	October 30th	9AM-1PM
Christmas Market	December 4th	9AM-1PM

Vendor Application & Approval:

The Victoria Farmers' Market vendor year runs from January through December. All vendors must submit an annual vendor application, along with all required permits, licenses, labels, and supporting documentation for review by the Market Manager.

A *non-refundable $20 application fee* is required at the time of application submission. The application fee covers the administrative review and processing of the vendor application and **DOES NOT** guarantee vendor approval or acceptance into the Victoria Farmers' Market.

Applications are reviewed within approximately five business days. Approval notifications will be sent by email. ***Applications will not be reviewed or approved during a market day.***

Vendor eligibility, product requirements, fees, and market policies are outlined in the following sections of this handbook.

VENDOR ELIGIBILITY & PRODUCT APPROVAL

Market Eligibility

This handbook applies to artisan and craft vendors participating in the Victoria Farmers' Market's designated special events. Vendors must personally design, create or substantially handcraft the products they offer for sale. All vendors and products are subject to Market Manager approval.

Vendor Diversity

The Victoria Farmers' Market seeks a varied selection of artisan and craft products at its special events. The Market Manager may limit the number of vendors offering similar products based on:

·Product diversity
·Available space
·Market demand
·Overall market balance

Approval of one vendor or product category does not guarantee approval of additional vendors offering similar products.

Product Approval

All products offered for sale at the Victoria Farmers' Market must be approved by the Market Manager prior to being sold. Approval is granted to the business and products listed on the vendor's application. Any additions or changes to approved product offerings require prior written approval before being offered for sale.

Products Not Accepted

To preserve the Victoria Farmers' Market's agriculture and food-focused mission, the following products and business models are **NOT PERMITTED** as market vendors unless specifically stated otherwise in this Special Event Vendor Handbook & Market Operations.

The following are prohibited:

- Products purchased solely for resale.
- Products from businesses or producers that have not been approved by the Victoria Farmers' Market.
- Boutique clothing and apparel vendors.

- Commercially manufactured clothing.
- Multi- Level Marketing (MLM) or direct sales businesses.
- Commercially produced craft kits or assembled kit products.
- Mass-produced or commercially manufactured goods.
- 3-D printed products not of original design
- Tumblers or drinkware decorated primarily through commercial transfer, vinyl cutting, laser engraving, or similar production methods without substantial handcrafting.
- Products that violate copyrights or trademarks.

The following may be considered for approval:

- Hand-poured epoxy or resin tumblers that demonstrate original craftsmanship.
- Handcrafted items that are individually reviewed and approved by the Market Manager.

ARTISAN VENDORS

Artisan Vendors are individuals or businesses that create original, handcrafted products. Special events provide opportunities for approved artisan and craft vendors to showcase their handmade products. Product selection considers craftsmanship, originality, quality, available space, and overall event balance.

Examples of Eligible Products:

Examples include, but are not limited to:

- Handmade soaps and body products
- Hand-poured candles
- Handcrafted leather goods
- Woodworking
- Pottery and ceramics
- Handcrafted jewelry
- Fiber arts, sewing, knitting, and crochet
- Handcrafted home décor
- Hand-poured epoxy or resin tumblers or like items demonstrating original craftsmanship
- Repurposed or upcycled handcrafted items
- Original artwork
- Other handcrafted products approved by the Market Manager

Requirements

Artisan Vendors must:

- Personally design, create, or substantially handcraft the products they offer for sale.
- Comply with all applicable federal, state, and local laws.
- Obtain a Texas Sales Tax Permit
- Accurately represent how products are made.
- Provide documentation of Sales Tax Permit to Market Manager
- Provide production process upon request by the Market Manager.

Market Manager Authority
Because artisan participation is limited, approval is based on product quality, craftsmanship, originality, market balance, available space, and overall vendor diversity. Approval of one artisan vendor does not guarantee approval of additional vendors offering similar products.

The Market Manager reserves the right to approve, deny, or limit artisan vendors to maintain the market's agriculture and food-focused mission. Artisan vendors are intended to complement- not replace- the agricultural and food-focused nature of the Victoria Farmers' Market.

FEES
Application Fee: $20 annually
The non-refundable application fee is due at the time of application submission for all vendors regardless of type of vendor. Vendors must submit a new application and application fee for each vendor year.

Marked Booth Space Fee
Special Event Vendor -$40 per event attended. Booth fees are collected on the day of the event and are separate from the annual $20 non-refundable application fee.

Expanded Booth Space:
Vendors approved to utilize two adjoining booth spaces for one approved business will be charged the marked booth space fee plus a $15 Expanded Booth Space Fee per market. Expanded booth space must be approved by the Market Manager and is subject to space availability.

MARKET OPERATIONS & VENDOR RESPONSIBILITES

Vendor Communication & Attendance Confirmation
Once approved, vendors will be invited to join the Victoria Farmers' Market Special Event GroupMe. GroupMe is the market's primary method of communication and is used to share important announcements, weather updates, event information, vendor reminders, and attendance check-ins.

To participate in each special event market, vendors **MUST** respond to the attendance poll by the following deadline:

- **Special Event Market**: Check in before the poll closes at **6:00 p.m. on Thursday** the week of event.

During holiday weeks or other special circumstances, attendance deadlines may be adjusted. Any changes will be announced in advance through GroupMe.

Attendance confirmations allow the Market Manager to prepare the vendor layout and assign booth spaces. The vendor layout is designed to accommodate as many vendors as possible while, whenever practical, placing vendors along the outside perimeter of the market so their vehicle or trailer may remain with their booth.

Vendors who confirm attendance after the poll has closed are always welcome to participate, provided space is available. However, because the market layout has already been prepared, late additions may be assigned to interior booth spaces where vehicles are not permitted or to a location other than their usual booth space.

The finalized vendor map will typically be posted in GroupMe the day before each market. Adjustments may still be necessary prior to or during market setup due to weather conditions, vendor cancellations, safety concerns, or other unforeseen circumstances.

Vendors who are unable to attend but have previously committed to the market day should notify the Market Manager as soon as possible so booth assignments may be adjusted accordingly.

Arrival & Market Hours
Vendors are expected to arrive no later than 8:30am to allow for enough time to be completely set up before the market opens at 9am. Vendors arriving late may forfeit their assigned booth space.

Vendors are expected to remain set up until the closure of the market (regardless of selling out) unless prior approval has been granted by the Market Manager or early departure is required due to severe weather or another emergency.

Booth Spaces, Set-Up, Appearance & Cleanliness
Vendors are responsible for providing their own tables, chairs, displays, tents, and all other equipment needed to operate their booth.

Canopies are strongly encouraged and, when used, must be secured with a minimum of **30 pounds of weight on each leg.**

The Market Manager may require canopies to be lowered or removed at any time due to weather or safety concerns.

Booths must remain clean, organized, and safe throughout the market.

At the conclusion of each market, vendors must remove all trash, boxes, pallets, product waste, and other belongings from their booth space.

Vehicles
No vehicles may enter or leave the market area during market hours without approval from the market manager. If your booth space is in the interior of the market, please give yourself enough time to arrive, unload, and remove your vehicle from the center by 8:30am.

Vendors wishing to sell directly from a trailer or vehicle must communicate with Market Manager so booth placement can be made with this in mind, prior to the day of the market.

Weather & Safety
The safety of vendors, customers, and staff is the highest priority.

The Market Manager may delay opening, temporarily suspend operations, require vendors to lower or remove canopies, relocate vendors, or close the market early due to severe weather or other safety concerns.

Vendors are expected to comply immediately with all safety instructions issued by market staff.

Vendor Conduct
Vendors are expected to always conduct themselves professionally and courteously.

Vendors shall not:

- Publicly disparage another vendor, business, customer, staff, volunteer, or market.
- Harass, threaten, or intimidate others.
- Misrepresent products or business practices.
- Engage in disruptive behavior that negatively impacts the market.

The Market Manager reserves the right to address inappropriate conduct, including suspension or removal from the market.

Social Media
Vendors are encouraged to promote their businesses and the Victoria Farmers' Market through social media in a positive and professional manner.

When referencing the Victoria Farmers' Market, vendors, staff, volunteers, sponsors, or customers, vendors are expected to:

- Communicate respectfully and professionally.
- Share accurate information.
- Direct operational concerns to the Market Manager rather than discussing them publicly.
- Support a positive and welcoming market environment.

Vendors may not:

- Knowingly publish false or misleading information about the market.
- Publicly harass, threaten, or defame other vendors, customers, volunteers, staff, or the market.
- Share confidential market information.
- Use social media in a manner that disrupts market operations or damages the reputation of the Victoria Farmers' Market.

Violations of this policy may be addressed through the market's Enforcement & Appeals procedures.

Smoking, Alcohol & Children
Smoking, vaping, and the use of tobacco products are prohibited within vendor booths and during market hours.

Alcohol consumption by vendors during market hours is prohibited unless specifically authorized for an approved market event.

Vendors are responsible for supervising any children accompanying them to the market.

Market Manager Authority
The Market Manager is responsible for the day-to-day operation of the Victoria Farmers' Market and has the authority to interpret and administer the policies and procedures contained in this Handbook, assign vendor spaces, address safety concerns, approve products, enforce market policies, and make decisions necessary to ensure the safe and successful operation of the market.

Failure to comply with the policies and requirements outlined in this Handbook or with directions from the Market Manager may result in warnings, suspension, or removal from the market.

ENFORCEMENT & APPEALS

Grievance Procedure: Market-related concerns should first be directed to the Market Manager. Grievances should be submitted in writing outside of normal market operating hours whenever possible. The Market Manager will review the concern and work toward an appropriate resolution. Matters that cannot be resolved at the market level may be referred to the Food Bank of the Golden Crescent leadership and/or the Farmers' Market Board, as appropriate.

Policy Violations: The Market Manager has the authority to enforce the policies and requirements of this Handbook and may require a vendor to remove unapproved products, correct unsafe conditions, or comply with market policies.

Failure to comply with the policies and requirements of this Handbook or directions from the Market Manager may result in disciplinary action, including suspension or revocation of vendor privileges.

Corrective Actions: Whenever appropriate, violations may be addressed through progressive corrective action, including:

- Verbal warning
- Written warning
- Removal of unapproved products
- Temporary suspension
- Revocation of vendor privileges

The corrective action taken will depend upon the nature, severity, frequency, and circumstances of the violation.

Immediate Suspension or Removal: The Market Manager may immediately suspend or remove a vendor whose actions present an immediate threat to the health, safety, or welfare of vendors, customers, volunteers, staff, or the public.

Examples include, but are not limited to:

- Threatening or violent behavior
- Unsafe booth conditions
- Serious health or food safety violations
- Illegal activity
- Refusal to comply with safety directives
- Conduct that jeopardizes the operation or reputation of the Victoria Farmers' Market

The Market Manager may consult with Food Bank leadership and/or the Farmers' Market Board as appropriate.

Appeals: A vendor whose participation has been suspended or revoked may submit a written appeal within **72 hours** of receiving notice of the decision. Appeals shall be reviewed by the Farmers' Market Board. The appeal should be a brief statement of reasons for revocation, and reason(s) for appeal. During the appeal, the vendor may not participate in the Farmers' Market. Upon receipt of the appeal, a time shall be set for a hearing not less than 3 days and no more than 30 days after the appeal has been filed. The Board may uphold, modify, or overturn the decision after reviewing the information provided.
The decision of the Board shall be final.

Nothing in these procedures prevents the Market Manager from taking immediate action when necessary to protect the safety, integrity, or orderly operation of the Victoria Farmers' Market.

LIABILITY
Participation in the Victoria Farmers' Market is at the vendor's own risk.

Each vendor is solely responsible for their products, equipment, employees, volunteers, representatives, and any damage or injury resulting from their participation in the market.

By participating in the Victoria Farmers' Market, vendors agree to hold harmless Victoria County, the Food Bank of the Golden Crescent, the Victoria Farmers' Market, and their officers, employees, volunteers, and representatives from claims, damages, liabilities, or expenses arising from the vendor's participation, except as otherwise provided by law.

The Victoria Farmers' Market is a program of the Food Bank of the Golden Crescent and is governed by the Food Bank of the Golden Crescent Farmers' Market Association Board of Directors.

Food Bank of the Golden Crescent

Farmers' Market Association Board of Directors

President	Robin Cadle	361-578-0591 x222 or 361-655-1607
Vice-President	Frances Santellana	361-578-0591 x201
Secretary-Treasurer	Miranda Lastinger	361-578-0591 x208 or 361-550-2044
At-Large Member	Valerie Fowler	361-649-6931

The Food Bank of the Golden Crescent Farmers' Market Association Board of Directors reserves the right to suspend or revoke the participation of any vendor who violates the Victoria Farmers' Market Special Event Vendor Handbook & Market Operations.