

# **Palestine Farmers Market Handbook for the 2024 Season**

## **About the Palestine Farmers Market:**

**We are a local farmers market serving the growers and producers of Palestine and its surrounding areas. No wholesale distributors will be allowed. Only products handmade, homemade, or grown within 100 miles of the Palestine area will be allowed. Special allowances will be made for seasonal TEXAS products, but they must be approved by market management prior to bringing them to market. For further details about what is expected from vendors at the Palestine Farmers Market, refer to our guidelines below.**

**If after reading the guidelines and handbook, you have any questions or concerns, please send an email to management at: [palestinefarmersmarket@gmail.com](mailto:palestinefarmersmarket@gmail.com) It is our sincere wish to serve as many farmers, homesteaders, makers and artisans as we possibly can.**

**Palestine Farmers Market Managers:  
Roger and April Shaner**

**Hours of Operation:  
Beginning March 30, 2024 and ending December 7, 2024  
Every Saturday 9am-2pm at 813 W Spring St Palestine, TX 75801**

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## Guidelines for the Palestine Farmers' Market

### 1. **2024 SEASON DATES AND HOURS:**

Market season begins March 30, 2024. Hours will be 9am-2pm every Saturday. Should temperatures get unreasonably hot during the summer (nearing 100 degrees) as they often do, we will close the market early. This will be announced via email and social media before the event and on the day of the event. The season officially ends December 7, 2024.

### 2. **SETUP TIME:** Vendors may start setting up at 7:30am. Vendors must be set up and ready for sales by 8:45am. Packing up is not allowed before 2pm unless authorized by management. If you sell out, please let management know before you leave. If there is an emergency, please contact management as soon as possible. Those leaving early without talking to management first may be refused a space at future events. Vendors must have ALL their trash, belongings, and signage cleared from their area by 3pm on Market days. Please do not allow children to mark on tables. If they do, please clean it up before you leave.

### 3. **VENDOR SPACE:** Vendors must furnish their own display equipment in designated stalls. A stall includes 1 8ft table and surrounding space (approx. an 8x8 space) under the pavilion and is assigned by management prior to each event. Every vendor must have something on their table displaying their business (or personal) name and a way for customers to contact you (phone number, email, social media for example). Preferably, as a sign attached to the front of the table but it must be highly visible to customers walking through the market. Produce, displays, and signage must remain in the designated area and not block another vendor's space or the drive-thru areas. Exception: Chalkboard signs may be put in the center aisles in front of the producer's stall. They cannot be placed until 9am and must be removed at 2pm and cannot pose a trip hazard to shoppers. Signs, labels and other business materials may not display the farmer's market address as the vendor's business address. If under a canopy-there currently isn't access to power and all items must stay within the 10x10 canopy space. All signage, permits, etc requirements still apply to canopy spaces. And all signs must be removed at the end of the Market Day. Any signs or other items left after the market is closed will be removed by management.

### 4. **ADDITIONAL REQUIREMENTS TO BE A VENDOR:** All vendors must submit an application prior to being assigned a space at the market. Arts and crafts vendors, must have submitted sample photos of their products to our email address [palestinefarmersmarket@gmail.com](mailto:palestinefarmersmarket@gmail.com) in order to receive a space at the market. The only exception that will be made is an application filled out and submitted on site and then the only setup option will be a canopy space. No vendor will be allowed a space under the pavilion without having an application and sample product photos on file. Management will arrange farm visits as applicable and necessary with farmers.

### 5. **VENDOR FEES AND SPACE ASSIGNMENTS:**

Each Monday, a weekly email roll call is sent to vendors on the list. In order to reserve a space, a vendor must respond to the email by 9am Wednesday morning. An email with vendor space assignment and an invoice will be sent Wednesday. Vendor fees or fee arrangements are due Thursday morning at 10am before market day attendance to guarantee your space. It is the responsibility of the vendor to make sure their reservation is confirmed and payment is made or arranged in order to guarantee a space. Cash payments are accepted with prior approval from management. Payment guarantees a space, but space assignments are still up to management and what is best for the market. As we are a farmers market: ranchers, farmers and growers have priority for pavilion spaces and electricity. Cottage and commercial food producers, artisans, and crafters/makers are all added as space allows.

**Rental Fees will be priced as follows:**

**\*Weekly rates**

New vendors, except farmers (must be at least 50% farm products such as honey, produce, meat and eggs): under the pavilion (as space allows, limit 1 space) \$30 under the pavilion as space allows, 10x10 canopy-\$25, 10x20 canopy-\$45

Returning vendors: \$20 for 1 space, \$35 for 2 spaces

Kid Entrepreneur: \$10

New and returning farmers bringing farm products: \$20 for up to 2 spaces OR \$10 canopy space (not under the pavilion and no power available)

\*\*Pay for at least 4 setup dates in advance for a 10% discount and guaranteed space assignment for those dates

**Any spaces not paid for by 10am on Thursday will be offered to vendors on the Market Vendor Waiting List.**

\*No refunds will be given for spaces paid for in advance, but can be conveyed to the next market day if there is one available.

6. **PRODUCT GUIDELINES:** All products must be raised, grown, harvested, produced, and packaged within a 100 mile radius of Palestine, TX. Produce vendors must produce 90% of what is in their stall. If a vendor sells a product made by someone other than themselves, the product still must be made, grown, etc within the 100 mile radius of Palestine and there must be signage informing the consumer of this information and it must be approved by management BEFORE bringing it to the market. For example: Lake Creek Blueberries, Cooper Farm Peaches, Pennington Watermelons. Produce MUST be grown within the 100 mile radius unless approved by management. The names and physical addresses of farms are required for all produce/farm products. Vendors selling honey, eggs, etc must have the address of where items are produced (where the chickens and beehives are physically located) according to state labeling laws. Management reserves the right to visit these locations for verification.
7. **PRODUCT PRESENTATION and LIABILITY:** Vendors must present their products in a professional and clean manner according to state and federal regulations. Vendors should present clear visible pricing, licensing and information for ALL of their products. Vendor space must be kept free from safety hazards. They must abide by all state and federal regulations governing the product. If a customer brings a complaint about a

product they bought at the market, they will be directed to the vendor they purchased it from and the vendor will be responsible for customer service.

8. **VENDOR APPEARANCE AND CONDUCT:** Vendors shall maintain a professional and courteous manner and appearance at the market. No smoking, vaping or spitting is allowed in the sales spaces (PER CITY ORDINANCE). All profane, abusive, and discourteous language is prohibited and shall be grounds for terminating seller's privileges. Vendors must be properly dressed. Shirts and shoes must be worn at all times.
9. **No hawking of items is allowed.** At no time may vendors encourage consumers away from other vendors in any manner verbally or otherwise. This includes children and kid entrepreneurs. Sales are to take place at the vendor's stall.
10. **VENDOR PARKING:** Vendors may park in the area behind their stall if they are assigned spaces on Spring St and Main St. Other vendor parking is in the Visitor Center parking lot. There will be no parking of oversized vehicles or trailers allowed on Spring St. Please let management know on your application if you need accommodations for such vehicles.
11. No loitering or any other activities that disturb the buying or selling at the market
12. No running, riding bicycles, skateboarding, or skating at the farmer's market.
13. Sale or giveaway of live animals, knives, and/or firearms on the property is prohibited.
14. **CHILDREN:** Vendors may bring their children, but they must remain in the sales stall with them and the vendor accepts full responsibility for the children and their actions. Children will not be allowed to disrupt other vendors or sales at the market. Anyone under 18 must be accompanied by an adult unless otherwise approved by management. While management encourages youth entrepreneurship, any youth under 18 without a drivers license and onsite transportation cannot manage a booth without adult supervision. Management cannot and will not provide supervision for them.
15. **ATTENDANCE POLICY.** If a vendor cannot be at the market when planned the vendor must send a text message or phone call to the Market Manager before 8am on Market Day. The manager will respond promptly to verify the message. There are no refunds given for fees paid. 2 "no call, no show" will result in being moved to the market vendor waiting list for 2 weeks.
16. Vendor complaints should be sent to the market manager via email (our email address is [palestinefarmersmarket@gmail.com](mailto:palestinefarmersmarket@gmail.com)). The Market Manager will respond by the next business day. Vendors are expected to refrain from complaining to other vendors or customers about management, fellow vendors or other customers. Offenders will be asked to leave the market.
17. Vendors are highly recommended to carry a "commercial general liability insurance" for their business and name Palestine Farmers Market as additional insured. Please see the section in this handbook about insurance for further information.
18. Discrimination or harassment in any form is prohibited and is grounds for immediate suspension from the market.
19. Management reserves the right to amend these guidelines at any time as best serves the market as an entity.

## INSURANCE

If you are a small business, especially if you sell edibles of any kind, you should have insurance in this litigious society we live in. We understand it is an extra expense, but, like car insurance, should you ever have to make a claim you will be grateful. The Palestine Farmers market has to carry insurance at every event. This covers the structures and the event itself, but **NOT the vendors and their businesses**. Obtaining a commercial general liability policy covers your business while at the market. You are not helping to insure the City of Palestine or the market or other vendors-it is for YOUR business.

For example, if you are serving food and someone takes a bite and breaks a crown and wants to sue you for the repair, you can claim that on the general liability insurance for your business, the market insurance wouldn't cover that. Also having insurance covers you wherever you do business-not just the market. If your product is damaged by a natural disaster (like a storm) you might be able to claim that with business insurance. This is why we highly recommend every business having insurance.

### **How do you get insurance for your business?**

If you carry homeowners or auto insurance through a major insurer like Allstate or Liberty Mutual, call your agent and ask for information on obtaining a "Commercial General Liability Policy" for your small business. They will probably send you to another department, but they know who to call. The whole process may take a few days and you will have to answer a few questions about your business structure, what you sell and how you sell it. Depending on how you answer these questions, will determine your rate. Other options to getting insurance include:

\* [FLIP Insurance](#)-obtained online and for food businesses

\* [NEXT Insurance](#)-obtained online and for any small business

\* [Heather Chancellor at Rollo Insurance](#) is a local agent that focuses on insuring cottage businesses and hobby farms-[Heather Chancellor](#)

Agent

903-729-2148 Office

832-878-0807 Mobile

\*For larger farms we recommend calling the local Texas Farm Bureau agent in your county

## OPENING DAY–MARCH 30, 2024

Market season opens with our traditional Farm and Flower Market. We encourage people to bring plants of all kinds-ornamental and food, trees, shrubs, plant starters-to sell. The Dogwood Garden Club and Anderson County Master Gardeners will have plants, shrubs and trees for sale as their club fundraisers per tradition. We will have our Community Seed Bank open for donations-this is free to contribute and provides free seeds to the public. For those wishing to be a part of opening day, you must get your application to us by March 11 to avoid being put on the waiting list. Space assignments and invoices will be sent on March 13 with invoices due on March 20th to guarantee your spot. Spots go quickly under the pavilion and we had many vendors in canopy spaces last year. This is usually our biggest event of the season and space is limited!

## WHAT TO EXPECT FROM MANAGEMENT

The Market Management team functions with the whole market in mind as well as the needs of the surrounding community. Our promise to you is that we will do our personal best to provide an environment where vendors have the potential to grow their business, reach and interact with their community, and provide opportunities to be part of a bigger network of people passionate about supporting local farmers and artisans.

We provide this environment by doing the following:

- 1) Being onsite and available during sales days for vendor assistance.
- 2) By providing training opportunities and information targeted at business growth
- 3) By utilizing social media, signs, and advertising to bring attention to the market
- 4) By developing and offering opportunities for community involvement-such as community education, events, and volunteer opportunities.
- 5) By providing clear channels of communication and timely responses outside of regular market hours.

## WHAT DO I GET FOR MY BOOTH FEE?

1. An 8ft table under our spacious pavilion with access to electricity, water, and restrooms or sufficient space for a canopy which may not include electricity, but still has access to water and restrooms.
2. Onsite management to assist you in any way possible while you are at the market.
3. Promotion on social media-management posts a list of vendors who will be at the market on Fridays and will help promote any individual events you tell us about when possible. We also provide social media promotion the day of an event before the market opens.
4. The opportunity to sell your product in a thriving space at an affordable price.

## SOCIAL MEDIA

After 10 years of experience in farmers markets, it is the opinion of management that one of the best and cheapest ways to sell more products is to utilize social media. For the 2023 season, management will develop and execute a social media strategy to help more people find out about the Palestine Farmers Market and attract more potential customers. We greatly encourage every vendor that is currently on social media to participate. Management maintains both Facebook and Instagram accounts for social media promotion of the market, its vendors and its community. We encourage vendors to make sure they tag us, using @palestinefarmersmarket and #palestinetx\_fm when they tell people where they will be and what they will be having. In 2021, 2022 and 2023 we saw many customers coming to the market for specific items and vendors because of this use of social media.

## 2024 CALENDAR OF EVENTS

Starting in 2023 we had “themed” events each Saturday to maintain continuity and get the public prioritizing visits to the farmers market. Because of its success, we will continue that trend!

Each month the schedule will be as follows:

\***1st Saturday**-this is our big First Saturdays on Main Street partnership event. We have Dogwood Arts Council’s Art Walk, a food/cooking demonstration (it will vary month to month), Live Music, and a food truck (as available)

\***2nd Saturday**-Kids Day at the market-we will have specific kids activities around the market, Kid’s Entrepreneur Day (kids with booths and businesses are highlighted and celebrated), Bluegrass Jam session and a Market Bazaar (details on this are separate from the market)

\***3rd Saturdays**-Garden Days- gardening education and demonstrations, Bluegrass jam session, and Bazaar

\***4th Saturdays**-Community Days-this is for community non profits, service based businesses and city/community officials to come to the market and educate the public on a variety of subjects

\***5th Saturdays**-we have 3 this season-Carnival Day- this will include kids/festival games, giveaway, live music

### **Special Vendors Only Dates:**

\*March 16 - Vendor Welcome Meeting- new and returning vendors- at the pavilion-11am- bring questions, paperwork, ideas

\*October 26- Halloween Trick or Treat Festival - games, trick or treating, and old fashioned fun

\*November 17 - Friendsgiving - bring an appetizer/snack and help decorate the market area for Christmas

\*December 21 - Market Family Christmas Party -venue and date TBD