



Edinboro Market, Inc.

109 Erie Street, Suite 1
Edinboro, PA 16412

Market Procedures and Guidelines

Please direct all questions to EdinboroMarket@gmail.com or 814-266-2993

The mission of the Edinboro Market is to provide year-round access to fresh, local food; an entrepreneurial marketplace for food producers; and an understanding of the importance of both.

The Edinboro Market (hereafter Market) board and management staff reserve the right to review these producer guidelines and make changes as needed. Revised guidelines will be announced and made available to producers. Producers are expected to remain current with revised guidelines. The Market management reserves the right to make exceptions to these rules and guidelines at its discretion.

General Producer Rules

Locally Sourced: Producers of all products sold through the Market must be based either within a 150-mile radius of Edinboro, PA or within the state of Pennsylvania.

No Reselling: Producers may only sell products they themselves have grown or processed. Producers may not buy wholesale and then retail through the Market. Value must be added to processed food products by the producer. Simply repackaging the ingredients is not adding value.

Compliance with Health, Safety and Related Laws: All products must comply with federal, state and local health regulations, licensing and labeling requirements. Producers are expected to inform themselves on issues governing the production, display, distribution, sampling and sale of their products. Anyone wishing to sell through the Market should research the rules and regulations regarding the products they wish to sell prior to applying as a producer.

Application and Membership

Prospective producers wishing to sell should confirm that their product is legal and compliant with all Market guidelines before applying and then must submit a completed Producer Application for review by Market management to ensure that their products are eligible for sale. Producers must provide copies of relevant documents such as licenses, certifications, permits, etc.

Producers using the term “organic” in any way on product labels must submit a copy of their certification with their application.

In-Market Prioritization

In-market retail space is limited. The amount of space given to each producer is at the discretion of Market staff and will be based on product mix and set up to provide the best overall experience for the shopper. If

at any time the Market becomes too crowded (overall or with any one type of product) staff may assign in-market priority to certain vendors based on the following criteria:

- 1) Geographic proximity to the Market
- 2) Years as a producer
- 3) Local content of processed product (homegrown or otherwise sourced locally)
- 4) Additional sustainable practices including but not limited to small scale family operations, limited chemical inputs (pesticides, fertilizers), and use of pasture production when seasonally available.

While the Market does not offer exclusive rights to any one producer to sell any one product, if the manager believes the number of producers offering the same or similar products within the physical Market is excessive, duplicate products may be denied entry.

Payments and Fees

Anyone wishing to sell products is required to pay an annual fee of \$50. If you are a grower and only anticipate having items in Edinboro Market for less than half a year, we would consider you a “seasonal” producer and the producer fee would be assessed on a monthly basis at the rate of \$5.00 per month. These fees will be used to benefit all producers and customers by, for example, bringing in experts on topics of interest to building the local economy and improving the health and well-being of residents in our area.

The Market will retain 25% of all consignment sales to put toward equipment and renovations as well as to cover daily operating costs such as rent, utilities, marketing, and other member benefits.

Producers will be paid for the items sold (minus 25% of all sales) monthly. The sales period runs from the 1st of the month through the last day of the month. Producer monthly sales reports will be included with your check each month. This report will include a list of the items sold. Other reports are available by request.

Disclosure of Production Practices

Full disclosure of all production practices is required for all producers. Buying local gives shoppers the benefit of knowing where their food comes from and how it was grown/produced. The Market’s disclosure practice sets it apart from other food grocers, giving local producers a marketing edge.

We will keep the producer application on file to refer to when shoppers have questions that floor display information does not cover. If a shopper has questions that are not answered by the information in the store the manager will request further information from the producer.

The Market reserves the right to visit and inspect the farm or business of any producer. Visits will be made with prior notification when possible and inspections will only be conducted with the producer present. Failure to allow farm or facility visits could result in termination or suspension of the producer agreement.

We will consider false statements on a producer’s application about the origin or production standards of products listed to constitute fraud. To protect the integrity of our marketing system the Market reserves the right to verify the claims of everything sold through the Market.

Product Labeling and Barcodes

The Market tracks producer sales through the use of a point of sale management system, cash register, and product labels. To ensure producers are paid for their sales each item must be properly labeled. The Market provides barcode labels which must be used if the product does not already have a UPC/barcode.

The producer is responsible for:

- Providing basic labels that meet county, state, and federal requirements.
- Applying Edinboro Market barcode labels to all products. If the product is not individually labeled the producer will apply the barcode to a wand which will then be placed next to the product.
- Making sure the item is properly labeled before placing it on display or storing in back stock as agreed upon by management.
- Requesting labels 24 hours in advance of dropping off products.

Items that are not properly labeled and barcoded **will not** be put on the sales floor. Producers must email barcode label requests 24 hours in advance to EdinboroMarket@gmail.com or may call the Market directly. Labels will be filed in the producer's individual file for pick up.

Signage

The Market will work with producers to create and display information about their operation and products. These displays will promote a better understanding of the high-quality products the Market carries. Producers will be asked for a short biography along with details about their operation and production practices. This information will be put into a 'Producer Profile' and displayed next to your products.

Producers who wish to use their own display equipment should contact the Market management. Use of personal display equipment is decided on a case by case basis.

Product Delivery and Packaging

Producers are welcome to deliver products during store hours however, producers should recognize that the first priority of the staff and volunteers is the customer. Producers needing special assistance should not come during "rush times" or should schedule an appointment with the manager.

With approval from the manager producers may leave additional product for the staff and volunteers to periodically restock. All products should be clearly labeled and put in the specified stock area/cooler.

Producers may package products at their discretion; however, we recommend against using units that can be easily altered or misconstrued at the register and suggest selling items individually or by weight. The Market provides bags and a scale for items to be sold in bulk (by the pound). Barcode labels for the items to be sold should be clearly displayed with the product for the customer to take with them to the register (as described in product labeling and bar codes).

Inventory and Insurance

The Market works to track and protect all products while they are in the Market. Ultimately products are placed in the Market at the producer's own risk. Discrepancies in inventory may be taken up with management and will be handled on a case by case basis.

The Market is not responsible for any loss, theft, or damage incurred by producer's products in the Market. In the event of a lawsuit the Market's insurance will cover the Market. Individuals are not covered under this policy. *It is required that each producer obtains their own personal liability and product liability insurance.*

Customer and Producer Satisfaction

The Market strives to maintain fresh, appealing products for its customers. Any unsuitable, spoiled or damaged product will be immediately removed from the Market and disposed of. Materials used for displaying, transporting and packaging product must be clean and sanitary. If these requirements are not observed, the product will be pulled from the sales floor. The goal of the Market is 100% customer satisfaction. Therefore, we will accept customer returns on all items for refund or replacement. Producers will be notified of the nature of customer complaints. The returned amount will be deducted from producer's future sales.

Complaints or problems should be directed to management in a timely manner that is not disruptive to daily business. Concerns may be submitted in writing and will be reviewed by management and/or the Market board. A producer may appeal any decision of Market management within 30 days. An appeal must be presented in writing to the Market board. A decision by the board will be issued within 30 days of receipt and constitute a final and binding decision of any further appeal.

Any instance of physical violence will result in immediate suspension from the Market.

Sales Tax

The Market will collect and pay the sales tax on all taxable items. The tax amount will automatically be added at the cash register. The producer does not need to include this amount in the selling price.

Wholesale Producers

At the discretion of the board, the Market will purchase from producers at wholesale for the overall good of the Market, and to fill gaps in product availability. Priority will always be given to producers operating on consignment with the Market. The Market will pay the published wholesale price with a minimum of 30 days net terms.

Wholesale producers must meet the following criteria:

- They have an established wholesale business.
- They can show proven availability of products.

The use of a distributor is allowed upon producer request. The Market's primary relationship is with the producer. Distributors must offer a minimum of 30-day net terms.