

COASTAL FOODSHED



VIRTUAL MARKET

1. OVERVIEW:

The Coastal Foodshed Virtual Market (CFSVM) features locally grown/raised/caught/made products. Coastal Foodshed (CFS) manages this online market including aggregating, delivery, vendor recruitment, marketing and enforcement of market rules.

2. SAFETY PROTOCOLS DURING COVID-19:

Our priority is safety. CFSVM will follow all guidelines issued by the CDC, state and local government agencies concerning the COVID-19 pandemic. All vendors are expected to follow all safety protocols put in place by the Market Management Team. Any vendors that do not follow safety protocols will be asked to leave the online marketplace.

Products sold at the online farmers market should be baked/made/harvested following all COVID related guidelines from relevant government agencies. No one that is sick or has a household member that is sick should help in production or harvesting. If you or your staff test positive for COVID, are in the process of being tested or are believed to have COVID you should let the staff of CFSVM know immediately.

We require that you wear a mask while dropping off your product at the Coastal Foodshed aggregation site. We will allow two vendors in at a time to drop off and check in (please maintain social distance with other vendors). If you see two vendors inside, please wait outside or in your car until they leave.

3. VENDOR FEES:

The total fees for the market are 12%. This includes credit card processing fees.

These fees will be automatically deducted by the WhatsGood online platform.

Questions regarding WhatsGood billing or technical issues with the WhatsGood website, should be addressed directly to WhatsGood.

4. INSURANCE

Each vendor shall carry general liability insurance in the amount of \$1,000,000, with Coastal Foodshed listed as additionally insured. Each vendor must submit a copy of the insurance certificate to the Market Manager. If you do not have insurance, please contact us to discuss further. You can email the form to Susan Murray (susan@coastalfoodshed.org) or mail the form to Coastal Foodshed attn. Susan Murray, 466 Brock Ave., New Bedford 02744.

5. ELIGIBILITY OF ITEMS SOLD

Local Products:

All items sold *must be locally produced, grown, raised or caught*. We define local as grown/produced in Massachusetts or Rhode Island. The following are exceptions to these rules and are subject to approval on a case-by-case basis by the Market Management Team:

- Items not commercially produced/available locally (i.e. olive oil) may be allowed at the market at the discretion of the Market Manager.
- Other New England states- NH, CT, ME, VT- products will be considered. Please discuss with Market Manager first for approval.
- Seafood producers should discuss with market manager what is considered local.

Processed Foods & Goods:

These items can be sold at the market if:

- The products are made locally in MA/RI.
- Each package or container of processed foods must be clearly labeled with the following: 1) Name of the vendor that produced the item 2) Product name 3) List of all ingredients.
- **The vendor is responsible for obtaining the appropriate licenses.** The vendor's kitchen must have been inspected by the health department yielding a retail kitchen permit to sell that product or other arrangements made by the health department as seen fit. The vendor must take a two-hour food handling safety (ServSafe) course where applicable and food allergen training as required by the health department.

6. ONLINE MARKETPLACE

It is important that there is **full transparency** with all products you are selling. Unlike an in-person farmers' market, customers are basing their purchases on the description and photos of the product. The Market Manager reserves the right to require any vendor to edit or remove any description and/or photo that does not accurately portray the product being sold or makes false claims.

Description:

For each item in your store, you must include an accurate description. The description should make clear exactly what the customer is getting and where it is coming from. Relevant information can include the size (if not made clear in the listing), how it is packaged (e.g. bunched, tops off, etc.), where the product is from if you did not make or grow it (farm/business name and location), and any other relevant information that will help a customer make a purchase decision and will help with transparency.

Photo:

For each item listed for sale in your online store, you must post an actual picture of the product when possible. If no picture of the product is available or you use a picture from another source, a note must be made in the description clarifying that it is a representation of the product and how your product will differ from the picture.

7. COASTAL FOODSHED VIRTUAL MARKET SCHEDULE

- Saturday 8am- Monday Midnight: CFS Virtual Market open for Shopping.
- Wednesday 8-10am: Vendors drop off products at CFS aggregation site.

8. PACKING ORDERS & DROP-OFF

Packing orders

Please separate your products into customer orders and label with the customer's first and last name clearly on the front. If you have fragile items, please make sure they are secured and packed appropriately. If an order has multiple glass bottles, please make sure they are separated by cardboard or something else to prevent them from breaking during transport.

Drop-off

Orders are dropped off at the CFS Aggregation Hub (38 Blackmer St.) on Wednesday morning

between 8 and 10am. If you have a large order, please arrive no later than 9:45am. Please alphabetize the orders by FIRST name at drop-off. A CFS staff member will check to ensure that each customer order is there. The Market Manager reserves the right to refuse any item that does not match the online description and/or photo, or is not premium quality (is damaged, rotting, wilting, etc.). If vendor punctuality affects the aggregation and delivery process the vendor will be charged fees for additional/late deliveries.

9. ACCEPTING ORDERS

You should not electronically accept any orders on WhatsGood until your orders are checked in and accepted at the CFS hub. BEFORE accepting an order, you can connect with customers through the WhatsGood app (go to their order and scroll down to the bottom where you can message) to get clarification or if you need to make a substitution. Once you have accepted an order, you don't have that flexibility.

You do need to electronically accept your orders before you will get paid. If you have any questions about billing, you should talk to WhatsGood. You can connect with them through the website directly. If you do not manually accept your orders in a timely manner, WhatsGood will automatically process payment of all orders by Friday afternoon.

10. DELIVERY & CUSTOMER SERVICE

Coastal Foodshed is responsible for aggregating vendor products, packing customer orders, delivering, and overseeing the customer pick-up location. Coastal Foodshed is responsible for customer service associated with aggregating and delivery. Each vendor is responsible for customer service related to product availability, incorrect orders, missing items, and any issues related to item quality. Please let the market manager know if there is a customer service issue.

For missing items, vendors can contact WhatsGood to issue a refund to the customer, deliver the item to the customer, or arrange to have the item delivered the following week. Vendors are responsible for any fees incurred by additional deliveries and must make sure the market manager knows at least two days in advance of additional deliveries.

11. COMPLIANCE OF MARKET VENDOR HANDBOOK

Any failure to abide by the Market Rules will be subject to disciplinary action in the following process:

- Each vendor is allowed two excusable offenses of the Market Rules, and the third offense shall be deemed sufficient grounds for excluding the vendor from the market.
 - 1st offense: The vendor will receive a written warning detailing which Market Rule was violated.
 - 2nd offense: The vendor will receive a copy of the first offense violated and will receive a new document detailing the 2nd offense violated in the Market Rules.
 - 3rd offense: The vendor will receive a document of the 1st and 2nd offenses along with the 3rd offense violated in the Market Rules. The vendor will be placed on a 2-week probation period from the market to allow for the Market Management Team to decide whether to terminate the vendor from the market.
- Any person may submit a written grievance regarding the operation of the market or potential violation of the rules and regulations to the Market Manager. The Market Manager will review the grievance in accordance with the Market Rules. In the event of disputes regarding the daily operations of the market, the decisions of the Market Manager shall be final.

12. ACKNOWLEDGEMENT AND ACCEPTANCE OF RULES

To acknowledge that you have read, understand and agree to these rules, please check the appropriate box on the market application.