



## **OVERVIEW:**

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

## **SAFETY PROTOCOLS REGARDING 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 producers are expected to follow all safety protocols put in place by the Market Management Team. Any producers 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.

## **PRODUCER FEES:**

Currently there are no fees for producers to participate in the CFSVM.

## **INSURANCE**

Each producer shall carry general liability insurance in the amount of \$1,000,000. Each producer 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 Maisy McVicar ([maisy@coastalfoodshed.org](mailto:maisy@coastalfoodshed.org)) or mail the form to Coastal Foodshed attn. Maisy McVicar, 127 W Rodney French Blvd., New Bedford 02744.

## 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 producer that produced the item
  - 2) Product name
  - 3) List of all ingredients.

**The producer is responsible for obtaining the appropriate licenses.** The producer'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 producer must take a two-hour food handling safety (ServSafe) course where applicable and food allergen training as required by the health department.

## **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 producer 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 comes 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.

## **COASTAL FOODSHED VIRTUAL MARKET SCHEDULE**

### **Customer Shopping**

Wednesday Delivery/Pickup: Customers can shop Thursday 12pm-Tuesday 1pm

Friday Delivery: Customers can shop Saturday 12am-Thursday 12pm

### **Customer Delivery**

Delivery Window is 2-6pm / Customer Pickup Window is 2-5pm

## **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 (**Last Name, First Name**). 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.

### **Producer Drop Offs:**

Orders are dropped off at the CFS Food Hub (inside Kilburn Mill at 127 W Rodney French Blvd.):

- Wednesday 8-10am: Producers drop off products at CFS aggregation site.
- Fridays 8-10am: Producers drop off products at CFS aggregation site.

If you have a large order, please arrive no later than 9:45am. We start aggregating at 10am.

Please alphabetize the orders by LAST 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.).

**Late Producers:** If you are running late, we ask that you please communicate this by calling the office (508-259-2647) to let us know. Producers who are late more than 3 consecutive times, or habitually late, will be subject to disciplinary action.

## **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 also responsible for all customer service. Each producer is responsible for communicating with Coastal Foodshed if there are issues with product availability or for any other customer service-related issues.

## **COMPLIANCE OF MARKET VENDOR HANDBOOK**

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

- Each producer 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 producer will receive a written warning detailing which Market Rule was violated.
  - 2nd offense: The producer 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 producer will receive a document of the 1st and 2nd offenses along with the 3rd offense violated in the Market Rules. The producer 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.

## **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.