

Little Rock's Farmers' Market Rules & Regulations

Official Little Rock Farmers' Market Dates for 2022 Saturdays - May 7 – September 3 7a-3p Rain or Shine

The Little Rock Convention & Visitors Bureau (LRCVB) is the operator of the River Market. LRCVB is dedicated to the success of the River Market and its Farmers' Market. A well maintained and operated Market for the sale of **high-quality products** will benefit the producer, the consumer and the River Market area.

Each Market Day a Farmers' Market Manager(s) will be present to assist with operations. Any questions or concerns should be directed to one of the Farmers' Market Managers. The Manager(s) will make all managerial decisions based on the rules and regulations as stated herein.

The Little Rock Farmers' Market will allow the following types of vendors:

- Farmers and/or Produce Brokers
- Locally prepared food products
- Handcrafted Specialties (Leather, Wood, Metal, Glass, Pottery)
- Art
- Jewelry
- Personal Care (Soaps, Oils, CBD, Bath Bombs)
- Commercial items (limited space available)
- Non-profit organizations

Vendors must have 75% of any product in order to qualify in a category listed above

(i.e. to be a farmer 75% of your product line must be produce, artisan vendors must have a 75% product line of handcrafted, non-commercial items).

The following items cannot be sold in the Farmers' Market:

- Weapons of any nature
- Animals
- Counterfeit or "knock-off" items
- Items with obscenities, written or implied
- Raw Milk or Homemade Cheeses (Per Department of Health)
- Wild Harvested Mushrooms (Per Department of Health)
- Live birds

GUIDELINES

Produce

- Vendors can sell produce that is not native to Arkansas, such as high-quality fruits and vegetables. As always, we expect very high-quality produce; any substandard produce will be barred from the Market.
- No vendors shall sell produce, which is unsound or unwholesome, or which fails to meet the standards or requirements of federal, state, and local laws.
- In no instance will produce that contains a total of more than 10% decay, shriveling, and/or blemishes be offered for sale. If you have unfit produce and must weed it out at the Market you must pack it and take it back home with you – no spoiled produce can be left at the Market. Vendors who sell unfit produce will be asked to remove it from their display.
- No vendor shall use a 'false pack', which means the topping or facing containers with the best produce exposed and poor produce concealed underneath. If your product is found unfit to sell at the Market Management will ask you to discontinue sales of this item immediately. Vendors who repeatedly try to sell unfit produce will be asked to leave the Market.
- Vendors may not use the River Market's outside or inside individual trashcans to dispose of left-over produce.
- All vendors will observe sanitation and other legal requirements set forth by the Arkansas Department of Health.

All produce vendors are required to post signage stating the name of the farm, and address of where produce sold at this market is grown.

Locally Prepared Food Products

- Any vendor bringing homemade food items to sell at the Market must follow the requirements set forth by the Arkansas Health Department Homemade Food Guide (Replaced Cottage Food Laws document)

Items that can be sold under the Cottage Food Act of 2020 are as follows:

- Bakery Products that do not require refrigeration
- Fruit butter, jams, jellies, candy
- Honey, sorghum, maple syrup

Items that can NOT be sold unless a permit from the Arkansas Department of Health is presented:

- Sliced Fruits or Vegetables (Melons, Cut Leafy Greens, Cut Tomatoes, Garlic-in-oil mixtures)
- Smoked, cured or dried meats
- Anything requiring handling, bagging, dividing, portioning, weighing, etc.
- Anything requiring refrigeration
- Canned Foods
- Casseroles
- Cheesecake, Tres Leches cakes
- Cream Cheese Based Frostings or Fillings
- Cream pies & Cream Filled Items
- Custard Pies
- Dried fruits, Vegetables, Herbs, Spices
- Juices
- Meringue Pies
- Milled Grain, Flour, Meal
- Pickled Vegetables
- Salad
- Shelled Peas or Nuts

- Sprouted Beans or Seeds
- Salsa & Pepper Jelly
- Ready to eat foods prepared on site or commercially prepared food that is not prepackaged.

Health Department Guidelines

Due to the handling of food products / food nature, personal hygiene /cleanliness must be kept in line with Arkansas Department of Health 3-401: The overall cleanliness and observation of good hygienic practices by vendors include not only the personal cleanliness of the vendors but also the way he/she performs his/her business transactions.

- **Meat**
Producers of meat products are welcome at the Market and are required to follow all local, state and national guidelines. All frozen meat products must be kept frozen; all refrigerated meat products must be kept refrigerated according to the State Health Department regulations.
- **Seafood**
Fresh seafood must be kept frozen. Seafood sellers are required to follow all local, state and national guidelines. For questions, refer to the AR Department of Health Guidelines for Farmers Markets.
- **Eggs**
Fresh eggs must washed and clean, be in plain cartons with the information of the seller and kept in a refrigerated unit at 45°F or below. **Retailer must keep invoice for two (2) years indicating who the eggs were purchased from, date and amount of eggs bought.
- **Plants**
No plants vegetable/fruit bearing plants can be sold unless seller is licensed as a Nursery. Annuals, Perennials, herbs, tropical and bulbs cannot be sold in dirt from your farm. They must be packaged for sale in peat moss or potting soil only.
- **Use of the Term “Organic”**
A producer must not imply that their product is organic unless they meet the AR Department of Health’s standards that fall under the National Organic Program (NOP) established by the Organic Foods Production Act of 1990. Anyone who sells or labels a product “organic” when they know it does not meet USDA standards can be fined up to \$11,000 for each violation.

For questions regarding Health Department Standards Please contact

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Environmental Health Specialist
Arkansas Department of Health
Central Region Office
5800 West 10th, Suite 907
Little Rock, AR 72204
tamara.almand@arkansas.gov
501-280-4955

Artisan Vendors

Must hand make 75% of their merchandise in order to qualify. Artisan vendors are encouraged to demonstrate their craft within their booth space.

Artisan Vendors Include the Following Vendor Types

- Handcrafted Specialties (Leather, Wood, Metal, Glass, Pottery)
- Art
- Jewelry
- Personal Care (Soaps, Oils, CBD, Bath Bombs)

Commercial Vendors

While commercial items are allowed at the Little Rock Farmers' Market, these vendors will be placed last and will not qualify for assigned spaces regardless of attendance.

- Commercial clothing (i.e. t-shirts, ball caps, sweat suits, etc.), apparel accessories (i.e. jewelry, sunglasses, purses, etc.), home accessories (pots, swings, statues, etc.) and children's toys of high quality can be sold in the Market.
- Items with obscenities written or implied cannot be sold at the Market. Counterfeit or "knock-off" items may NOT be sold.
- Any vendor not in compliance will be asked to remove the items.

Non-profit or Informational groups

Any non-profit organization that sets up a booth for information purposes only will not be required to pay the rental fee. Groups that set up with items to sell will be required to pay ½ price rental.

VENDOR SPACE ASSIGNMENTS

Vendors are assigned spaces by Market Management according to the following:

Prior year attendance of at least 75% of Market Dates

- Priority order by vendor type as follows:
 - Farmers
 - Produce Vendors
 - Locally Prepared Foods
 - Handcrafted Specialties, art, jewelry, personal care
- Assigned spaces must be occupied by 6am
- Vendors with assigned spaces are encouraged to notify the Market Manager the day Before the Market date they expect to miss. Assigned spaces will be held by management until 6am unless Market Management is notified a vendor is running late.

MANAGEMENT RESERVES THE RIGHT TO RELOCATE VENDORS AS NEEDED

Load In:

- Vehicles must be unloaded and moved from the area as quickly as possible. All vehicles that are not parked within the vendor space must be moved by 6:45am.
- Vendors without an assigned space should line up behind the pavilions facing East. Access to the line is north on Ottenheimer Street. Security will be on site to assist.

AT ALL TIMES WHILE THE MARKET IS OPERATIONAL, 7AM TO 3PM, NO VEHICLE IS ALLOWED TO DRIVE IN OR OUT WITHOUT THE ASSISTANCE OF SECURITY AND/ OR MARKET MANAGEMENT.

Vendors are not allowed to leave their space prior to 2pm unless they have checked with Market Management and can safely exit the area.

Vendor Conduct

- Vendors must sell within the boundaries of their rented space. Vendors are not allowed to roam the Market in order to sell their products.
- Vendors may not set up a table, etc. in order to hold a space.
- The River Market does not provide any set up equipment or supplies. It is the responsibility of the vendor to provide all extension cords, tables, chairs, signage, tape, decorations, and display equipment.
- Tents must fit within the space assigned.
- Vendors must pick up all remove any trash in their space before they leave.
- Vendors leaving their space unclean will be charged a \$25.00 clean up fee that will be noted and due the next time the vendor attends.

- The Farmers' Market concludes at 3:00 p.m. on Saturdays. When evening events are scheduled in the pavilions, please vacate the premises quickly. Evening pavilion events will be notified that they may not 'load in' until 4:00 p.m., however, Management reserves the right to make exceptions. Vendors must be completely out of their space by 4:00 p.m. unless there is not a scheduled event in the pavilions. Any and all of vendor's merchandise including, tables, chairs, equipment, signage, display equipment, and trash must be removed by the designated closing time.
- Vendors may not use the River Market for engaging in any unlawful or improper activity.
- Incidents involving property damage, theft, or injury to vendor employees or River Market customers must be reported immediately to Management.
- Vendors should adequately insure their own employees and any personal property used at the River Market. The Bureau assumes no responsibility or liability for vendors' personal property or vendors' employees. Any damage, destruction, or injury to vendors' personal property or employees or to River Market property or River Market customers caused by a vendor or its employees is the sole responsibility of the vendor.
- Inappropriate conduct or language towards other participants, customers, or management will not be tolerated and can be grounds for immediate dismissal from the Market. All complaints will be investigated thoroughly by Market Management. Vendors that have a complaint may verbally relay them to Management or may submit them in writing to the River Market office. Management will investigate the complaint and will respond to the vendor in writing.
- Inappropriate conduct during the complaint process (i.e. yelling, swearing, throwing items, harassing or threatening management, etc.) will not be tolerated and could result in immediate dismissal from the Market.
- Vendors who choose to bring children to the Market are asked to ensure that the conduct of the minors is appropriate and not disruptive to customers or other vendors.
- The use of profanity in and around booths is not acceptable and violators may be asked to vacate the premises.
- In accordance with City of Little Rock Policy, SMOKING IS PROHIBITED in a City Park. The area considered Riverfront Park is from the south side of President Clinton Avenue to the River and from St. Vincent to Ottenheimer Road. Failure to abide by this policy can result in dismissal from the Farmers' Market.
- **Vendor Parking**

The purpose of our vendor parking rule is to save our best parking for your customers.

Do not park in the first section of the parking lot at the kiosk, closest to the Market, in the designated handicapped / elderly special parking area or along the street parking on Ottenheimer drive. Vendors are strongly encouraged to park in these designated areas only:

 - River Market Parking Deck – We will provide a complimentary pass to exit.
 - Amphitheater Parking Lot
 - West parking sections of River Market Parking Lot

Vendor fees

- **NEW for 2022**
 - All vendor fees will be collected via square – no cash payments will be taken.
 - All rates have been averaged across the seasonal pricing of the past and we will have a flat rate for each location starting in 2022. Rates will not change throughout the year.
- Vendor fees are based on location. Fees are non-negotiable – management will not discount or waive fees based on inclement weather or lack of traffic.
- Management reserves the right to change fees without notice.
- Vendors are required to pay in full at time of collection by management.
- Vendors who are unable to pay at this time will be asked to vacate their space.
- Prices below are per day, per space.

Either Pavilion*	\$30.00
River Plaza	\$20.00
St. Vincent Plaza	\$20.00

Tower Plaza * \$15.00

Riverfest Plaza & Peaks * \$ 5.00

Busker Locations \$10.00

**Fees are based on spaces up to 10'x10' – vendors utilizing more than a 10'x10' space will be required to pay for 2 spaces.*

Bagged Ice

Bags of ice are available for purchase at \$2.00 per bag. See Market Management or Security for assistance.