



CHARLESTON FARMERS MARKET

Produced and directed by the City of Charleston Office of Cultural Affairs

~2014~

Vendor Manual



Market Manager, Harrison R. Chapman

OFFICE: (843)724-7309 CELL (843) 509-3619

FarmersMarket@Charleston-sc.gov or ChapmanH@Charleston-sc.gov

www.CharlestonFarmersMarket.com

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Founded by Mayor Joe Riley in 1989 and the Clemson University Cooperative Extension Service, the Charleston Farmers Market (CFM) is produced by the City of Charleston Office of Cultural Affairs, in cooperation with the City of Charleston Parks Department. Over the years, the CFM has received numerous awards: in 2005, the CFM received the Three Sisters Award from the Charleston Save the City Committee; in 2008, the CFM was ranked by Travel + Leisure magazine as one of the top 10 best Farmers Markets in the nation; and in the Charleston City Paper reader's poll, "Best Of," the CFM was named Best Outdoor Event in 2009, 2010, 2011 & 2012.

Located in Marion Square at the heart of historic downtown Charleston, the CFM is open each Saturday, from April through December, 8 am to 2 pm and select Sundays during the Piccolo Spoleto Festival in May and June as well as Holiday Magic in December. The CFM is dedicated to the support and advocacy of Lowcountry farmers and growers, and offers a variety of local produce, plants, herbs and fresh cut flowers as well as breakfast and lunch vendors, live entertainment and an assortment of juried arts and crafts from local artisans. Attracting locals and visitors alike, the CFM is the community connection each Saturday morning bringing together people from all parts of the Lowcountry and beyond.

Regular CFM Hours

April 12 – November 29

Saturdays, 8:00 am – 2:00 pm, RAIN or SHINE

Sundays During Piccolo Spoleto Festival (9:00 am – 3:00 pm)

May 25, June 1 & 8

Holiday Market (9:00 am – 4:00 pm)

Saturday, December 6, 13 & 20

Sunday, December 7, 14 & 21

*Schedule of days and hours of operation subject to revision by CFM Management. CFM Vendors must complete an additional application/participation form for Piccolo Spoleto Sundays and Holiday Market, but no additional application fee is necessary. See page 22 for policy on Weather Related closures.

The CFM is committed to creating a diverse marketplace with the highest quality, **locally** produced products available. All applicants must live within CFM boundaries shown on map (*page 25*); priority is given to Charleston County, followed by Berkeley and Dorchester County. **Proof of Residency** is required at time of application including: SC Driver's License or ID and copy of utility bill. **Proof of Business Address** will also be required to include one or all of the following: Lease agreement or Title to Real Estate (Deed) and/or Property Taxes. City of Charleston reserves the right to make onsite visits to business establishment and/or may require more proof of residence or business. Although CFM will not be bound to apply a particular set of selection criteria in every instance and must reserve unconditional discretion to accept or refuse anyone as a CFM Vendor, the CFM considers many factors when evaluating vendor applications.

About Charleston Farmers Market

Vision

The CFM is dedicated to the support and advocacy of Lowcountry farmers and growers and offers a variety of local produce, plants, herbs and fresh cut flowers as well as breakfast and lunch vendors. The CFM allows for:

- Local food growers and producers to prosper by finding local Marketplaces for their products
- Every resident to have access to high quality nutritious, locally grown food
- Residents to understand the value of strengthening the local economy by purchasing locally grown food
- Sustainable farming and local food production expansion as more people choose to enter these professions
- To grow, nourish and inspire the community.

The Charleston Farmers Market is playing a central role in creating this food system and in fostering an economically, ecologically and socially sustainable community.

Mission

To provide a venue where local farmers, producers, crafters and artisans come together to offer a variety of fresh local produces and locally crafted products directly to the consumer. The Charleston Farmers Market encourages direct communication between consumers and growers and fosters social gathering and community building.

We Value

- Nourishment: food is the heart and soul of our lives. Access to fresh, nutritious food is a foundation for health and human dignity.
- Sustainability: our market and operation model social, ecological and economic sustainability.
- Relationships: positive, personal connections and cooperation underlie our contributions to the community.
- Excellence: by combining innovation and industriousness, we can achieve our best while making farmers markets fun, functional and beautiful.
- Organizational Strength: maintaining financial strength and the integrity of our organization's practices allows us to offer personal and professional fulfillment to our employees and valuable support to our vendors.

Market Advisory Committee (MAC)

Market Advisory Committee (MAC) constitutes a panel of interested volunteers and vendors who recommend vendor program priorities and who serve as a sounding board for program initiatives, as informed advocates for CFM. It assists the Market's staff in reviewing market rules and procedures. MAC provides a channel for CFM vendors to have their voices heard by members of the MAC for consideration and vetting to Market Management.

General Acceptance

In order of priority

1. Agriculture

- Priority is given to those regional farmers and producers who bring product to market that is 100% grown and harvested on farmland in South Carolina that they own and/or operate
- Farmers have priority over Artisans, Bakery and Hot Food Concessions
- Farmers who use environmentally responsible & sustainable growing, breeding, raising and harvesting methods will also have priority
- Priority is given to those who use *at least 3* local ingredients to produce food product

2. Product Quality

- Consistently high product quality
- Products grown or processed using genetically-modified seeds must not be sold at the market
- Clean and attractive displays
- Owner Operators are expected to appear at market 75% over the course of their season to foster a connection between the vendor and customers

3. Conduct, Compliance & Customer Service

- History of compliance with market rules and federal, state, and local regulations
- Positive vendor conduct toward customers, fellow vendors, market staff and volunteers
- Courteous, strong customer service and knowledgeable staff
- Timely submission of application, licenses and other market correspondence
- Billing and payment history according to fees & payment procedures

4. Product Balancing

- Duplicate products must be denied entry
- Products that are unique or unusual
- Products not already represented in the market
- Product not readily available through national distribution channels

5. Record as a previous CFM Vendor

- Number of years vendor has sold at CFM
- Number of CFM markets at which vendor sells
- Attendance record
- History of compliance with market rules

Products Not Accepted at CFM

The CFM is committed in showcasing locally grown produce and high quality crafts designed and fabricated by local artisans. With this in mind, the CFM will not accept the following items at our Market:

The CFM will **NOT** accept applications for the following:

- Nationally distributed packaged foods/products
 - Energy drinks
 - There is no opportunity for re-sale of manufactured food products. The vendor must have prepared the food in a South Carolina DHEC approved kitchen within CFM boundaries
 - Vendors cannot be part of a national franchise or a corporate chain of businesses. Vendors cannot duplicate an existing retail location that the vendor owns or operates; exceptions are made for bakers whose ovens are at the vendor's bakery and for vendors who own a restaurant and use the restaurant's commercial kitchen to prepare food items for sale at CFM. All kitchens must meet SCDHEC requirements, and the food items sold by the vendor at CFM shall not duplicate the food items sold by the vendor at the restaurant. Vendors shall not use the name of an existing restaurant or business at CFM without written permission from CFM Management.
 - Applicant living outside of CFM boundaries (East of I-95, within SC borders)
-

What Kind of Licenses Do I Need?

Vendors are responsible for complying with local, state and federal requirements governing the sale and production of their products and for acquiring the necessary permits and licenses. The following is a list of common permits and licenses required; however, it is not exhaustive. For more information, contact the issuing agency.

- At the time of application, vendors must provide clear, written information about production methods, which can be available to any consumer who requests it.
- At the time of application, vendors must provide proof of residency and proof of address for business, they must reside in boundaries required for the CFM, no exceptions (*Page 25* for map)
- **All Food Concession, Bakers, Processors, Seafood, and those handing out samples** must read all guidelines from DHEC and have a Charleston County DHEC approved kitchen *or check with the South Carolina Department of Agriculture*. **DHEC** Phone #(843)202-7020
- **SCDA** (*South Carolina Department of Agriculture*) will work with you on any requirements where SCDA must give approval. SCDA regulates farmers markets in South Carolina.
SCDA – Contact person: Angie Culler

| | |
|--------------------|--|
| Mailing Address | Consumer Services |
| PO Box 11280 | (803)737-9690 / (803)737-9703 (Fax) |
| Columbia, SC 29211 | www.agriculture.sc.gov |
- If accepted to the CFM, **all vendors** must have a Charleston Business License prior to vending at the CFM. A copy must be on file at the CFM office and a copy must be displayed at the CFM each market day. Exception: Farmers who **ONLY** sell produce from their own farm. Contact Charleston Business License at (843) 724-3711.
- **All vendors** must have insurance; if accepted, the CFM will offer a group rate. The provider will be Francis L. Dean & Associates, Inc. www.fdean.com. This policy will only cover you at the 2014 CFM.

Definitions of Vendor Business Types:

The Market **does not** offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having a choice. However, if CFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.

A vendor is an owner/operator of a business entity approved to sell at the CFM by CFM Management, and the City of Charleston, from April 12- December 21, 2014. A vendor may not operate under a franchise agreement. A vendor may not share tent spaces with other entities. All products must be grown, raised, produced, caught, or gathered by the vendor (East of I-95) in South Carolina and must be pre-approved before being sold at the Market. The categories and definitions of products to be sold at the market are below. A **Rotating vendor** is the same as above definition, with the exception that they are only allowed to vend on days they are assigned by CFM Management.

1. **Active Farmer** is a person actively involved and invested in the planting, growing and harvesting of agricultural product on owned, rented, leased or share-cropped land. This definition includes ranchers and dairymen. If a farmer farms on land(s) he/she rents or leases, he/she must provide the market with a copy of the signed lease agreement(s).
 - **Farm products** are grown or raised by the farmer upon land (located East of I-95, within SC borders) that s/he controls through ownership, lease, rental or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, flowers, meat and dairy products.
 - **Meat & Dairy Products.** All meat and dairy products must be labeled as processed food products in accordance with SCDA requirements for processed food products.
 - **Processed farm products** are farm products made from raw ingredients, a majority of which are grown and produced by the farmer. These products include all farm products that must in some way be processed **including cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam or other processed agricultural and livestock food products.** Some processed farm products are not processed by the farmer but, are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved or otherwise significantly treated. **CFM recognizes the distinction between processed farm products made by the farmer and those products that are purchased and then processed.**
 - **Nursery products** are grown or raised by the farmer upon land that s/he controls through ownership, lease, rental or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees or shrubs that are propagated from seed, cuttings, bulbs, plugs or plant divisions. Nursery product vendors may require a nursery license from SCDA.
2. **Bakery/Chocolatier** is a person who bakes breads, pastries, desserts or makes chocolates for sale at the market.
3. **Seafood** products are sea foods raised or caught by the producer in South Carolina waters.
4. **Food concession vendor** is a person who sells food that is freshly made and available for immediate consumption on-site.
5. **Art and Craft** products must be designed, fabricated and hand-crafted by the artisan vendor. Acceptance is based on originality of design, materials and production techniques. All crafts must be of excellent workmanship both in quality and design. The items must show evidence of manual skills obtainable through a significant period of dedication and experience. All vendors are solely responsible for obtaining proper permissions and licenses from third parties whose rights may be violated or infringed. To use any logo, trademark or copyrighted items, a vendor **MUST** have written permission from the owner of the logo, trademark or copyright and provide the CFM with a copy of the written permission from the owner of the logo, trademark or copyright with his/her application or at the request of CFM.

Rules & Regulations:

CFM Management, City Staff and MAC reserve the right to deny a vendor's application or to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market.

Application & Agreement

- All prospective vendors must read the 2014 CFM Vendor Manual in full, then complete and sign a CFM Vendor Application/Participation Form
- Application fee: All vendors, returning and new must submit a nonrefundable application fee of \$20
- The CFM's approval of selling privileges for a vendor is always for a specified period of time
- All accepted vendors are required to attend a vendor orientation meeting which will be scheduled upon acceptance

Operations Guidelines

Vendors are responsible for informing themselves and their staff of all CFM Rules and Regulations and CFM Operation Guidelines, and are expected to comply with all CFM Rules and Regulations and CFM Operation Guidelines. Additional copies of Rules and Regulations may be obtained through CFM staff. **These Operation Guidelines are part of the CFM Rules.**

Product Declarations

- Vendors are required to submit a complete, clear list of all products the vendor wishes to sell with his/her application. Vendors must have pre-approval from CFM Management before selling any product. Vendors may only sell products approved by CFM Management.
- If a vendor wishes to add to his/her original list, he/she must submit additions to the CFM Manager in writing for approval; with a *minimum of two weeks* before the vendor desires to sell the product(s). CFM is a producer-only Market with **no re-sale** products permitted. Buying products from another wholesaler, store, or other food operation, and then selling those products is not permitted at the CFM. (the exception is 75/25 rule for farmers and hot concessions)
- Art vendors may not sell food or farm products.
- CFM reserves the right to be the sole t-shirt, sweatshirt, and poster vendor in the Market.

Absences

Vendors are expected to be at every CFM. Seasonal vendors are exceptions and must be approved by CFM Manager. *Vendors are allowed 3* unexcused absences from the CFM during the course of the season. More than three cancellations or absences must result in the loss of a space privilege. The CFM Manager has the right to decide if excused or unexcused cancellations/absences are approved. Art/Craft vendors must be present at the CFM at least 75% of the CFM season; the other 25% can be an employee, however this practice is discouraged. Employees are subject to the same rules as the owners.

Booth equipment

- Vendors must supply their own tables, chairs, and signs.
- Canopies-Tents (measure 10'x10'): Art/Craft vendors must have a white tent. White tents are not provided by CFM, vendor is responsible for purchasing a white tent.
- Weights: At every CFM, no matter the weather, all canopies or other booth covers are required to have 25lb. weights or sandbags, (no cement blocks) for each tent pole. Weights must be approved by CFM manager as they should not be a hazard to patrons or others. No spikes are allowed.
- Clean and safe: vendors are responsible for keeping their spaces clean and attractive during CFM hours and must clean up their spaces after the Market closes, including sweeping up any debris and removing all trash from Marion Square.

Vendor Conduct & Courtesy

- Vendors must not talk on phone while loading or driving through the CFM.
- All vehicles coming into the CFM must maintain a 5- 10 MPH range and must turn off car while stopped in the CFM.
- Vendors **are not permitted** to use the following techniques while at the Market: hawking, calling attention to products in a loud, repetitive public manner, and selling products in an aggressive way. Standing in the aisles while providing samples to customers is not permitted. Vendors must stay in his/her 10'x10' tent spaces when providing samples.
- **Threatening behavior (including verbal abuse), vandalism and the use or threats of violence by a vendor will constitute immediate expulsion from the CFM.** The Safety of CFM employees, customers, vendors and visitors is of utmost importance. Threats, threatening behavior or acts of violence against employees, customers, vendors, visitors or others while at CFM's Markets, offices or by electronic means will not be tolerated. Any person who engages in this behavior shall be removed from the premises as quickly as safety permits, and shall remain off CFM's premises pending the outcome of an investigation. Subsequent to the investigation, CFM will respond appropriately. This response may include, but is not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person or persons involved.
- Any CFM Vendor who is convicted of a crime during the course of the CFM season must report their conviction to CFM Management. In the event of such a conviction, the CFM and City of Charleston at its sole election reserves the right to expel a vendor from the CFM in light of this criminal conviction.
- While at the CFM, vendors are expected to behave courteously to customers, other vendors, CFM staff, and volunteers, and to conduct himself/herself professionally at all times. Vendors must not publicly disparage other vendors or other vendor's products; this behavior may be grounds for immediate expulsion from the CFM.
- Vendors are responsible for making sure that all persons working at their booths are familiar and knowledgeable of their product, all CFM Rules and Regulations, and Operation Guidelines. Employees must adhere to all CFM Rules and Regulations and Operation Guidelines.
- Children under the age of 14 will not be allowed to sell at the CFM, unless accompanied by an adult who is knowledgeable about items for sale.

Damage to City Property

The City of Charleston shall be reimbursed for any damage, caused by any vendor, to CFM or City of Charleston property. This regiment includes damage to sidewalks, grounds, vehicles, fencing, tents, and any other property owned by or provided by the City of Charleston.

Customer Queries

Vendors are discouraged from selling at below-cost pricing, thus undercutting potential sales of other vendors. All items for sale must be clearly marked with their retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board. Questions regarding production techniques must be answered factually and knowledgeably. False packs and incorporating the exposure of the best products at the top of a package with inferior product(s) packed below will be considered fraudulent and a violation of the CFM Rules and Regulations.

Staying Green

Vendors are encouraged to use environmentally responsible and sustainable methods of production and packaging.

Vendor identification

Each booth space must prominently display a sign clearly identifying the business by name and the location of the business. Signs must not be on cardboard and must be professional in appearance. Signs must be in place by *opening at 8:00 am of the CFM day*. All descriptions of products must be accurate and truthful. Signs are subject to approval by the CFM Staff and must reflect the ambiance of the CFM.

Electricity

All electrical equipment must be pre-approved by CFM Management. Vendors requiring electrical power are responsible for providing their own outdoor extension cords and mats to cover all portions of the cord that lie in any area used by Market customers. CFM cannot guarantee electricity to its vendors.

Loading & Unloading

All vendors must off-load his/her packaged products and supplies in the grass near their space, park his/her vehicles, and then return to unpack their product and set the booth space. Vendor must not set up his/her tents until they have parked their vehicle. The reverse must be true for load-out. Any vendor must not bring his/her car in until their tents are taken down.

Possession of Weapons

Firearms, knives, weapons, fireworks, gambling or use of alcohol or drugs by a vendor or his/her employees, or agent, constitutes a violation of CFM Rules and will constitute immediate and permanent expulsion from the Market.

Solicitation

Solicitation for products, services, or charitable contributions, not specifically addressed as a CFM commodity, or by vendors other than CFM vendors, will not be permitted, except with special permission granted by the City of Charleston and the CFM Management.

Alcoholic Beverages

The selling of alcoholic beverages is prohibited without prior approval by the CFM.

Illegal Drugs

The selling, distribution, or possession of drugs and drug paraphernalia is prohibited and will be grounds for immediate removal from the CFM.

Rotating Vendor

A rotating vendor is not a full time vendor. A rotating vendor is only permitted to vend on days designated by CFM Management. You must signify on the CFM application/participation form that you are applying to be a full-time or rotating vendor.

Vendor Space

Vendors **will not** sublet their space to others. Prepaid fees are non-transferable to other CFM dates or vendors. If a vendor sells his or her business, he/she may not transfer his/her CFM space to the new owner.

On-Site Operation Guidelines

Marion Square

Office (843)724-7309 or Manager's Cell (843) 509-3619

Call ASAP if you are running late or have an emergency and can't make it to the Market. These phone numbers are available for your use.

Loading & Unloading

- Set-up begins at the CFM, *no earlier than 5:00 am*. Although vehicles cannot be parked in Marion Square, vendors may drive into the site for loading and unloading.
- Traffic Flow for unloading at the CFM in the morning:
 - a. Vendors on **King Street** must enter from King Street side of Tobacco St.
 - b. Vendors on **Tobacco Row** must enter from Meeting Street side of Tobacco St., only making a right hand turn onto Tobacco St.
- Vendors must off-load his/her packaged products and supplies in the **grass** near his/her space, park his/her vehicle, and then return to unpack his/her product and set the booth space. A vendor must not set up his/her tent until vehicle is parked
- Vehicles are not allowed in the CFM after 7:15 am and must exit by 7:35 am. If a vendor has not arrived by 7:15am and not alerted the CFM manager of late arrival, the CFM staff maintains the right to designate his/her space to another vendor. Late arrivals must load-in from the perimeter of Marion Square.
- Vendors are prohibited from driving on the grass at Marion Square. All vehicles must be out of Marion Square by 7:35 am.
- Vendors are asked to park as far away from the CFM as possible to allow customer parking. However, there is parking for large trucks and trailers on Hutson Street. For cars there is parking at CPW at 103 St. Phillip Street (*on the corner of Vanderhorst and St. Phillip*; you may not park at Citadel Square Baptist Church.
- If vendors sell everything they bring, unless approved by CFM manager, booth disassembly is not permitted until the CFM closes. For the safety of our customers, vehicles are not allowed into Marion Square sooner than 2:15 pm. (*Depending on the amount of pedestrian traffic in the CFM, this time may be adjusted by the CFM staff*)
- At 2:00 pm, vendors may begin taking down their booth. Before vendors leave Marion Square to get their vehicle, their booth must be broken down 100 percent, including tent. Everything must be moved to the **grass** before leaving Marion Square to get your vehicle.
- At the discretion of the CFM manger, if display is 100 percent broken down and every item is on the grassy area of Marion Square, cars may pull into Marion Square at 2:15 pm.
- Traffic Flow for Loading at the end CFM:
 - a. Vendors on **King Street** must enter from King Street side of Tobacco Row.
 - b. Vendors on **Tobacco Row** must enter from Meeting Street side of Tobacco Row, only making a right hand turn onto Tobacco Row.

Booth Set Up & Display

- Vendors, who use grassy areas for storage, are required to set up on a tarp to prevent damage to the grass. Mats or plywood are recommended for high-traffic areas, which will be provided by vendors.
- Canopies must have 25lb weights on each leg. (*weights must be approved by CFM manager*)
- No boxes or produce displays can extend into the common customer traffic areas.
- Signage including product prices, vendor identification, and organic certification must be clear and visible.
- All vendors must have trash cans at their booth for their usage.

Clean & Safe

- Vendors whose products generate waste (e.g. on-premise prepared food vendors and vendors providing samples) must provide a trash receptacle at their booths for customers to use.
- All vendors must haul all their trash out of Marion Square, at the end of each Market day, for disposal at their own business locations. **On-site trash receptacles are for public use only.**
- All vendors are required to sweep their spaces at the end of each Market day and must ensure, before leaving the CFM, that all litter and product debris are removed.

No Smoking

Vendors are not allowed to smoke in the CFM area at any time; vendors must step out *at least 100 feet* away from other tents and vendors. Cigarette butts are to be disposed of properly. Littering will not be tolerated.

Electricity

- 110v electricity is available at the CFM when approved in advance by the CFM Management. The vendor will need to bring his or her own heavy-duty extension cords and mats to cover them.
- The CFM highly recommends using battery operated fans and/or solar power for fans.
- Vendors shall not use a generator unless approved by CFM Management and must not disturb CFM operations due to volume, size or location.
- Any vendor using electricity is subject to a \$15 fee to be presented at the vendor meeting. The check or money order should be made payable to City of Charleston.

Water

Water for vendor use is available on the brick storage building on the King Street side. Drinking Water is available at the water fountains and additional water is available at multiple food vendor locations and the CFM info booth. Make sure you know where this is located for anyone who asks.

Vendor Space

Space reservations are held *until 45 minutes before CFM opening*, after which spaces may be allocated to another vendor in the sole discretion of the CFM staff.

On-Site Compliance Checklists

The CFM manager and his or her designee may, without notice, evaluate any vendor booth using the compliance checklist printed in this handbook. Please make sure your employees understand and know all CFM Rules and Regulations and Operation Guidelines.

Tools to Monitor & Enforce Rules

In addition to the list below, CFM Management utilizes the following procedure for disciplinary action: CFM Management is authorized to assign spaces, enforce all rules and regulations, and issue notices of violation(s). In cases of serious violation, the disciplinary progression will be as follows:

First Violation Written warning from the City of Charleston to the vendor

Second Violation \$25 fine to be paid by the vendor before following market

Third Violation Vendor suspension from the CFM for one Saturday which immediately follows the violation

Fourth Violation Expulsion from the CFM for the duration of the current season

Physical violence, verbal abuse, weapons onsite, possession of or use of alcohol or illegal drugs onsite
Grounds for Immediate expulsion

1. All rules of the Market are enforced by the CFM manager or his or her designee, all of whom have ultimate on-site authority. Complaints or problems must be directed to the CFM manager in a timely manner.
2. If a vendor does not abide by the rules of CFM or comply with federal, state, and local regulations applicable to Market participation, the Market manager or designee may take any action deemed appropriate, including assessing fines or barring the vendor from selling at the Market for that day and any future Market days.
3. The CFM Manager or designee will regularly evaluate vendors using the On-site Vendor Compliance Checklist.
4. Violations not included in the On-site Vendor Compliance Checklist may lead to other disciplinary action. If a vendor is issued a fine due to noncompliance, vendor must pay the fine before setting up at the next CFM.
5. Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the Market.
6. CFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business or employee status of vendor.
7. The CFM Management reserves the right to make reasonable exceptions to these CFM rules and guidelines at its discretion.

ON-SITE VENDOR COMPLIANCE CHECKLIST

Vendor:

| GENERAL | √ <input checked="" type="checkbox"/> NA | COMMENTS |
|--|--|----------|
| Canopy weights on all legs | | |
| Booth set up with regard for public safety: <i>all components of the booth are contained within the boundaries of the booth</i> | | |
| Signage w/ name and location of the business- clear and visible | | |
| All product prices posted | | |
| All packaged food labeled with name of product, net weight, ingredients in descending order by weight, and name and address of the producer (bulk foods must post a sign with this information or a sign indicating that it is available upon request) | | |

| FOOD SAFETY | √ <input checked="" type="checkbox"/> NA | COMMENTS |
|---|--|----------|
| Food stored/displayed off the ground (6") or in impervious plastic tubs | | |
| If product is not produce: it is wrapped or covered | | |
| Potentially Hazardous foods stored, displayed and offered for sale packaged and refrigerated at or below 41 degrees F and vendor has a calibrated thermometer to demonstrate this | | |
| Vendors selling bulk foods, including baked goods, must have a handwashing station | | |

| SAFE SAMPLING OR VENDORS WHO HANDLE BULK DISPENSED PRODUCTS OTHER THAN PRODUCE AND NUTS IN THE SHELL | √ <input checked="" type="checkbox"/> NA | COMMENTS |
|---|--|----------|
| Hand-washing station present and in active use | | |
| Produce is cleaned before sampled | | |
| Clean cutting service & utensils; sanitizer available for cleaning equipment between uses | | |
| Samples covered to protect them from contaminants when they are not actively being sampled by customers | | |
| Sampling set up designed to prevent customers from touching samples other than the one they take | | |

The viability of CFM requires careful consideration for the safety of CFM vendors, customers and the community. CFM operational rules have been constructed to minimize the risk of accidents. Without vendor compliance, our risk Management strategies are compromised. The result to CFM can be costly: to manage, to insure, and to operate. Vendor on-site compliance will be regularly evaluated using the following checklist.

CFM Management uses this checklist as a tool to regulate food safety, products sold, and operational safety. Management or her designee will indicate any violation(s) on the following form. Both CFM Manager and Vendor's on-site sales personal will sign and date the following form.

A copy of the form will be mailed to the vendor. Vendor must correct the non-compliance by the following week.

Vendor must be issued a fine.

If a vendor is issued a fine due to noncompliance, vendor must pay the fine before setting up on their next Market day and the violation must be remedied.

| | | |
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| Samples of potentially hazardous foods are prepared in small batches and prepared at approved temperatures for the required duration | | |
| Samples of potentially hazardous foods are discarded after 2 hours after refrigeration | | |
| Samples are prepared in a way to ensure there is no cross-contamination of foods | | |
| Trash can is available for customers to use | | |

| IF | √ <input checked="" type="checkbox"/> NA | COMMENTS |
|--|--|----------|
| Claims organic, OG certification is posted | | |
| Using electricity, cords are covered and set up with regard for public safety (appropriate mats, etc.) | | |
| Claims “no spray” or something related to growing methods that is not certified by a 3 rd party, information is available explaining claim. Signage is not permitted. | | |
| Anything vendor sells or distributes produces trash, vendor has trash can available for customer use | | |
| Is set on grass, vendor has tarp or other protective covering | | |

NON-COMPLIANCE VIOLATIONS

| | |
|--|--|
| | Traffic facing the wrong direction |
| | Vehicle in market before or after specified time |
| | Reckless driving |
| | Vehicle in market before booth dissembled |
| | Failure to clean/sweep stall space |
| | Failure to haul trash off premises |
| | Driving on the grass |
| | Selling before the bell without permission from market management |
| | Non-courteous behavior: disparaging Vendor, staff, volunteer, market, or customer |
| | Booth disassembly before the market is closed |
| | Hawking: calling attention to products in a loud repetitive manner or selling ones' wares in an aggressive way |

Issued by: _____ Date: _____

Received by: _____

Payment Methods: (Check, Credit Card or Money Order, Only)
CASH IS NOT ACCEPTED AT ANY TIME!!!

1. **Full Season Advanced payment**
 - a. Payment due in full on or before the first market
 - b. Discount, 10%
2. **1/2 Season (Approximately 4.5 months) Advanced payment**
 - a. Payment due in full on or before the first market and/or if paying mid – season, before August 9, 2014
 - b. Discount, 5%
3. **Pay online with Credit Card**.....Links will be given out after accepted to CFM
4. **Pay once a month** (prior to the month vending) at the CFM tent, *before 1:00 pm*

2014 Fee & Payment Procedures

1. **Application Fee \$20:** Due to the level of attention required to process and verify information presented in vendor applications, a non-refundable fee must accompany all applications for all vendors.
2. **Rental Fees per Market Day for vendors:**
 - \$25 – Cart (tent N/A)
 - \$30 – Farmer space (tent setup fee N/A)
 - \$35 - 8’x8’ space (\$5 extra for tent rental)
 - \$40 - 10’x10’ space (\$5 extra for tent rental)
3. **Late Payment**
 - Vendor’s rent must be up to date before entering the CFM each week, and any insufficient funds must be paid to the CFM before 1:00 pm of the each market day.
 - It is the vendor’s responsibility to notify CFM *in writing* of any change of mailing address. Vendors are responsible for late payment charges due to a change of address not communicated to CFM *in writing*, preferably by email.
 - Any rent that remains unpaid following the close of a market day will be itemized on an invoice payable upon receipt.
 - A late payment fee of \$10 will be charged 31 days after the date an invoice is issued and every 30 days until full payment is received.
4. **Returned Check Policy**

Checks or ACH transactions returned for insufficient funds will be charged a \$15 fee. Vendor will not be able to attend the CFM until the matter is resolved. CFM is not responsible for fees charged from bank for redeposit of bounced checks.
5. **Unpaid Fees**

Vendors with unpaid fees due at the end of the season will not be allowed to return to the CFM the following year.

Cancellations & Refunds

1. Vendors who cancel providing 72 hours advance notice are eligible to receive a refund. A refund will be applied to the vendor's next rental payment.
2. Vendors who cancel their spaces without appropriate notice or by not showing up at the CFM will be charged in full and are not eligible to receive a refund.
3. Three excused cancellations per season are granted to a vendor. More than three cancellations may result in the loss of a space privilege and may forfeit any refund due.
4. Refunded fees will be less any advanced discounts.
5. Space reservations will be held until 45 minutes prior to the CFM opening. If possible, the CFM manager will assign the vendor a space when he or she arrives. In the event a space cannot be found, the vendor will not qualify for a refund.
6. A vendor's cancellations of CFM season due to health, business or other extraordinary reasons will be refunded according to CFM's cancellation policy.

Grievance Procedures

1. Complaints or problems by a vendor must be directed to the Market Management in a timely manner that is not disruptive to the Market.
2. Vendors who have concerns regarding other vendor compliance, Market staff, safety, or policies must complete a Vendor Concern Form, (*page 19*). Forms will be available at the CFM Information Booth. The Market Manager reviews each concern form and the concerned vendor will receive a specific written response within two weeks. Vendor Concern Form, (*page 19*)
3. A vendor must appeal any decision of the Market Manager concerning violation of these rules within 30 days of receiving the violation. An appeal must be presented in writing to the Market Manager. A decision by the Market Manager after informing the MAC of an appeal, shall be issued within 30 days of receipt of an appeal, and shall constitute a final and binding decision of receiving a violation.

Product Challenge

1. Product challenges must be made for misrepresentation of product by a vendor. Vendors can submit a written product challenge form when they believe another vendor is misrepresenting his/her product. Product Challenge Form (*page 20*).
2. A product challenge must be signed by the person bringing the challenge and preferably be supported by physical and verbal evidence of the offense. The product challenge must be made on the day of, or within the week, the violation is observed. Challenges alleging wrongdoings on past occasions will not be accepted.
3. There is a \$50 filing fee, due when a vendor submits a product challenge, which can be shared by a group of vendors. This fee is returned to the challenger if the claim is verified.
4. The vendor receiving the product challenge must respond to the challenge in writing. Failure to admit or deny a challenge must result in a determination that the challenge is valid.
5. The Market Manager will conduct a site visit in a timely manner to make a determination on the product challenge. If the market Management deems it necessary, others will be consulted on the decision.
6. Product challenge forms are available at the CFM information booth. Because of their sensitive nature, they must be returned directly to the Market Manager.
7. If the vendor is found in violation, the vendor must be fined, suspended, or removed from the market at the discretion of the market manager and the City of Charleston.

Vendor Concern Form

180 Meeting Street, Suite 200
Charleston, SC 29401
(C) (843)509-3619 (O) (843)724-7309
(F) (843)720-3967
www.CharlestonFarmersMarket.com
FarmersMarket@charleston-sc.gov

CFM vendors who have concerns about Market operations, Vendor policies, or other vendors' compliance with Market rules must submit this Concern Form. CFM will not reveal the inquiring vendor's name to anyone. Please submit this form directly to Market Management on the Market day or within a week of the Market during which the alleged violation occurred.

Date: _____

Vendor Business Name: _____

Your Name _____

Contact Information (phone number, email or mailing address)

Your Concern. Please use your Vendor Manual to reference the rule number or policy with which you have a concern. If this is a complaint regarding a Vendor, specify Vendor's name.

Market date and approximate time at which the violation occurred (if any):

Please state the specifics of the violation of the rule. Provide any evidence that supports your concern.

Signed

Date

| | |
|----------------------|--------|
| For Market Use Only: | Notes: |
| Date Rec'd _____ | |
| By _____ | |

Vendor Product Challenge

180 Meeting Street, Suite 200
Charleston, SC 29401
(C) 843.509.3619 (O) 843.724.7309
(F) 843.720.3967
www.charlestonarts.org
FarmersMarket@charleston-sc.gov

Vendors can submit this challenge form when they believe another vendor is misrepresenting their product. There is a \$50 filing fee, due when a vendor submits a product challenge (which can be shared by a group of vendors). This fee is returned to the challenger(s) if the claim is verified. Please submit this form directly to Market Management on the Market day or within a week of the Market during which the alleged violation occurred. CFM will not reveal challenger(s)' identities to anyone.

Name of the vendor about whose product you are inquiring:

Specific product(s) about which you are inquiring:

Market date and approximate time at which the product is being sold:

Please state the specifics of the violation. Provide any evidence that supports your challenge.

Your name, business name, addresses and phone number.

Signed _____

Date _____

| | |
|----------------------|--------|
| For Market Use Only: | Notes: |
| Date Rec'd _____ | |
| By _____ | |
| Fee Rec'd _____ | |

FARMERS & GROWERS RULES & REGULATIONS

- The Charleston Farmers Market (CFM) is a producer-only Market. Exceptions are noted during the non-harvest seasons outlined in the Rules and Regulations and then the produce must originate in the regional Southern Sustainable Agriculture Working Group designated states consisting of North Carolina, South Carolina, Virginia, Georgia, Florida, Alabama, Tennessee, West Virginia, Kentucky and Mississippi (SSAWG). **At no time can produce grown outside the SSAWG region be purchased for resale by the CFM farmer/grower and sold at the Charleston Farmers Market.**
- The local boundaries for farmers/growers participating in the Market are from the North Carolina border to the Georgia border and east of I-95 to the Atlantic Ocean with preference given to farmers in the Charleston, Colleton, Dorchester and Berkeley counties.
- To be considered an eligible participant in the farmer/grower category, vendors must be involved in either full-time or part-time agriculture. A farmer/grower is one who grows produce from seed propagation, plugs or established tree crop orchards and harvests it for sale. Individuals who solely buy and resell agriculture produce are not considered farmers/growers and are therefore excluded from participation in the CFM.
- The City of Charleston, in cooperation with Clemson Extension Services, will determine eligibility. Scheduled field site visits will be conducted for all participants and site inspections and document inspections will be conducted randomly throughout the season.
- Fish vendors are included in the Farmers/Grower Rules and Regulations. There is no resale of fish; the fish, including shrimp, must be harvested by the fisherman holding a SC commercial boat license and sold by the fisherman or members of the immediate family. Fish vendors are subject to the rules and regulations outlined by DHEC and DNR.
- Value-added produce such as jams and jellies, honey and sauces may be sold by the farmer/grower and fisherman. The product must be made by the eligible CFM farmer/grower, fisherman or a member of the family and is subject to DHEC rules for production and packaging.

NEW IN 2011 – THE 75/25 PERCENT RULE

- **The 75/25 Percent Rule IS in effect during the two Lowcountry harvesting periods when a great variety of fruits and vegetables can be grown locally: May 1 - July 15 & September 1 - November 30.** During these designated times, 75% of the fruits and vegetables that you offer for sale must be grown on your farm within the CFM county boundaries. The other 25% must be purchased from other local or regional farmers in South Carolina with the SC Grown designation clearly labeled.
- **The 75/25 Percent Rule IS NOT in effect from April 12-30; July 16-August 31; and December 1-21.** During these designated times, the produce that you sell, which is not grown on your farm, must originate from South Carolina or from the SSAWG region and must be appropriately labeled (identify to CFM Management the name of the farm, mailing address, telephone number and contact person). Examples of appropriate produce include oranges grown in Florida and apples, pumpkins and gourds grown in North Carolina. The CFM Management reserves the right to question the origin of any produce being sold in the Market and to make a decision on whether the produce in question can or cannot be sold in the Market.

- When the 75/25 Percent Rule is in effect, produce can be purchased as part of the 25% but it must be purchased from a grower within South Carolina and be designated as SC Grown. This rule remains in effect until it is determined the local harvest is over. For example, when strawberries are in season locally, all strawberries for sale must be grown or purchased from a regional farm within South Carolina and be designated **SC GROWN**. When the strawberry season is over in South Carolina, strawberries can originate from a SSAWG designated state and be sold at the Charleston Farmers Market. All such produce must be properly labeled with its origin.
- CFM farmers/growers are required to label their purchased produce with the specific location of their growth/harvest. The label must be clearly visible to the customer and the farmer must be able to produce proof of the origination to the Market Management. Examples include Wadmalaw squash, Holly Hill peaches, and Lexington, SC tomatoes.
- Those growers selling only their own plants and flowers will be eligible to place special designation on their products.
- Products can only be labeled as Organic if the Farm operation has been designated as Certified Organic and the current 2014 Certified Organic Certificate must be displayed. Descriptive labels such as naturally grown or chemical free can be evident but not a label describing the produce as organic.

General Information about CFM

Information & Managers Booth

Booth is located near the corner of King and Tobacco Streets, near the entertainment stage. (*Subject to change*)

Vendor Space

- A **vendor** is an owner/operator of a business entity approved to sell at the CFM by CFM Management for a specified amount of time.
- Selling space rented and assigned to vendors in increments of 10' x 10', unless otherwise noted.
- Vendors shall not sublet their space to others. Prepaid fees are non-transferable to other CFM dates or vendors. If a vendor sells his or her business, he/she may not transfer his or her CFM space to the new owner.
- Multiple Spaces: No new vendors may obtain multiple spaces with the exception of farmers
- Cart or 8' x 8' Space: vendor space not large enough for a 10' x 10' canopy but, suitable for a Cart or 8x8 canopy.

Restrooms

- Public restrooms are located in the public parking garage on King Street.
- Portable restrooms are located behind Tobacco Street in between the old library site & Embassy Suites.

Pet/Animal Policy

Vendors are not allowed to bring a pet/animal to the market; exception is a Service Animal which is legally defined in the Americans With Disabilities Act, 2010.

We ask all vendors to review the pet policies to be aware in the event that a customer brings a pet to the market. If customers do choose to bring a pet, we ask them to abide by these six rules to make a pet's visit to the Market a good experience for everyone:

- Pets must be kept on a short leash.
- Pets must be under control and by the owner's side at all times.
- Pets must be kept away from produce, plants and other food products.
- Pets must be friendly with others and children to earn the right to be at the CFM.
- Be considerate—not everyone loves animals and some customers are allergic.
- **Don't forget to clean up after your pet!**

CFM Management reserves the right to request that owners remove pets from the CFM.

Vendor Roster Publication

CFM supports an open policy in regards to publishing the vendor roster (with pre-approval by the vendor). The roster is posted on the CFM website and individual names released upon inquiry by the press or potential customers or pursuant to S.C. Freedom of Information Act request. Vendors must inform CFM staff to not publish particular information. The vendor roster will not be shared or sold by the CFM to prospective markets or competitors for the purpose of soliciting vendors. Vendor information will be listed in various CFM materials such as; brochure and website, www.charlestonfarmersmarket.com.

Weather Related Market Cancellations

The CFM is open Rain or Shine. However, since the CFM is an outdoor venue, CFM reserves the right to close a Market (with or without prior notice) if it is determined that severe weather conditions could compromise the safety of vendors and shoppers. Please, note the following about what might cause us to cancel a market.

- CFM will remain open unless an "Extreme Weather Warning" is issued from NOAA (National Weather Service)
- If an "Extreme Weather Warning" is issued and a vendor decides to cancel, a 48 hour notice will be honored and the vendor will be entitled to a refund/will not be charged. Nearly all extreme weather patterns are predicted this far in advance.
- If unexpected extreme weather occurs and the "Extreme Weather Warning" is issued from NOAA (National Weather Service) the day of, or during CFM and we cancel the CFM for the whole day, all vendors will be credited for the following market.
- Notice of CFM cancelations will be as far in advance as possible, given the circumstance and will be by phone and/or by email directly with all vendors affected. Please, remember we do not close unless there is an extreme chance of storms.

Community Booths

CFM is proud to offer the Market as a resource to other community-based not-for-profits. No sales are permitted from community booths unless given approval ahead of time by CFM Management. Application and pre-approval is required from CFM Management and City of Charleston.

Fields to Families and Master Gardener through the Clemson Extension

CFM works with local social service agencies to establish the gleaning of food contributions at the end of each Market day. These agencies are a great resource for distributing your unsold product to the local community in need. We have preprinted receipts so the agencies can provide you a receipt of product donated for your use in tax purposes. Some vendors take the extra step and put out a labeled box for customers to purchase product to contribute.

Musicians

Live music at the CFM provides enjoyable entertainment, creates a festive atmosphere, and builds community. Tables and chairs are provided as Market goers enjoy taking a break from shopping to sit and relax or to catch up with friends and neighbors.

ATM Machines

Permanent ATM machines are located between the Barnes & Noble bookstore and Francis Marion Hotel on Calhoun Street, near the intersection of King and Warren Streets and also inside the Embassy Suites on Meeting and Tobacco Streets and the gas station at the corner of Meeting and Calhoun Streets.

CFM Boundaries



Appendix I

What to Bring

Careful planning for Market is essential to your success. Be on time and ready to sell by the designated opening time. (Saturday - 8am or Sunday – 9am) The majority of your Market day sales may occur within the first hour of the Market. Make a checklist! Examples of items to include:

- ✓ Stall structure: tables, table covering, racks, shelves
- ✓ First Aid Kit
- ✓ Display containers for your product
- ✓ Plastic and paper bags
- ✓ Cash box and bank (be ready to make change for \$20 bills!)
- ✓ Licensed scale
- ✓ Hand washing station
- ✓ Miscellaneous display items to include: sign making materials including chalk, paper, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape.
- ✓ Check out items: pencils, pens, calculator, sales record/receipt book, notepad, bags, boxes, flats.
- ✓ Trashcan, broom
- ✓ Signs: the more personal, the better. Consider using pictures! Consider using large sign or banner hung at eye level or above with your business name and location. Individual product names and prices alongside of the items—how the item is sold (by weight, piece, quantity)—highlight different varieties, heirlooms, product qualities (sweet, spicy, bitter), storage tips, etc.
- ✓ Signage extras: recipes, how-to's, seasonality information, new item, product information.
- ✓ Information about your farm, CSA or other on-farm activities, promotional materials, business cards—you never know when you will meet a chef!
- ✓ Personal comfort items: weather gear, gloves, hats, rainwear, and drinking water.
- ✓ Your customer service personality—**a big smile is your best asset.**

Merchandising 101: Sell Smart and Increase Profits (Farm) apply accordingly

Build farm loyalty. Create an identity for yourself. Make your farm name and location clear to customers. Provide a description of your farm including location, acres, history, crops, and growing methods. Try displaying this information on a poster and include pictures of your farm. Or have a flyer to distribute to customers. Take advantage of the opportunity to educate shoppers about how things are grown.

Train employees! Make sure they are knowledgeable about your product and your farm. Continuity of salespeople builds relationships with repeat customers.

Provide samples. Let your customers taste the difference! Sampling can increase sales up to 30%. Ask customers: “Have you ever tried this variety?” Make sure you follow the minimum guidelines for food safety detailed in this packet. Keep a separate box with your sampling tools, e.g. toothpicks, serving platter, napkins.

Supply recipes and information. Find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the Farmers Market.

Start an email list. Let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other Markets, and locations they can find you or your product.

Use your personality and expertise as a merchandising tool to build and strengthen your customer base.

Appendix II



South Carolina Department of Health and Environmental Control

CHAPTER XII--SPECIAL EVENTS

- A. Food preparation and service must be permitted for a period of time not to exceed three consecutive days at community celebrations, festivals, special promotions, or similar events. Food preparation and service units shall comply with all applicable sections of this regulation except as outlined in this chapter. The health authority must augment such requirements when needed to assure the service of safe food, must prohibit the sale of certain potentially hazardous food, and must modify specific requirements for physical facilities when in the opinion of the health authority no health hazard will result. Establishments engaged only in the dispensing of non-potentially hazardous beverages or non-potentially hazardous prepackaged foods are exempt from this regulation.
- B. All food including ice and water must be obtained from sources approved or considered satisfactory by the health authority.
- C. Walls, floors, ceilings, screening, or other structural requirements to control insects and blowing contamination must be waived or modified only when adequate measures for food protection are provided.
- D. An approved probe thermometer shall be required if the menu includes potentially hazardous food.
- E. All food items must be protected from contamination during storage, cooking, display, and service.
- F. All food must arrive ready to be served or ready to be cooked, and when cooked, must require minimal preparation to be served, unless the food service activity is conducted in an approved, enclosed facility.
- G. Equipment shall be installed in a manner that allows it to be maintained in a sanitary condition.
- H. Utensils and single-service articles shall be clean, protected during storage, and in sufficient quantities to conduct the activity.
- I. Mechanical ventilation of cooking equipment is not required.
- J. Water supply hoses shall be clearly identified, kept clean, and used for no other purpose.
- K. Adequate methods must be taken to ensure clean hands. When a hand washing lavatory is not available, a container of water with a spigot, soap, and disposable towels shall be provided. Use of disposable food-handling gloves, moist-type single-service towels, and hand sanitizers is encouraged in addition to hand washing.
- L. Hot water requirements are waived from special events.

M. Liquid waste which is not directly discharged into an approved sewage system shall be kept in a closed container and discharged into an approved sewage disposal system.

N. Used cooking oil shall be disposed of in an approved manner.

O. Toilet and service sink facilities are not required in a food service unit at a special event.

CHAPTER XIII--TRANSPORTATION OF MEAT AND MEAT PRODUCTS

Section A. General.

Meat and meat products shall be protected from contamination by use of packaging or covered containers while being transported. All food being transported shall meet the requirements of this regulation relating to approved source, food protection, and food storage.

Section B. Vehicles.

All meat and meat products shall be transported in vehicles so constructed as to protect the meat and meat products from contamination. The storage portion of each vehicle shall be washed and cleaned as often as necessary to prevent contamination.

Section C. Refrigeration.

All fresh meat and meat products shall be transported so as to maintain a temperature of 45°F. (7.2°C.) or below during the transportation period. Vehicles need not be refrigerated if meat and meat products reach their destination at 45°F. (7.2°C.) or below.

Section D. Contamination.

Meat and meat products shall be protected from contamination when transported with other products. Meat and meat products shall not be left by delivery personnel where contamination must occur.

Section E. Clothing.

Meat and meat products shall be delivered by persons with clean hands and wearing clean clothing.

Section F. Mobile Meat and Seafood Sales.

The mobile sale of prepackaged frozen meat, fish, and seafood, or fresh unprocessed fish and seafood other than shrimp, shall be evaluated under sections of this regulation concerning food supplies, food protection, food storage, and sanitary control of liquid waste. These prepackaged products shall be processed and packaged in an approved facility and shall be sold by the package or case.