

RANCHO SANTA FE CERTIFIED FARMERS MARKET

RULES AND REGULATIONS

The Rancho Santa Fe Certified Farmers Market (RSFFM) operates Sundays, year-round, from 9:30 AM to 2:00 PM at 10677-16091 San Dieguito Road, Rancho Santa Fe, CA 92091, in the Del Rayo Village Shopping Center Parking Lot.

The RSFFM is operated in accordance with regulations established in the California Administrative Code pertaining to Direct Marketing and the California Food and Agriculture Code Direct Marketing. The RSFFM is certified by the County of San Diego and State of California Agriculture Divisions and CDFA, as well as the County of San Diego Department of Environmental Health and conducts business within state and local rules and regulations.

RSFFM is additionally governed by the San Diego County Sheriff Department and Rancho Santa Fe Fire Protection District.

To ensure the successful maintenance of the RSFFM as an efficient outlet for all vendors and producers (Sellers) to sell their products directly to consumers, we have adopted the following set of Rules and Regulations.

1. Admission to sell at the RSFFM, and location of stall space, will be at the discretion of the RSFFM management and owners.
2. Change of ownership of a business or farm requires submission of a new application to RSFFM, which will be processed as a new admission. The transfer or change of ownership does not grant or guarantee the new owner the same admission or current stall space assignment as the previous owner.
3. Sellers must provide proof of Liability Insurance, naming Rancho Santa Fe Certified Farmers as an Additional Insured at the time of application along with required permits.
4. Sellers must arrive one (1) hour prior to the published opening time of the market and will not begin the breakdown of their stall space until after the published closing time of the market.
5. All display table frontage must be behind the set-up line designated by the market manager. No displays or signage may extend into the common customer traffic aisle way.
6. All shades and shelters must be tied down and completely secured in windy conditions or be subject to immediate and uncompromised removal.
7. Tables and other display fixtures must be sturdy, stable and not overloaded.
8. Any rubbish, waste, empty bins, boxes, or trash of any kind must be taken with the seller at the end of every market. Both the stall and the surrounding area must be totally free of debris and swept clean. (Failure to follow this rule will result in revocation of the Sellers stall space and a \$100 fine.)

9. Sellers are not to leave trash in any of the shopping center trash bins or dumpsters, or in the trash cans in the marketplace for customer use. (Failure to comply with this rule will also result in immediate and permanent revocation of the Sellers stall space and a \$100 fine.)
10. No music or radios are to be played in the market during sales hours.
11. No loud hawking or shouting to promote product is allowed. All promotion must occur within the space assigned to the seller and not in any common area. Disruptive action in the market is prohibited.
12. Signage – All sellers must have proper signage at their booth with the name of their company/farm/product and website or contact information.
13. Any statement and/or action which is deemed to be offensive, abusive or otherwise inappropriate to a customer, market manager, market staff person, attending producer or Seller, staff person, or any official from a city, county or state agency conducting business within the Market parameters, will be considered in violation of these market rules and will be subject to any or all disciplinary steps indicated in these market rules. Failure to comply with any requests made by Management, negative, abusive, threatening or rude behavior toward Management or other sellers, or consumers, shopping center tenants, or any other socially unacceptable behavior will result in immediate and permanent expulsion from the Market.
14. Signs posted by sellers are subject to the approval of the Market Manager.
15. Sellers must wear shirts and close-toe shoes while on the Market premises.
16. All sellers are required to cancel no less than one week prior to market day to avoid stall cancellation fee charges. Failure to notify less than one week of a cancellation will pay the minimum booth fee, and sellers cancelling less than 24 hours prior to market day will need to pay an additional \$30 in addition to the minimum stall fee. Sellers who fail to notify the Market Manager of a cancellation with less than a one week notification more than once in a six (6) month period, may be subject to removal from the market permanently.
17. If a seller challenges management or the RSFFM in a court of law and the court finds in favor of the management or the market, said seller agrees to pay all costs associated with the legal action.
18. Sellers must provide in addition to a completed application, a signed copy of these rules and regulations, any required permits pertaining to their type of booth, including but not limited to Certified Producers Permit, DEH TFF Permit, Cottage Food Permit and State Sellers Permit. Additionally, all sellers agree to comply with all rules and regulations pertaining to their specific permits.
19. All Sellers must pay stall fees according to the current fee schedule set by RSFFM management.
20. Stall fees are to be paid at the Market Information Booth along with load lists. Receipts are issued. At the discretion of the Market, you may be required to produce an accounting of the daily gross sales.

21. If you are preparing food, you will need a drop cloth/tarp to cover your booth ground space completely. If your food (or any product) is liable to spill or splatter, you will need sides/walls on your booth.
22. Sellers in the food court area are not to use any cleaning liquids or liquids of any kind directly on the parking lot surface. If you have an accidental spill, please notify Market Management immediately so it can be addressed properly. No stains, oil spray or food shall be left in a Sellers space. There are no exceptions to this rule. Failure to comply with this rule will result in revocation of seller stall space permanently. Sellers in the food court area must also sweep their stall space at the end of the day ensuring no debris is left.
23. Sellers need to be ready for business at 9:15 AM for each market.
24. PARKING – Absolutley no parking within the shopping center or on the street directly behind the center. Parking is allowed on Rancho Diegueno Road. If you are unsure, please check with Market Management for a detailed map.

I HAVE RECEIVED THE RULES AND REGULATIONS AND AGREE TO FOLLOW THE RULES AND REGULATIONS OF THE RANCHO SANTA FE CERTIFIED FARMERS MARKET, AND I HAVE PROVIDED ALL NECESSARY PERMITS AND A COPY OF LIABILITY INSURANCE POLICY.

Signature and Date

Business Name

NAMES AND CONTACT INFORMATION OF REPRESENTATIVES PARTICIPATING AT THE MARKET:

PERSON TO CONTACT IN THE EVENT OF A MEDICAL EMERGENCY INVOLVING YOUR REPRESENTATIVE: