



Operating Rules

Revised January 2025

The **Venice Farmers' Market®** (VFM) is sponsored by the Venice Action Committee (VAC) to serve the local residents, visitors and small California farmers. The daily operation of the VFM is managed by James Murez, who was appointed by the VAC to set up, organize and manage the VFM. For the purposes of this document, Mr. Murez or any agent of his appointment will be referred to as the Manager.

1. The VFM Vendors are those persons accepted by the Manager to sell at the VFM who have proper proof that they are authorized to sell products at a California Certified Farmers' Market. In addition, a family member or employee selling for a Vendor is also considered a Vendor, and is responsible to obey and comply with all rules and regulations as though he/she were an owner of said Vendor's business.
2. Employees shall be required to provide proof of employment at all times. No commission sales, brokers or other indirect sales opportunities are allowed.
3. This market was established for the benefit of both the Vendors and consumers. It provides the Vendors with a direct outlet at which they can sell at prices normally higher than wholesale, and consumers with an opportunity to buy fresher food at prices normally lower than retail, thus benefitting both.
4. The term "Market Day" refers to a specific date on which the VFM event will or has occurred.
5. All local, state and federal laws shall be observed to their strictest degree. Any violation may be justification for immediate termination at the VFM.
6. The Manager has the right to issue verbal or written warnings or suspensions and/or impose other disciplinary actions or fines on participating Vendors who violate any rules.
7. The VFM is considered open on Market Day from the hours of 7:00AM to 11:00AM every Friday. No sales are permitted prior to, or after, these open hours.
8. The VFM is operated in close proximity to residential properties. Therefore, no noise shall be created that can be avoided, including the playing of music, singing, shouting, or roughly handling display materials, booths, canopies, stands, tents, tables or chairs.
9. Consumption of controlled substances (alcohol, marijuana, etc.) is strictly forbidden during the VFM. Anyone judged as being inebriated by the Manager shall be asked to leave the premises.
10. Foul language is strictly forbidden. Anyone judged using foul language shall be asked to leave the premises.
11. No smoking is allowed within the VFM Market area (LAMC 41.50.B.2.a).
12. In case of a disagreement between a Vendor and a consumer, the benefit of the doubt will be given to the consumer. Should a dispute arise between a consumer and a Vendor, the Vendor will defer to the judgment of the Manager. Two or more disputes are grounds for ejection from the VFM.

13. Vendors are admitted into the VFM based on the following considerations: consumer demand, product mix or competition at the VFM, and/or seniority on the waiting list.
14. At least 50% of each Vendor's product must be of his/her own production. A Vendor selling for another producer must give the Manager written authorization to do so. Preference of admittance to the VFM is given to Vendors who produce their own products over Vendors who are selling another Vendor's products.
15. Any Vendor offering any certifiable item must have a current Certified Producer's Certificate from the State of California Department of Food and Agriculture which includes the item. Vendors of other items must provide the appropriate certificates and/or licenses, as required by the city or state regulatory agencies and/or by the Manager. These certificates and/or licenses must be conspicuously posted during the VFM. A copy must also be provided to the Manager. The absence of either is grounds for immediate ejection from the VFM, disciplinary action or both.
16. Vendors using the term "organic" must be U.S. Department of Agriculture Certified Organic in order to label or verbally describe that their product is organic, and must post the proper Organic Certificate.
17. If Vendors wish to use the terms "no sprays", "no chemicals", or other similar terms, they must provide a brief written statement to the Manager concerning the techniques they use against insects, fungus, diseases and pests prior to using these terms at the VFM. The Vendors' statement may be shared with the public.
18. All products must be clearly labeled and prices posted in customer view. All products in closed containers (bags, sacks, bottles, boxes, cartons, etc.) must be marked with information that complies with State IRQ (identity, responsibility and quantity) standard labeling laws. Additionally, all perishable foods must have a Sell By or Date Packed date stamp on each package.
19. Products which are required to be kept cold must be kept on ice to a temperature at or below Department of Health standards, including when on display. Furthermore, all package labeling must state "keep refrigerated" or comparable language.
20. All commodities are subject to inspection at any time. Prices must reflect quality; lower quality can be sold only at very low prices and marked as such.
21. Only those items listed on the Vendor's weekly load sheet are considered approved for display or sale at the VFM. Approval must be obtained from the Manager no less than 24 hours in advance of the VFM in order for the Vendor to sell the item(s).
22. All Vendors' and their employees' vehicles, other than those parked in their assigned space within the Market area, shall be parked in the remote area of the parking lot.
23. Vendors' vehicles, tables, and overhead shades must be maintained and used in a safe manner. Equipment legs must be firmly locked into place and tables must have smooth

edges and remain stable when loaded with product. Shades, popup tents or other display items which might move in the wind must be tied or weighted down.

24. Scales must be commercially approved, and display a current certification seal by the pertinent government agency. The Manager can request that a scale not be used should he/she deem it is not in correct operating condition.
25. Vendors must accurately report all sales which occurred at, or as a result of, the VFM. A weekly load sheet is provided by the Manager for the purpose of reporting sales and fees.
26. The VFM uses an online information tracking system to maintain market records. The system is located at <https://www.CFMiX.com>. The types of information being stored in the system fall into three categories: government mandated; VFM requirements; and voluntary media, all which are all described in detail under the Privacy Policy on the website.
27. Vendors are required to provide accurate product distribution and financial transaction data which resulted from their participation in the VFM on each Market Day. The VFM offers two options for reporting this information: a free online service or the Vendor may choose to handwrite this information on a preprinted paper form. Should the paper form be chosen, the VFM may charge additional Vendor fees for Data Entry services. Vendors must notify the Manager in writing 24 hours prior to the Market Day which reporting solution they want to utilize.
28. New Vendors accepted to participate in the VFM may be charged a one time account setup fee to create an online account presence in the information reporting system.
29. The VFM charges \$50 per hour for Data Entry services. These charges are in addition to any Stall fees imposed for Market Day participation.
30. The Vendor is responsible on a weekly basis to perform all data entry activities, which include reporting line-item crop or product distribution amounts in the unit of measurement specified in the CFMiX application, as well as financial gross dollar sales. Any Vendor found to not provide accurate information shall be subject to disciplinary actions, which may include termination from the VFM.
31. Vendor participation fees are calculated as a percentage of gross sales and must be paid to the Manager on the Market Day on which the sales occurred. The Manager may audit Vendors' reporting at any time.
32. All spaces at the VFM are reserved by the Manager prior to the day of the market. On occasion, the Manager may decide to rearrange the VFM and/or change assignments without prior notice. Any Vendors who arrive at the VFM without a reserved space may be turned away.
33. Vendors shall notify the Manager before Market Day if they are not going to be at the Market. In case of an emergency, notification immediately after the Market is required. Late arrivals up until 8AM will be subject to disciplinary action. After 8AM, Vendors may be turned away.

34. The VFM may charge an absentee fee to Vendors who miss a market day, whether the absentee notification was, or was not, given to the Manager in a timely fashion. The absentee fee amount may be up to ten times the Vendor's average fee calculated from the prior three weeks of attendance. The exact amount shall be set by the Manager per incident.
35. All Vendors are required to be loaded in and set up in their designated stall(s) no later than 6:45AM. All tents, canopies or other overhead structures must be fully erected prior to 7:00AM.
36. No vehicle shall be operated within the VFM designated sales area within fifteen minutes prior to, or after, the Market open hours, or before all customers have vacated the venue, whichever occurs first.
37. A map of the designated sales area is available on the VFM website.
38. The VFM may accept alternative forms of money (EBT, WIC, Script, etc.) and, if so, must be accepted by all Vendors. All Vendors shall receive from the Manager an instructional pamphlet describing the rules of such programs. All Vendors must become familiar with these rules.
39. Vendors are required to clean up their selling space. Any trash which is generated in a Vendor's area, and is not cleaned up at the close of the VFM, may be cause for disciplinary action. All Vendors shall provide customer trash containers during the market, and are responsible to remove and discard all trash collected during the Market Day.
40. Vendors may not pack up product, take down or dismantle their display, or leave the venue prior to the end of the Market Day.
41. The VFM shall implement and enforce all rules and regulations in a fair and equitable manner.
42. Vendors who do not comply with these VFM rules and all other applicable regulations and laws are subject to disciplinary action, which may include expulsion from the VFM.
43. Acceptance of these rules by the Vendor is mandatory prior to setting up at the Market. If any rule is deemed unlawful, all others will remain in effect.

Any questions, comments or concerns can be directed to:

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