

## **Producer Labeling Requirements**

### **Old Town Farmers' Market**

**Effective Date: January 1, 2016**

#### **Who:**

(1) Vendors with resident status as of December 31, 2015 may continue to sell items that they produce themselves and that they purchase for resale;

(2) Vendors with resident status as of December 31, 2015 must notify the customer in writing via clear and visible labeling whether each item is seller-grown/made/raised or purchased for resale;

(3) All resident Vendors accepted to the Old Town Farmers' Market after January 1, 2016 must be producer-only;

(4) All temporary Vendors accepted to the Old Town Farmers' Market for any dates after January 1, 2016 must be producer-only.

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#### **How:**

(5) For items that are group priced (such as fruits and vegetable), this notification should occur on the price card;

(6) For items that are individually priced (such as arts and craft items), notification may occur near the price, or via a clearly placed, visible sign on the Vendor's booth.

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#### **Labeling Language:**

(7) If a Vendor of fresh fruits, vegetables, plants and flowers produces the goods they sell at market, the identification should read "Seller-Grown";

(8) If a Vendor of fresh fruits, vegetables, plants and flowers purchases the goods for re-sale the identification should list the farm where the item is grown or the produce auction from which the item was purchased. The identification should read "Purchased from XXCity, State";

(9) If a Vendor of baked goods or value-added products produces the goods they sell at market, the identification should read "Seller-Made";

(10) If a Vendor of baked goods or value-added products purchases the goods they sell at market, the identification should read "Made by XX Company" or "Purchased from XXCity, State";

(11) If a Vendor of arts and crafts or body care items produces the product they sell at market, the identification should read "Handmade by XX Company/Vendor Name";

(12) A Vendor of artisan goods (arts, crafts, body care products) that are not produced by the Vendor or the Vendor's immediate family must label those products with information about where the products originated, if that information is known. Examples: "Product of Greece" and "Created in Nigeria";

(13) If a Vendor of meat, dairy, egg or honey products owns and raises the animal from which the products they sell at market originate, the identification should read "Seller-Grown";

(15) If a Vendor of meat, dairy, egg or honey products purchases the animal products they sell at market, the identification should read "Purchased from XXCity, State".

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### **Definitions**

(16) A fresh fruit, vegetable, plant or flower is considered producer-grown if the item was grown on land owned or leased by the OTFM space leasee, and tended by the leasee, a member of their immediate family or an employee;

(17) A baked good or value added product is considered producer-made if the item was produced from scratch in a facility owned or leased by the OTFM space leasee and created with labor from the leasee, a member of their immediate family or an employee;

(18) Artisan goods (arts, crafts, body care products) are considered Vendor-produced if 100% of the labor needed to create the products from basic materials came from the OTFM Vendor or the Vendor's immediate family. These goods may be labeled "Vendor-produced" or "Made by NAME". Curation of products, or providing direction to others who produce items, does not qualify to label products as Vendor-produced. Merchandise which is secondary to the artisan goods, such as containers, decorations, and accessories, does not require labeling.

(19) A meat, dairy, egg or honey product is considered seller-raised if the animal has spent at least 75% of its life in the possession of the OTFM leasee, on land owned or leased by the OTFM leasee, and cared for by the leasee, a member of their immediate family or an employee.