

2026 Montwell Community Market Vendor Rules and Guidelines

Montwell Commons

Montwell Commons is the business name for the Greenbrier Valley Restoration Project, Inc., a 501(c)(3) non-profit, tax-exempt organization that is run exclusively by volunteers. The mission of Montwell Commons is to enhance the well-being of the community by providing a safe and attractive venue where people can connect in a social environment, have access to healthy, locally sourced food, and participate in recreation and educational activities in a natural environment.

Mission Statement for Montwell Community Market

The Montwell Community Market exists to sustain Lewisburg by bringing fresh, local food, hand-made goods, art, and music together in one welcoming place. Located in Montwell Commons in historic downtown Lewisburg, the market serves as a walkable gathering space where farmers, artisans, non-profits, families, and neighbors can connect, celebrate local creativity, and enjoy good food and good company. We believe a farmers market is more than commerce, it's a community hub that supports local livelihoods, fosters access to healthy food and art, and strengthens the social fabric of our town.

Hours of Operation: The 2026 Market will operate every Saturday from 8:00 am until 12:00 pm, beginning 4/11/2026 through the last Saturday in October. The Market Board may expand the market's hours and days, including a winter market, if desired.

Market Board

The Montwell Community Market Board shall be composed of two Montwell Commons Board members, two community members and one representative from each of the four categories of the market (Fruits and Vegetables; Meat and Eggs; Baked and Prepared Foods; and Arts and Crafts.) Montwell Community Market Board shall have the authority to establish, amend, and interpret policies governing the operation of the market with only general and fiscal oversight from the Montwell Commons Board. Acting, when feasible, through a consensus-based decision-making process, the Montwell Community Market Board exercises oversight of market rules, standards, and procedures to ensure alignment with the market's mission, equitable treatment of vendors, and effective stewardship of the market space. The Market Board may seek advisory input from the Market Manager and consultants. In the event that a Board member's actions consistently undermine the functionality, integrity, or collaborative process of the Market Board, that member may be removed from the Market Board by consensus of the remaining Board members. While consensus is the preferred decision-making method, if consensus cannot be reached after two good-faith attempts, the Market Board may adopt the matter by a vote of at least five (5) members in agreement.

Definitions

Market: The Montwell Community Market (the "Market") is a public market where Vendors sell their farm products directly to consumers at the Montwell Commons Greenspace. The Market is governed by a Market Board.

Good Standing: A vendor is in "good-standing" when all sales data have been submitted appropriately, fees paid, and the vendor is not currently under market suspension.

Local: Within a fifty (50) air-mile radius of Lewisburg, West Virginia

Producer Only: All products of a "whole food nature" (i.e. fruits, vegetables, eggs, meat, honey, jams, jelly, and syrups) sold must be grown, produced or created by the vendor.

Crafts: Crafts must be produced by the artisan/craftsperson in a shop or studio within a 50 air-mile radius of Lewisburg.

Vendor: the actual producing individual or business entity, an immediate family member of the producer, or the farm operator listed as the "vendor" on the Montwell Community Market Application. Product sales at the market may be conducted by representatives of the vendor.

Vendor Application and Procedures and Requirements

The Application

Completed vendor applications with all required documentation and fees are to be submitted and accepted before the applicant's first market. Applications received after that date may carry a late fee penalty, and the vendor's application may be denied if it is determined that the product demand for items being offered by said vendor is already being met by vendors currently approved at that time by the Market Board.

The application form includes primary contact information for the vendor; vendor business name and details; vendor licensure information; business/farm location information; market participation and attendance information; market setup and space needs; and applicant signature line to certify that the vendor has read and agrees to abide by the Montwell Community Market Rules and Guidelines.

Application Fees

Each application must be accompanied by all fees for the application year. If a vendor has an outstanding debt owed to the Montwell Community Market, the debt must be paid in full and any other outstanding issues resolved before the Market's opening day, or your first day of selling at the Market.

Product Plan

Each vendor must submit a detailed product plan with their application packet. The product plan must list all produce and other types of products that will be sold at the market. The product plan must be comprehensive. The Market Board may grant an exception to any requirement when the exception is in the best interest of the market. Products must meet federal, state, and local health department requirements and regulations; no exceptions will be made. All products must also be properly labeled in accordance with these requirements, and failure to do so may result in suspension or removal from market vending. All copies of required licenses and proof of compliance must be available to the market manag-

er and/or the market board upon request. All food vendors are should to keep these documents with them at every market.

Application Review and Approval

Completed applications will proceed to review by the Market Board. The review process includes assessing producer eligibility, product eligibility, space availability, existing supply of the proposed products, and other relevant factors. As part of this review, all new vendors may have an on-site verification visit. Returning vendors may also have an on-site verification visit, at the discretion of the Market Board. At any point during the review process, a vendor may be requested to submit additional information or clarify issues identified in their application.

Applications submitted within 1 week (7 days) or less of a market date may be reviewed administratively by the Market Manager due to time constraints. The Market Manager may approve or deny participation for that specific market date based on eligibility, space availability, and product mix considerations. Such decisions apply only to the immediate market date and do not replace the standard Market Board review process for ongoing participation.

Upon completion of the review steps, the Market Board will vote to approve or reject the vendor application. Generally, applications are approved as requested. However, the Market Board may not approve all products or extra market spaces requested.

Vendors will be notified as soon as an approval decision is made. Applications for new vendors are generally reviewed last. Late applicants may or may not be considered pending space availability and other market factors.

Selection Criteria: Vendors and Products

The Montwell Community Market is committed to creating a diverse marketplace with the highest quality, locally produced products available. All vendors and products must meet the eligibility requirements described above.

Competition at the Market

The Montwell Community Market believes that competition is important for the overall health and sustainability of the Market. The Montwell Community Market urges vendors to be creative and unique. The Market Board will strive to ensure that no product category becomes oversaturated.

SPECIALTY PRODUCTS: other agricultural product(s), which are not currently available at the market and/or in the local region but have been deemed important to the Montwell Community Market will be considered on a case-by-case basis. Exotic, out-of-region products such as coffee, tea, chocolate, grains, and oils fall under this category. Applications received under this category will be reviewed on a case-by-case basis by the Market Board.

Exclusivity

The Montwell Community Market does not offer exclusive rights to any vendor to sell any specific product. Market customers generally benefit from having a choice. However, if the Market Board believes the number of vendors offering the same or similar products is reasonably meeting consumer demand, and after taking into account various market factors, it is believed that additional vendors of the specific product would not significantly benefit the market, the selling of duplicate products by a new or returning vendor may not be approved.

Applicant Exceptions

From time to time, the Montwell Community Market Board may make exceptions to the eligibility, application submission dates, and/or other vendor selection rules for the purposes of increasing the potential success of the market and responding to other market needs. Furthermore, the Montwell Community Market is not required to apply or prioritize specific selection criteria for every vendor application. The Montwell Community Market reserves unconditional discretion to accept or reject any market vendor application.

Application Disclaimer

No applicant has a prior right or expectation of acceptance as a Montwell Community Market vendor, regardless of an applicant's apparent compliance with eligibility rules. Potential acceptance or intent to accept vendors cannot be conveyed by the market, employees/contractors, other Montwell Community Market vendors, or other individuals affiliated with the Montwell Community Market. Only the Market Board has the authority to approve vendor applicants. The Montwell Community Market strives to treat all vendor application materials in a confidential manner and restrict information access specifically to individuals involved in the review and approval process (i.e., Market Board and market manager). However, vendor applicants are not guaranteed any privacy, confidentiality, or business/trade secret protections for the materials supplied in their application packet, learned from farm/business verification visits, or other communications in any form during or after the application process.

PRODUCER-ONLY REQUIREMENTS

The Montwell Community Market supports local agriculture by providing a venue for direct marketing of products grown or produced with locally grown agricultural foods and educating farmers/producers and consumers about the benefits of building sustainable "local" food markets. The Montwell Community Market is a "Producer-Only" market requiring that all products of a "whole food nature" (ex. fruits, vegetables, eggs, meat, honey, jams, jelly, and syrups) sold must be grown or produced by the vendor within a 50 air-mile radius of Lewisburg, West Virginia. Processed products including prepared foods or other value-added products, are encouraged to feature agricultural products produced within the local area as described in the product guidelines. The resale of agricultural products by whole food vendors at the Montwell Community Market is expressly prohibited. Resale of products, including from neighboring farms, unless that farm is also an approved vendor who has completed the same application process and is in good standing, may be cause for immediate expulsion from the Montwell Community Market and termination of vendor membership.

A producer vendor may be a sole proprietorship, partnership, or a private, closely held corporation. Herein the applicant is defined as the "Vendor" where the vendor may be the actual producing individual or business entity, an immediate family member of the producer, or the farm operator.

Youth Vendor Status

In order for a vendor to qualify for status as a youth vendor and be eligible for free or reduced vendor fee pricing the individual must fall under the following guidelines:

- The vendor is 18 years of age or younger and still enrolled in school.
- The vendor must have a parent or legal guardian sign for consent.
- The vendor must undergo the same application process as all other vendors.
- Vendors who are 15 years of age or younger must be accompanied by a responsible adult. Alternatively, they may participate with the support of an approved sponsor who is an existing market vendor.

Each qualified youth vendor will be given a one-time waiver of their vending fee for their first year, first space at The Montwell Community Market. Youth vendors must pay a \$60.00 space fee for each additional space they request.

Market Operations

During market operating hours, the on-site market manager is responsible for administering and enforcing all market rules and guidelines. In so doing, the market manager directs and oversees vendor space assignments, overall market setup, opening and closing of the market, market data collection and information distribution, market-sponsored educational and entertainment activities, public safety, market cleanup, and other duties required to operate the Market successfully and safely. The market manager has the final authority to resolve issues arising fairly and expeditiously at the market, including, but not limited to, refusing admission of vendors who arrive after market opening; requesting immediate removal of products not in compliance with market rules; and/or ejecting vendors not in regulatory compliance or not operating in a safe manner.

No sales are allowed before the opening time. Orders may be taken prior to market day, but shall not be filled until after market opening time.

Tents

At market closing time, vendors shall begin packing up their stands but may continue to sell while loading.

Tents must be no larger than the assigned 12x12 spacing. If your tent is larger than 12x12, you will be required to pay for an additional spot at the full daily or yearly rate. If there are no additional spots, you will not be allowed to erect your tent. Tents must also have weights attached to the legs or be secured in a manner that reduces the chances of a tent being overturned on windy days (safety hazard p7).

Leaving the Market Before Closing

Any vendor who sells out of product and wishes to leave the market must do so no later than 10:00 am. Any vendor who is present past that time period will have to stay until the closing at 12:00 pm. Those vendors who violate this rule will be given a warning, and future violations could result in the loss of their vendor privileges. Vendors who know they will leave before 10:00 am on a regular basis will be assigned a vending location where they can exit the market safely without disrupting the market.

Market Setup

Vendors should arrive up to 2 hours prior to the opening of the market to set up. Upon arrival at the market site, vendors must check in with the market manager if they have not been assigned a permanent space. All setup activities must be completed before the market opens. Pending market logistics and specific vendor space assignments, vendors may not be able to park vehicles near their sales stands during the market. Ample setup time should be allowed to move vehicles safely before the market opens. **To prevent disruptive or unsafe market behavior, vendors must be at their stands prepared to sell when the market opens.** Vendors shall restore the space to its original condition and vacate the space an hour after market close.

Late Arrival

Vendors who arrive after the start of the market are deemed to be "late" and should see the market manager immediately upon arrival. At the market manager's discretion, latecomers may be denied admission to the market. Late-arriving vendors will be admitted only if space is available, and their setup will result in little or no potential for market disruption and/or customer safety issues. Late-arriving vendors will be subject to warning and penalties.

Missing a Market Day

In order to maintain a market that meets consumer demand, vendors who know they will be absent from a Saturday market must notify the market manager no later than 72 hours prior to the Saturday market. Upon notification, vendors who are on the wait list will be given the opportunity to vend in that place for that day. If you miss a market, you will not lose your spot; it will be yours upon your return. It is our goal to maintain a market full of products that keep consumers happy. Except for emergencies, if vendors miss markets and fail to notify the market manager, it could result in loss of your vending spot and vending privileges for the season.

Sales Reporting

Vendors are required to submit basic sales data for each market they attend. Reports should include the market date and total sales amount only. Sales data should be submitted anonymously no later than one week following each market date.

This information helps the Market evaluate overall performance, provide educational insights to vendors, and support grant applications and community funding opportunities. Individual vendor data will be kept confidential and used only in aggregate unless otherwise required by law.

Vendor Staffing

The vendor is encouraged to have their booth staffed by a mature person who is knowledgeable of what is being sold and how it is grown, raised, or made. This is a good business practice and reflects positively on the market and its educational mission.

Permits and Tax

Vendors must be able to produce any licenses, certifications, and permits required by law for all products. The collection and filing of all related taxes is the responsibility of the individual vendor.

Disputes

All vendors and their representatives will agree to follow the Vendor Code of Conduct (p. 13). Violations, as outlined in the Code, by any vendor or their representative are under the discretion of the Market Board to address.

Neither the Market Manager nor the Market Board can effectively act on hearsay, anonymous, vague, or untimely complaints about the conduct of others. Vendors will follow the procedures outlined on the Grievance Form to make a complaint or raise a concern. A written Grievance form with the inappropriate actions by a vendor or the vendor's representative must be submitted in writing to the Market Board within 14 days of the incident. If the grievance is concerning a member of the Market Board, that member may not participate in the decision-making of that conflict. All grievances will be held confidential within the board until the conflict has been declared as resolved, unless it requires the input of other directed members of the market.

Market Signage

Required Signage

- Vendors will display a sign identifying the name and location of their farm or business.
- Vendors must have signs, boards, tags, or labels listing prices for every item for sale.
- Vendors listing "organic" produce, or calling produce "organic", must display a sign giving their organic grower's certification and their certifier's organization, unless exempt from certification. Proof of exemption from organic certification should be available for the market manager's inspection if so required.
- Vendors should clearly separate and label organic and non-organic produce in the same display.
- **All signage must be posted before the market opens.**

Other Allowed Signage and Informational Products

Vendors may display signs, posters, photos, informational brochures, business cards, copies of newspaper articles, and other items intended to provide information of a general nature about the vendor such as a farm history, vendor biography, description of farming practices, awards received, and market-relevant events, such as a vendor open house or customer appreciation day. It is recommended that vendors display signs explaining how their produce is grown, how products are made, and how animals are raised.

Disallowed Signage and Information Products

Signage that promotes or insinuates a product is grown in a specific way to separate it from other growers is not allowed. Examples: stating that the product is grown using "all natural" or "grown using organic practices". A grower must have a written certification from the certifying agency in order to state such claims.

If a vendor has any questions about specific signage or information products, they should consult with the market manager prior to posting or distributing the material. Selected items promoting public events unrelated to the Montwell Community Market may be displayed at the market manager's booth at the manager's discretion. The market manager may request the removal of signage if they deem it inappropriate or irrelevant to the market.

Vendors are welcome to suggest or provide to the market manager informational products or event announcements that may be suitable for distribution at the Montwell Community Market.

Maintenance and Appearance

Tables and other fixtures should be in good repair. Market products should be of a high quality. If vendors sell blemished, misshapen, or other lower-quality items, the items should be marked as seconds and the price adjusted accordingly. Moldy, rotting, and/or insect-infested products are not allowed. Products that do not meet this quality criterion may be removed at the market manager's discretion.

Farmers/growers and producers who fail to comply with this requirement are subject to suspension or termination from the market.

Market Food Samples

We follow the guidelines of the West Virginia Department of Agriculture Farmers Market Vendor Guide regarding the use of market food samples.

Public Safety

Vendors must set up their market stands to minimize public safety hazards from customers, vendors, and other individuals at the markets. Product placement and stand setup should not present falling or collapse hazards. Shade structures, canopies, and umbrellas must be safely and sufficiently secured from setup to take down to prevent damage to property or injury to customers or vendors from falling, collapsing, or being blown by the wind. Tripping hazards in and around the stand must be eliminated.

Licenses, Permits, Certificate, and Insurance

Vendors are responsible for compliance with all city, county, state and federal regulations, license, permit, and certifications to sell products at the market. Copies of all licenses, permits, and certifications and proof of insurance shall be in the vendor's possession at each market. If required by regulation or market rules, these items must be publicly displayed at the vendor's market stand.

Product Guidelines Guidelines for Human Consumption Products

All products sold must comply with the West Virginia Department of Agriculture and Health regulations, federal regulations, and other applicable governmental requirements. See the WVDA "Farmers Market Vendor Guide" <https://wvfarmers.org/wp-content/uploads/2025/03/Farmers-Market-Vendor-Guide-24-1.pdf> for product requirements and prohibited products. West Virginia and Federal Government regulations supersede any guidelines that may be included in the rules but that have not been updated to comply with current regulations.

All items sold by vendors must comply with the regulatory labeling requirements. Vendors must provide sample labels for any product requiring labeling upon request by the Market Board and/or market manager during the application review process or during the market season. Vendors who use an off-farm processing facility must provide, as part of their annual application, the contact information (name, address, phone number) for each processed product. The processing facility does not need to be within the local market area. Vendors who purchase ingredients for value-added products are encouraged to purchase them from local farmers when possible. In this case, the Market Manager may request invoices for the purchased ingredients.

Unprocessed Farm Products

Unprocessed farm products include, but are not limited to fresh fruits, vegetables, herbs, flowers and plants, Christmas trees, meat and fish, eggs, nuts, grains, dried beans, seeds, honey, straw, and hay. Any products not produced on the vendor's property (owned or leased) must be indicated on the application and source specified.

Crafts

All artisan crafts and artistic works being sold must be made by the vendor. Importing and reselling crafts and goods is prohibited.

Addition of New Products

If, during the market year, a vendor wishes to add a product to their product plan, they must notify the market manager. The market manager and/or the Market Board may review the request.

Product Samples and Labels

Product samples and/or sample labels must be furnished upon request as a part of the application process. Additionally, the Market Board and/or market manager reserves the right to request product samples or sample product labels at any time during the market season for compliance and/or quality review.

Specific Product Requirements

The Montwell Community Market is committed to offering high-quality, locally produced food and hand-made goods to our community. As a producer-focused market, vendors are expected to grow, raise, create, or substantially produce the items they sell whenever possible, consistent with the Market's producer-only principles.

All vendors are responsible for complying with applicable federal, state, and local regulations, including licensing, labeling, and food safety requirements for their products.

Prepared and value-added food vendors are encouraged to feature locally sourced ingredients, particularly those grown or produced within the market region, whenever feasible. The Market values transparency, integrity, and connection between producers and customers, and vendors should be prepared to share information about how their products are made or sourced.

Vendor Code of Conduct

- Vendors, their agents, and employees shall conduct themselves in a courteous and respectful manner and shall avoid loud or vulgar language and may not engage in argumentative or abusive behavior. Attracting attention by hawking or calling out is prohibited.
- Vendors shall not consume, possess, or sell any alcohol or controlled substance at the Market, and shall not be under the influence of alcohol or a controlled substance while at the Market.
- Vendors shall comply with all applicable laws.
- All scales must carry a current WV Division of Labor seal.
- Goods may be sold directly from trucks. Vendors must furnish their own tables, chairs, refrigeration, display equipment and tents or other shelter.
- Vendors are responsible for transporting and displaying food with adequate protection against contamination. All trucks, equipment and supplies are to be kept clean at all times.
- Vendors are responsible for and shall remove all waste, garbage or refuse from their space after the Market closes.
- Other than service animals, vendors shall not bring any pets or animals to the Market.
- Vendors shall operate vehicles and all other equipment in a safe manner.
- Neither the Market nor the Greenbrier Valley Restoration Project shall be held responsible for any theft or damage to property or equipment at the Market.
- Space rental: Each space rents for \$120.00 for the season or \$20.00 per day, but the fee is waived for the 2026 market season.
- These rules are subject to amendment by the Montwell Community Market Market Board at any time.
- Tobacco must not be used or sold at the Market, Montwell Commons prohibits smoking and vaping.
- Firearms are not allowed on Montwell Commons property.
- The Market Board will establish vendor parking, and Market Manager has the right to enforce parking rules
- All general rules apply to all vendors, but certain specific rules may apply only to certain trades. If the vendor has a question as to whether a rule applies to their product category, contact the market manager.

Montwell Community Market Grievance Form

The Montwell Community Market (MCM) seeks to resolve vendor complaints and concerns in a fair and equitable manner. Vendors may utilize the Grievance Form to submit concerns for orderly resolution with freedom from discrimination, coercion, recrimination, restraint, or reprisal. The resolution of grievances promotes effective relationships and is in the best mutual interests of all affected parties.

The Market Board has the authority to ensure vendor compliance with the Montwell Community Market rules, regulations, and Code of Conduct. Vendors who have concerns regarding market operations, vendor policies, or another vendor's compliance with market rules, regulations, or the Code of Conduct should submit a grievance to the Market Board. Grievances may be submitted directly to the Market Board or provided to the Market Manager, who may receive and forward the complaint to the Market Board for review.

If a grievance is being filed against a member of the Market Board, the form should be submitted to another Board member who is not involved in the complaint. All grievances will be addressed according to the Market's enforcement procedures, and a written response will be provided to the complainant within 20 days of submission of the grievance form.

If you believe a vendor or other market participant has acted in a way that harms the Montwell Community Market, please provide the following information:

1. Your name: _____

2. Phone number: _____

3. E-mail: _____

4. Name of the vendor or person in question: _____

5. Your concern. Please reference the rule or regulation, policy, procedure, or Code of Conduct section you believe was violated and any evidence that supports your concern:

6. Date and time infraction occurred: _____

7. Your signature: _____ Date: _____

Official Use

Date received: _____

Received by: _____