



WELCOME TO THE RURAL RETREAT FARMERS MARKET AT HERITAGE PARK & MARKET

Our mission is to develop a local food infrastructure for a meaningful community impact. Our purpose is to provide and maintain a space for local growers, farmers, producers, crafters, and artisans to expand access to locally grown food and hand-crafted products to the Rural Retreat community.

2026 MARKET SEASON

Regular Season | 3pm to 6pm

Held every Wednesday from June 17, 2026 to October 21, 2026

Kids Dash | Date to be determined.

Trunk or Treat | Saturday, October 31, 2026

Christmas Social | Sunday, December 6, 2026

BOOTH SPACE COST & INFORMATION

All spots are approximately 10 ft. x 6 ft. and can accommodate a vehicle.

MARKET RULES & REGULATIONS

1. Regular Season Market selling hours will be from 3:00 PM until 6:00 PM on Wednesdays.
2. The market will proceed "rain or shine."
3. All vendors will complete the "Vendor Application" and receive approval from the Market Manager prior to Market Day. A "walk-in" vendor who arrives on Market Day must complete "the Vendor Application" and be approved by the Market Manager for that Market Day before they set up.
4. Vendors are encouraged to contact the Market Manager prior to market day if they are unable to attend. In the event of a no show of a vendor, that vendor will forfeit their space to "walk-in" vendors. A vendor will be considered a "no show" if they are not on site by 2:45 PM. If a vendor is a "no show" on more than one occasion, they may be subject to forfeiture of their space for the duration of the season.

5. Vendors must supply their own display table and materials for their space, as well as setting up and operating their space. All displays and signs must be kept within the vendor's designated 10x10 space.
6. Vendors may begin to set-up at 2:00 PM. All vendors are encouraged to stay until the Market ends at 6:00 PM.
7. No crying out or "hawking" of products will be allowed.
8. Vendors are responsible for cleaning-up their set-up and removing any trash or debris after market closing. Trash, debris and leftover produce removed by the Market Manager or Market Crew will result in a minimum charge of \$25.00. Any such cleaning charge must be paid prior to the next market date, or the vendor will not be allowed to set up.
9. Vendors are responsible for following the laws of the Commonwealth of Virginia, Wythe County, and the Town of Rural Retreat - for example: taxes, health insurance, etc. Also, regulations pertaining to labeling, packaging and storage of eggs, jams, jellies, honey, baked goods, etc. must be followed. All products sold must meet local and state health regulations. All prepared food vendor's kitchens must be inspected by Virginia health inspectors and all labeling must follow the regulations. Vendors selling prepared foods, fish, meat, and/or cheese must have a copy of their inspection form on file with the Town of Rural Retreat. All local, state, and federal taxes are the sole responsibility of the seller.
10. Each vendor is expected to fairly price his or her goods. Complaints by other vendors will result in a review by the Market Manager, and unless corrected, the vendor may be asked to leave and forfeit their space and fee for the day.
11. Vendors are strongly encouraged to prominently display prices of all items offered for sale, as well as advertise their goods via social media, and other channels, before and during the Market.
12. Sharing of vending space is permitted upon approval of the Market Manager.
13. The Market Manager is permitted to randomly inspect products offered for sale.
14. No used plastic bags are allowed. You must have new bags or encourage shoppers to bring their own bags.
15. Each vendor must have hand sanitizer for their booth.

PRODUCTS OFFERED FOR SALE

The market is a venue for horticultural and meat products, baked goods, and other home-grown items. A producer is defined as a grower, employee, partner, or family member who is directly involved in the growth and production of the product and/or products sold. All products sold at the Rural Retreat Farms Market must be grown or produced by the vendor. Re-selling is prohibited. All items sold must be locally Virginia grown or produced by the vendor or on he/she's land or in a facility owned or leased by the vendor within 50 miles of Rural Retreat, Virginia.

All vendors must grow, produce, make or create their items. No second-hand items will be sold at the Rural Retreat Farmers Market without prior permission from the market manager.

Agricultural and Food Product

Fruits and vegetables sold should be locally grown in accordance with the requirements of the Market Committee, which states items should be grown or produced within 50 miles of Rural Retreat, Virginia.

1. Commercial “jobbing” (retailing) or resale of commercially processed or packaged food products is not allowed.
2. On site, locally grown and packaged, value-added food products are allowable if the vendor is the packager of the product.
3. Cider, honey, molasses, and eggs must be packaged, labeled and stored in accordance with local health regulations. Baked goods; dried products; canned fruit preserves, jams, and jellies should be prepared by the vendor and packaged, labeled and stored in accordance with local health regulations.
4. Vendors must provide refrigeration/adequate temperature control for any products which require refrigeration. This includes, but is not limited to, soft, cream or meringue topped pies; cream and custard filled bakery products; and more.

Acceptable Agricultural and Food Products

All vendors must provide adequate temperature control and must meet all state and federal packaging, storage and labeling requirements for all goods and produce for sale.

Acceptable products include but are not limited to: fresh fruit/vegetables; eggs and other dairy products; meats; nuts, herbs, cut or dried flowers; bedding or other nursery plants, cider, molasses, honey, non-refrigerated baked goods; jams, jellies, and preserves; dried products; canned goods; grains; straw/hay; cornstalks; or similar wild gathered products.

No live animals may be sold or given away.

Types of Market Merchandise:

1. Produce - Locally raised produce, fruits, vegetables, plants, flowers, nuts, herbs, and edible mushrooms.
2. Canned Goods - Highly acidified canned goods, pickles, beets, honey, molasses, jams and jellies, etc. Compliance with all Health Department and Department of Agriculture guidelines and restrictions is the sole responsibility of the vendor.
3. Meats - All meats must be processed in a USDA inspected facility and have a Department of Agriculture stamp (except poultry). Meat inspections are the responsibility of the vendor.
4. Baked Goods - Baked items from a certified kitchen. This includes, but is not limited to, breads, cakes, brownies, cookies, and fruit pies.
5. Dairy - Locally-produced eggs, milk and cheeses. Producers must furnish adequate refrigeration and must meet state and local health regulations.
6. Nursery Stock - Fresh cut flowers, potted plants, annuals, perennials, bedding plants, Christmas trees and plant byproducts.
7. Arts & Crafts | Craft Market - Locally produced juried crafts, including quilts, baskets, jewelry, woodcrafts, weaving, pottery, carvings, photography, painting/drawing/illustrations, and other handmade goods. The product list and details must be submitted to the market manager ten (10) days prior to set-up for approval. Craft sales are permitted provided the items are handmade by the vendor and must be pre-approved by the Market Manager. All arts & crafts products must be handmade and created by the vendor or by members of the vendor’s group. The artisan or a knowledgeable

representative should be present on Market Day. Heritage or primitive arts and crafts are encouraged. All items offered for sale by artisan vendors are subject to the approval of the Market Manager. (See 1st page for market dates).

8. Absolute “No” direct sales.
9. Pet treats must follow Virginia State Health Department and VDACS regulations and must be prepared in a licensed kitchen. Vendor’s kitchens must be inspected by Virginia health inspectors and all labeling must follow the regulations.

The Market Manager is permitted to inspect the origin of any items sold at the Market to ensure that such sales conform with Market Standards.

Agreements and Assignment of Space

1. All vendors must contact the Market Manager before engaging in business or occupying space at the Market. The Market Manager will assign spaces as applications arrive. *Limited space at the Market property dictates that Day-of-Market requests for vendor space may be denied.*
2. Vending space size will be determined by the Market Manager and may change over the course of the season in response to the number of vendors applying. Regardless of width of space, a ten (10) foot aisle must be kept clear of produce and display items for pedestrian/customer use.
3. The Market Manager reserves the right to cancel any space reservation, and to change space allocations when it is in the best interest of Market Operations.
4. Available spaces shall be assigned by the Market Manager.
5. Vendors must be on-site and set up no later than fifteen (15) minutes before the Market’s scheduled opening or risk losing their space to another vendor. If running late, any vendor may reserve their spot by calling the Market Manager no later than fifteen (15) minutes before the scheduled opening on Market Day.
6. Vendors must attend and sell from their assigned space a minimum of three (3) Wednesdays a month to maintain their rights to their assigned space (unless they have notified the Market Manager in advance of their absence).
7. All vendors shall be held responsible for the actions of their employees, agents or people working in their space.

License, Taxes and Permits

1. Any person using the Farmer’s Market for the purposes of selling or offering for sale any items on the premises must comply with all applicable Federal, State and local ordinances.
2. The collection and filing of all related taxes will be the responsibility of the individual vendor.

Sanitation, Health and Safety

1. The Town of Rural Retreat will provide, designate the location of, and empty all public litter containers for use by customers.
2. **No Smoking Under the Market Pavilion.** Vendors and customers are required to smoke in designated areas only. Those who do not obey the no smoking policy will be asked to leave.

3. The vendors will be responsible for the collection and removal of all trash or debris generated from sales and activity at their space.
4. Each vendor is responsible for leaving his/her space clean at the end of Market.
5. It is unlawful to sell or consume alcoholic beverages at the Market or on public property.
6. Vendors must keep all merchandise, debris and personal property within the defined space allocated in their rental agreements.
7. Potentially hazardous food items (meats, poultry, etc.) stored or displayed prior to sale shall be maintained at a temperature of 45 degrees F or below. An ice chest with a drain can be used for cooling.
8. No vendor shall permit seepage or leakage of water or fluids from any part of their space into the public areas or other vendors' spaces.
9. Children under 14 years of age must be supervised by an adult at the Market. Bicycles, scooters, skateboards and other similar devices are prohibited in the Market Pavilion at all times. Children are not permitted to play in the parking lot or on the railroad tracks.
10. Any live animals must be appropriately crated or pinned. All pets must be on a leash.
11. Vendors are responsible for the individual safeguarding of their products, supplies and money. *The Market Manager and the Town of Rural Retreat shall not be held responsible for any loss or theft.*
12. Vendor agrees to protect and hold the Market Manager and the Town of Rural Retreat harmless and to indemnify the Market Manager and the Town of Rural Retreat from any and all claims, demands, suits, actions, judgments and recoveries for or on account of damage, theft or injury (including death) to property or person occurring as a result of lessee's use of the leased property and any other cause whatsoever.

General Operations

1. Proper dress and an orderly space are expected from all vendors. Proper language for a family atmosphere will be required.
2. Customer complaints are the responsibility of each vendor. The Market Manager may cancel a vendor's space lease in the case of multiple customer complaints or if vendor activity jeopardizes the operations of the Market.
3. No person shall make a public outcry, do "hawking" or give any musical or other entertainment for the purpose of drawing customers or attracting attention without prior permission from the Market Manager.
4. No open flames (grills) are permitted on Market property without the prior approval of the Market Manager.
5. Use of electricity and water is permitted only with permission from the Market Manager. Water spigots shall be locked at the end of the Market Hours.
6. The Market Manager has the authority to terminate the space agreement of any vendor who fails to comply with the rules and regulations of the Rural Retreat Farmers Market.

Parking

1. Vendor spaces will be assigned and reserved for the vendors' use only. Vendors are not permitted to park overnight in the Market area in preparation for the next day's sales. Only the assigned vendor may sell from and park in their reserved space.
2. All vehicles must enter and leave the Market area through the provided entrances and exits. Vendors will be expected to respect the parking regulations established by the Town of Rural Retreat and to park in such a way as to keep Market traffic lanes open for travel. This will be enforced by the Market Manager.
3. Each vendor must drive in a careful manner and at a rate of speed that does not endanger the property or persons in and around the Market.
4. Handicap parking is provided in the clearly marked spaces and is not to be used for vendor parking.