



*The Holly Day Market on the Saturday after Thanksgiving on Chincoteague Island is a very popular place to shop for holiday gifts and decor, arts, crafts and local farm products.*

**Because of COVID-19, there are no indoor sites this year and no separate Wildlife Art Gallery. Spaces are limited so vendors are encouraged to register right away.**

*Questions? Contact Markets Manager, Alex Hubb at 717-495-7155 (call or text) or email [marketsmgr@gmail.com](mailto:marketsmgr@gmail.com)*

**Date, Time & Location**

- Market is Saturday, November 28, from 9 am-2pm
- Market is at CCA's Community Center for the Arts, 6309 Church Street, Chincoteague
- Due to COVID-19, all vendor sites for 2020 are outside.
- Market is **RAIN OR SHINE**. However, a spike in local COVID cases or extreme weather could cause the event to be cancelled by CCA, in which case vendor registration fees would be refunded.
- Set-up time is 7:45-8:45 AM. Early set-up of canopies and fixtures is allowed on Friday 4-5 PM

**Health & Safety Requirements Due to COVID-19**

- **Everyone wears a mask**—all Market staff, vendors and customers—while on CCA property.
- **Vendors are required to have hand sanitizer.** If you allow anyone to touch your products, you should offer hand sanitizer first. If you use your phone to process credit card payments, use sanitizer to disinfect your phone.
- It is highly recommended that vendors have one assigned money handler and cashless transactions are strongly encouraged.
- Vendors will be spaced at least 6 ft apart.
- Vendors are expected to limit the congregation of customers at your site by enforcing the 6 ft social distancing rule.

**Additional Health & Safety Requirements for Food Vendors**

- Arrange your site so that customers cannot touch your products. (We suggest that you set tables back a few feet and you stand in front.) Have customers tell you what they want and you package it.
- Samples allowed **ONLY** if individually pre-packaged before bringing to the market.

**Other Requirements**

- Vendors are NOT required to have a Chincoteague business license.
- Virginia state law requires vendors to collect Retail Sales and Use Tax. For information visit: [www.tax.virginia.gov/retail-sales-and-use-tax](http://www.tax.virginia.gov/retail-sales-and-use-tax).

**Vendor Eligibility**

- Farm vendors are required to sell products they grow, raise, catch, or make with ingredients/materials from your farm. They may sell products from other sources, but at least 50% must be direct from your farm.
- Art and crafts may be made from manufactured materials provided that a substantial part of their value is from work of the vendor or vendor's family/staff.
- Vendors may also sell antiques, collectibles, and used household or business goods.
- Sales representatives for products or services not vendor created or finished, such as direct sales, and purchased wholesale goods are not permitted.

**CCA Responsibilities**

- CCA will have a Market Manager on site at all times.
- CCA will provide a portable restroom and free parking for vendors in a designated area.
- CCA will utilize a variety of print, radio, social media and local signage to promote the Market.

**Vendor Responsibilities**

- Vendors are required to keep all inventory and equipment within your assigned site.
- Vendors handle their own sales transactions.
- Please label your items with contact info (e.g. email, phone #, social media) so customers can reach you.
- Display cards provided by CCA with your assigned vendor number at your site and in your vehicle.

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**Vendor Responsibilities (continued)**

- Canopies and tents must be well anchored with weights for safety.
- Banners should be mounted on front or rear of booth only. Side mounting restricts ventilation and obstructs visibility.
- Clean up before you clear out. You are responsible for taking your "leftovers" with you.
- We recommend no sales before 9 AM.
- NO CLOSING UP before scheduled closing times unless closing is announced by the Market Manager (e.g. for a NOAA-declared weather emergency).
- If a family emergency or circumstance requires you to leave early, notify the Markets Manager BEFORE packing up.
- Be prepared to protect your products from the weather.
- CCA market area is a smoke-free environment. Smoking, including vaping, is permitted only in the parking lot.
- Be considerate of other vendors and customers who indicate that they have allergies or sensitivities to fragrances, fumes, etc. coming from your site.
- Generators can be used if they are in good working order, low decibel and approved by management.
- No pets onsite except certified service dogs. Emotional Support Animals require a letter from a medical professional on their letterhead stating the animal is important to your psychological well being.
- No animals, tobacco, alcohol, firearms or any illegal product or service can be sold.
- CCA reserves the right to evict any vendor for any rules violations.

**Important Responsibilities for Food Vendors**

- You must meet all applicable local, state and federal agricultural requirements plus health and sanitation codes.
- See the Cooperative Extension "Going to Market" publication included in this CCA Markets Application package for state guidelines.
- Complete product labeling as directed in the Virginia Cooperative Extension "Going to Market" publication.
- Scales, weights and measures must be accurate and in compliance.
- We are subject to inspection by USDA and County Health Department. Be ready.
- No ice dumping.

**Vendors offering food or beverages from truck, trailer or cart must obtain:**

- Annual license from Accomack County Health Department
- Chincoteague Meals Tax Permit



# 2020 HOLLY DAY MARKET APPLICATION FORM

**Saturday, November 28, 9AM-2PM at CCA's Community Center for the Arts, 6309 Church Street, Chincoteague**

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Best phone number(s) to reach you \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Who will be staffing your Market site? Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

## WHAT WILL YOU BE SELLING? CHECK ALL THAT APPLY

*If you are new to the CCA Markets, please include sample photos/images of your vendor-made products*

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> Produce                | <input type="checkbox"/> Skincare, soaps, etc.    | <input type="checkbox"/> Carved birds/boats, etc. | <input type="checkbox"/> Antiques/vintage        |
| <input type="checkbox"/> Seafood                | <input type="checkbox"/> Fabric items             | <input type="checkbox"/> Metalwork                | <input type="checkbox"/> Seasonal items          |
| <input type="checkbox"/> Meat/eggs/dairy        | <input type="checkbox"/> Clothing                 | <input type="checkbox"/> Woodwork                 | <input type="checkbox"/> Yard sale items         |
| <input type="checkbox"/> Honey/jam/pickles/etc. | <input type="checkbox"/> Pottery                  | <input type="checkbox"/> Jewelry                  | <input type="checkbox"/> Non-profit org. display |
| <input type="checkbox"/> Baked goods/candy      | <input type="checkbox"/> Paintings/prints/2-D art | <input type="checkbox"/> Sculpture/3-D art        |  |
| <input type="checkbox"/> Plants                 | <input type="checkbox"/> Photos                   | <input type="checkbox"/> Other (describe) _____   |  |

- **Note:** Because of COVID 19 restrictions, **there are no indoor sites** this year.
- **Pre-registration is required.** Fee can be paid by check, money order or credit card. No cash.
- **Complete and mail this form** to Alex Hubb, CCA Markets Manager, 3015 Ridge Road, Chincoteague, VA 23336 **OR deliver** to Vendor Drop Box on front porch of CCA, 6309 Church Street. **Include check or money order** payable to CCA **OR pay by credit card** online at [chincoteagueca.org/store](http://chincoteagueca.org/store)
- **Payments are NOT refundable** unless the event is cancelled by CCA due to extreme weather or changes in COVID conditions/restrictions. **THIS IS A RAIN OR SHINE EVENT.**
- **Payment must be received by the morning of Nov 23 or you must pay a \$10 late fee.** Allow time for mail delivery (consider Priority or Express mail).
- **Keep a copy** of this form for your records.

**I want to register for the 2020 Holly Day Market**

- Standard Site** 10 ft. wide x 10 ft. deep.....\$40
- Double Site** 20 ft. wide x 10 ft. deep.....\$80
- Porch Site** 5 ft. wide x 15 ft. deep (*only 2 available*).....\$60
- Oversize Site** is 10 ft. wide x up to 28 ft deep.....\$50

*(These sites are offered to vendors who must have their truck or trailer with their inventory on-site)*

For the selected site type I am paying \$ \_\_\_\_\_

I would also like to rent # \_\_\_\_\_ 6' long rectangular tables @ \$6 each = \$ \_\_\_\_\_

Because my payment is late (after Nov 23) I am adding the \$10 late fee \$ \_\_\_\_\_

**TOTAL \$ \_\_\_\_\_**

- I'm enclosing Check or Money Order # \_\_\_\_\_ payable to CCA       I'm paying by Credit Card online

**NOTE: The Markets Manager will assign your site location based on your selected site type. You will be notified of site location by email the week of the event.**

## HOW SHOULD CCA DESCRIBE YOUR PRODUCTS FOR PUBLICITY PURPOSES?

For social media (e.g. Facebook) and other market promotions where individual vendors are listed, we need a very brief description of your products. Maximum length: 35 characters, including spaces and punctuation.

Write your description in the boxes below:

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For example:

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### Tips:

- Be succinct. If you can describe your product line with fewer than 35 characters, do so. Shorter is easier for readers to grasp and remember.
- Focus on nouns (e.g., jewelry, seafood, artwork) and avoid adjectives (e.g., fresh, rustic, unique) unless they help to narrow a broad product category. For example: "seaglass art" instead of "art".
- If you offer a wide variety of products, focus on your key products or those products that set you apart from other vendors.
- Your product description will be preceded by your business name, or if you have none, by your own name. For example: *Seven Oaks Farm - Produce, Eggs* or *Ann Wilson - Furniture, Home Decor*
- If your business name contains the name of your key product, use the product description to be more explicit and avoid repetitive text. For example: *Phil's Photography - Wildlife and Nature Photos*.
- If you do not provide a description, CCA will create one for you based on the products checked on page 1. CCA also reserves the right to edit vendor-provided descriptions for space and consistency.

**ALSO EMAIL PHOTOS** of your products / yourself with your products for publicity purposes.

Send to [marketsmgr@gmail.com](mailto:marketsmgr@gmail.com)

### BE SURE TO COMPLETE THIS AGREEMENT

I have read, understand and will abide by all of the policies, requirements and responsibilities as stated in the 2020 Chincoteague Cultural Alliance Holly Day Market Fact Sheet, including the requirements because of COVID-19 and the Hold Harmless Agreement below.

I, \_\_\_\_\_ (print please) as individual or owner of business (name) \_\_\_\_\_ agree that the Chincoteague Cultural Alliance and its respective officers, volunteers, agents, and consultants are not liable for any bodily injury, death, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for, or participation in the CCA Markets whether such injury, theft or damage occurred prior, during, or after the Market. The above named (person/business) further agrees to indemnify, defend and hold harmless the Chincoteague Cultural Alliance and its respective officers, volunteers, agents and consultants for and against any claims which include bodily injury, death, theft, or damage, including attorney fees. I understand that it is recommended that I carry my own general liability and product liability insurance. Liability insurance is not provided by this event sponsor. Participation in the CCA Markets by the above named (person/business) without adequate or proper insurance is at the person/business's own risk. I have attached a certificate of insurance to this application if applicable.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# GOING TO MARKET



## A Guide to Selling Raw, Processed and Prepared Food Products from Your Home, at Farmers' Markets, Stores & Roadside Stands

### Do I need to get inspected? By whom?

On the following pages Farm Market & Food Service Vendors will find the answers to these questions, which vary depending on the type of food product and preparation process used. The contact information for permitting and/or inspection requirements is on the back page.

By: Renee Boyer, Associate Professor, Extension Specialist & Joell Eifert, Director of Food Innovations Center, Food Science & Technology Department, Virginia Tech

\*Acknowledgements go to Cathryn Kloetzli, Former Horticulture Extension agent & Rachel Wallace, Summer Intern 2012 for originally creating this publication

2018 Virginia Tech  
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## FOOD SERVICE VENDORS

### Those who prepare food on site at a Farmer's Market

Food Service Vendors, except those offering for sale primarily packaged food products or samples of such products not subject to Virginia Department of Health (VDH) inspection, must obtain a VDH food establishment permit. The local health department issues these permits and inspects food service vendors. Vendors who do not hold a food establishment or mobile food establishment permit need to apply to the local health department for a temporary food establishment permit and submit the applicable fee at least 10 days prior to operation.

### Food Service Vendors must have:

- 1) An on-site warewashing set up that includes three basins: one each for washing, rinsing, and sanitizing. The appropriate strength of sanitizing solution should be used and confirmed with the appropriate sanitizer test strips. Wares should be cleaned and sanitized after use with raw animal foods and before use with ready-to-eat foods, including raw fruits and vegetables, or if they have been contaminated.
- 2) An on-site handwashing station is also required. Hands must be washed frequently including before beginning food preparation or putting on gloves; and after eating, drinking, smoking, using the restroom, handling raw animal foods, or whenever the hands may have been contaminated. Avoid bare-hand contact with ready-to-eat foods by using gloves, tongs, deli paper, etc. Don't work if you are sick.
- 3) Overhead protection for vendor operation is required (tent, canopy, awning, table umbrella, permanent structure, etc.). Food preparation must occur on smooth cleanable surfaces such as tables. Slicing must be done on cutting boards. Use wrapping or other effective barriers to protect from customer handling. Stored food should be in a clean, dry location, at least 6 inches off the ground.

TCS foods \*\* must be kept hot, at 135°F or higher, or cold, at 41°F or lower. Use a calibrated metal stem thermometer to ensure you are meeting the required temperatures. Ice should be drained frequently at an approved dump site.

\*\*Time and Temperature Controlled for Safety (TCS) Foods: Please see important note in bottom right of previous page.

## VDH, VDACS & VCE CONTACTS FOR MORE INFORMATION

Your local agency contact	Name	Address	Phone number	e-mail
Virginia Cooperative Extension				
Virginia Department of Health Inspector				
Virginia Department of Agriculture and Consumer Services Inspector	Kim Barnes		757-363-3840	kimberly.barnes@vdacs.virginia.gov

Virginia Tech Food Innovations Program\*:  
Food Product Testing Services  
Farmers' Market Resources:  
Virginia Growin:  
<http://www.vafma.org>

[www.vdacs.virginia.gov/vagrowin/firmsmkt-farmvend.shtml](http://www.vdacs.virginia.gov/vagrowin/firmsmkt-farmvend.shtml)

Virginia Farmers' Market Association:  
<http://www.vafma.org>

<http://ext.vt.edu/food-health/food-innovations.html>

\*please fill out the "Ask a Question" or "Request an evaluation form" for the quickest response!

**FARM MARKET VENDORS** : Inspected by VDACS unless vendor prepared food and samples at the market (see food service vendor)

VDACS INSPECTION REQUIRED		VDACS INSPECTION REQUIRED: UNLESS EXEMPTION CONDITIONS BELOW ARE MET		VDACS LICENSE REQUIRED	
<b>MEAT</b> 	All meat that is to be sold must be slaughtered at a USDA/state-inspected facility.  The VDACS Office of Meat and Poultry Services (OMPS) provides free inspections for amenable species (cattle, hogs, sheep, goats, chickens, turkeys, ducks, geese, guineas, rarities and squabs).	<b>DAIRY</b> 	All dairy products to be sold must be inspected. Sale of raw milk is prohibited.  Sale of cheese made from raw milk must be aged at least sixty days above 35 degrees.  Contact the VDACS Office of Dairy & Foods.	<b>ACIDIFIED CANNED FOODS *</b> 	Acidified low-acid foods (pickled products, salsa, pumpkin/sweet potato butter, barbecue sauces, chow-chow, relishes, hot pepper jelly, hot sauces, garlic in oil, etc.) must achieve a pH of 4.6 or lower (verified by an electronic pH meter you purchase). Low-acid canned foods are not permitted to be made in the home.
<b>EXEMPTIONS</b>	<ul style="list-style-type: none"> <li>1,000 Bird Exemption</li> <li>&gt;20,000 Bird Exemption</li> <li>Custom Exemption: with permit from OMPS, allows businesses to slaughter animals, only for their owners consumption, without an inspector present.</li> </ul>	<b>LABELING</b>	<ul style="list-style-type: none"> <li>Product Name</li> <li>Net Weight</li> <li>Ingredient Statement</li> <li>Name &amp; Address of Manufacturer/ Distributor</li> <li>Sell-by date</li> </ul>	<b>BAKED GOODS, JAMS AND ... *</b> 	Includes jams and jellies (no low-acid ingredients), candies, dried fruits/herbs/seasonings/mixes (uncoated nuts, flavored) vinegars, popcorn (balls), cotton candy, dried pasta, roasted coffee, dried tea, cereals, trail mixes and granola and baked goods that don't require time or temperature control.
<b>LABELING</b>	<ul style="list-style-type: none"> <li>Product Name</li> <li>Net Weight</li> <li>List of Ingredients</li> <li>Name/address of Responsible Party</li> <li>Inspection Legend (plant number that did the work)</li> <li>Safe Handling Statement</li> </ul> <p>For Custom Exemption: "NOT FOR SALE"; 20,000 Bird Poultry Exemption Label, if applicable.</p>	<b>AT MARKET</b>	<ul style="list-style-type: none"> <li>Keep frozen products frozen and other products at 41°F or lower. If storing products on ice, drain often.</li> <li>Products offered as samples should be prepped on-site or in your VDACS approved facility.</li> <li>Un-refrigerated samples may be left out for tasting no more than 4 hours (any leftovers then cannot be re-cooled or used again, they must be thrown away).</li> </ul>	<b>HONEY</b> 	Those who process & prepare honey in their private residence from hives they own, who sell less than 250 gallons of honey a year, & who do not process or sell other food products (except as noted here) are exempt from inspection.
<b>AT MARKET</b>	Keep products at 41°F or lower.	<b>LABELING</b>	<ul style="list-style-type: none"> <li>Completion of "Better Process Control School" course and process approval by a processing authority strongly advised (Virginia Tech Food Innovations Program, Food Testing Services).</li> <li>Must not exceed \$3,000 in total annual gross sales for all acidified products produced.</li> </ul>	<b>EGGS</b> 	Exempt from Virginia Egg Law and do not need inspection if selling less than 150 dozen of your own eggs per week or less than 60 dozen of another producer's eggs per week.
		<b>AT MARKET</b>	<ul style="list-style-type: none"> <li>The standard label must contain:                             <ul style="list-style-type: none"> <li>Product name</li> <li>Net weight</li> <li>Ingredient statement</li> <li>Name &amp; address of manufacturer/distributor/packer</li> <li>Nutritional labeling (exemptions apply)</li> <li>List of allergens</li> <li>NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION</li> </ul> </li> <li>You must also have a label displaying the name, physical address and telephone number of the person preparing the food product and the date the food product was processed.</li> </ul>	<b>PRODUCE</b> 	If you grow and sell fresh produce, and make <\$25,000 in annual sales (3 yr. avg), you are not covered under the Produce Safety Rule and do not need to be inspected. Growers that make >\$25,000 may fall under the PSR and may need to be inspected. Sprouts, hydroponic operations and farm raised mushrooms are considered produce regulated by the PSR (not covered if <\$25K). VDACS food safety applications harvesting and retail sales.
		<b>LABELING</b>	<ul style="list-style-type: none"> <li>Product name</li> <li>Net weight</li> <li>Ingredient statement</li> <li>Name &amp; address of manufacturer/distributor/packer</li> <li>Nutritional labeling (exemptions apply)</li> <li>NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION</li> </ul>	<b>PET TREATS</b> 	Home/facility inspection by VDACS not required, but it is suggested to contact your local health department for any local inspection requirements. You must obtain licensing and permitting through VDACS. Product registration may also be required.
		<b>AT MARKET</b>	<ul style="list-style-type: none"> <li>The standard label must contain:                             <ul style="list-style-type: none"> <li>Product name</li> <li>Net weight</li> <li>Ingredient statement</li> <li>Name &amp; address of manufacturer/distributor/packer</li> <li>Nutritional labeling (exemptions apply)</li> <li>NOT FOR RESALE – PROCESSED AND PREPARED WITHOUT STATE INSPECTION</li> </ul> </li> <li>You must also have a label displaying the name, physical address and telephone number of the person preparing the food product and the date the food product was processed.</li> </ul>		
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		<b>AT MARKET</b>	<ul style="list-style-type: none"> <li>Keep frozen products frozen and other products at 41°F or lower. If storing products on ice, drain often.</li> <li>Products offered as samples should be prepped on-site or in your VDACS approved facility.</li> <li>Un-refrigerated samples may be left out for tasting no more than 4 hours (any leftovers then cannot be re-cooled or used again, they must be thrown away).</li> </ul>		
		<b>AT MARKET</b>	<ul style="list-style-type: none"> <li>Keep products at 41°F or lower.</li> </ul>		
		<b>AT MARKET</b>	<p>Please keep your most recent VDACS inspection reports on hand with you at the market.</p>		

\* Exemptions: Apply to ACIDIFIED CANNED FOODS and BAKED GOODS, JAMS AND ...:

Must be produced in a private home. Must be sold at farmers' markets, from the private home where product is manufactured or to an individual for their own consumption. These products cannot be sold to other businesses (i.e. grocery stores), for resale, on the internet or across state lines.

You do not have to pay the \$40 annual fee to VDACS, although you are still required to comply with all applicable laws and regulations (outlined here).

\*\*Time and Temperature Controlled for Safety (TCS) Foods require temperature control because they are capable of supporting the growth of various infectious microorganisms or toxins. These foods include meats, dairy products, eggs, mushrooms, cut melons, cut tomatoes, cut leafy greens, and heat-treated plant food such as cooked rice, beans, and vegetables.