

EAT LOCO .org

Farmers Markets

Vendor Handbook

For ALL Seasons

VERSION
09-29-26

PURPOSE OF THIS HANDBOOK

Please read this vendor handbook carefully as it outlines the rules & regulations governing the EatLoco Markets. All vendors are required to agree to the handbook agreement page at the end of the EatLoco Application and to abide by the terms and conditions at all times.

INTRODUCTION

EatLoco Farmers Markets are proud to provide a platform for local farms, nurseries, bakeries, meat and cheese producers, specialty food makers, hot food vendors, and limited local service providers. We're equally excited to showcase talented local artists, artisans, and their unique handcrafted items. Every vendor we select undergoes a thorough screening process, ensuring we offer a diverse market filled with top-quality, locally made products. We are limiting resale of purchased items that are not handmade locally or by the vendor.

KEY CONTACTS

EATLOCO, LLC (Mailing Address)

EatLoco, LLC
525-K East Market Street
#117
Leesburg, VA 20176



OWNER & CEO

Lauren Katz
lkatz@eatloco.org
Phone: (703) 737-0311 x5
Cell: (703) 627-4491

MANAGER, VENDOR RELATIONS

Beth Mattheis
bmattheis@eatloco.org
Phone: (703) 737-0311 x6

EatLoco Markets

EatLocoFarmers Market at ASHBROOK

Location: 44505 Atwater Drive, Ashburn VA
Saturdays - 9:00am - 1:00pm
This Market is Year-Round

EatLoco Farmers Market at BRAMBLETON

Location: Olympia Dr. & Emberbrook Circle
Sundays - 9:00am - 1:00pm
This Market is Year-Round

EatLoco Farmers Market RESTON at Halley Rise

Location: 2001 Edmund Halley Dr, Reston VA
Saturdays - 9:00am - 1:00pm
Seasonal (March - November)



EatLoco SAT. Market at METPARK

(Amazon HQ2)
Location: S. Elm Street, Arlington, VA
Saturdays - 9:00am - 1:00pm
Seasonal (March - October)

EatLoco TUES. Market at METPARK

(Amazon HQ2)
Location: Central Green Arlington, VA
Tuesdays - 10:00am - 2:00pm
Seasonal (March - November)



EatLoco at The Stacks DC

Location: 101 V St SW,
Washington, DC 20024
Wednesdays - 4:00pm - 7:00pm
Seasonal (March - November)



GENERAL GUIDELINES

In this handbook, "EatLoco Management" refers to the owner(s) of EatLoco, LLC, and appointed senior management. EatLoco Management is responsible for establishing all policies, rules, and regulations related to EatLoco Farmers Markets. They hold exclusive authority over financial decisions and procedures and are responsible for the annual approval of vendor applications for participation in any EatLoco market.

"Market Manager" refers to an EatLoco on-site staff designated to handle logistics, space control, attendance recording, and other operating issues at the markets.

TYPES OF VENDORS ACCEPTED

EatLoco accepts all types of farmers, food producers, artisans, crafters, and small businesses. We also can accept limited vendors in the Health & Wellness industry (i.e., Dentists, Chiropractors, beauty, Massage, Trainers, Gyms, etc.), and occasional nonprofits. Exceptions to the policy may be made at the sole discretion of EatLoco to meet the needs of the market. We will be focusing on handmade or farm produced items, and products created by the vendor only.

LICENSES AND PERMITS

Vendors must ensure compliance with all federal, state and local regulations in the production of their food products. Vendors must also obtain, present, and maintain (as current) all applicable federal, state, county and local licenses and permits within their vendor profile. Licenses and permits include but are not limited to state and local business licenses, food permits, and temporary food establishment permits. When required by law, permits and licenses, including temporary food permits, must be displayed at the EatLoco market site daily. Vendors with expired or absent licenses or permits will be removed from the market and may be charged an additional fee until such time as the licenses and/or permits are back in place and current. Vendors prepping food to reheat or cook at the market MUST be working out of a licensed or commercial kitchen unless their products fall under cottage law. Cottage law products do not require temperature control.

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LIABILITY INSURANCE (COI)

ALL vendors MUST carry general liability and property damage insurance, in an amount not less than $1,000,000 (one million dollars). Liability insurance provides business protection and covers legal fees from market operations (such as injuries from a flying tent) and from claims of product damages (such as food poisoning or a house fire from the use of a candle). Even if you are not selling a physical product, you must obtain a Certificate of Insurance (COI). The policy must list EatLoco as an Additional Insured (or sometimes referred to as Certificate Holder) with the exact name and address as listed HERE.

A current and valid Certificate of Insurance (COI) must be provided and uploaded into your EatLoco portal. It is the responsibility of the vendor to maintain a current policy. If the insurance policy expires during the season and the vendor does not get it renewed, the vendor will be removed from the market until such time as the insurance is back in place and current. Obtaining Liability Insurance should wait until after your EatLoco application has been approved.

VIRGINIA HEALTH PERMITS

Cottage Law resources:
Starting a cottage law business
Cottage law rules

Temporary Food Establishment Permits:
Loudoun Health Dept.
Fairfax County Health Department

VDACS:
VDACS LINK

Loudoun County Public Health Department
Point of contact:
Elizabeth Carey
Office: (571) 627-7753 | Cell: (571) 919-1679
elizabeth.carey@Loudoun.gov

VENDOR FEES

EatLoco has routine fees and non-routine fees. All fees are billed and paid electronically through our system using the credit card you have on file with us (provided when you pay your Admin Fee).

VENDOR REFUNDS ARE NOT PROVIDED FOR ANY MARKET CANCELLATIONS WHATSOEVER.
Request changes using your scheduled dates from to your VENDOR DASHBOARD
Note: EatLoco will **NEVER** Take a Percentage of your sales.

ANY Vendor that is a NO show without notification, or Cancels the day-of the market more than once per season, can be permanently removed from the market, without a refund.

APPLICATION FEES

A $25 Application fee per vendor is due at the time of each application and will appear immediately after you submit your application. This fee must be paid on-line via credit card and is non-refundable, even if your application is not accepted. We will use your "card on file" to charge you for market fees throughout the season. Applications will not be considered unless the Application fee is paid.

MISSED MARKET DAY FINES

DROP-IN VENDORS

- Change to Market date deadline: Wednesday at midnight for upcoming weekend.
- All date changes must be made via the Date Change Form on the Vendor Dashboard (not email or text) at eatloco.org/dashboard
- DROP-IN vendor cancels BEFORE deadline - they can replace date. No fine.
- DROP-IN vendor cancels AFTER deadline - Market fee forfeited. No fine.
- DROP-IN Vendor cancels/NO-SHOW on market day - Forfeit market fee, $50 fine

SEASON VENDORS

- Season Pass Holders are required to be at the market every Saturday or Sunday (or Tuesday) of the entire season for the market(s) they signed up for. Season Pass Holders receive the lowest market fee, advertising, priority market placement, etc.

- Season Vendor cancellation with notification will result in a forfeit of that market's fee. A NO-SHOW **without notification** on market day will forfeit market fee and can result in a $50 fine.

BOOTH FEE

Vendor booth payments are essential to the operations of the EatLoco Farmers Markets. Your fees are used to pay for venue rent, market road signs, EatLoco banners, office supplies, marketing and promotions, event supplies, entertainment, staff wages, administration, social media advertising, website, mailings, gift certificates and numerous marketing activities.

LATE SET-UP/EARLY DEPARTURE FINE - $25

Vendors are required to arrive by 8:15am. Vendors arriving beyond 8:30am will incur a late fee and potentially have to walk their booth supplies in from the parking lot.

They must be set-up, parked, and ready to sell by 8:45AM on market day. Vendors must stay setup through the end of the market at 1PM. Vendors must stay fully setup until the market is officially over at 1pm. Even if the vendor sells out of inventory, they are still required to stay until 1PM.

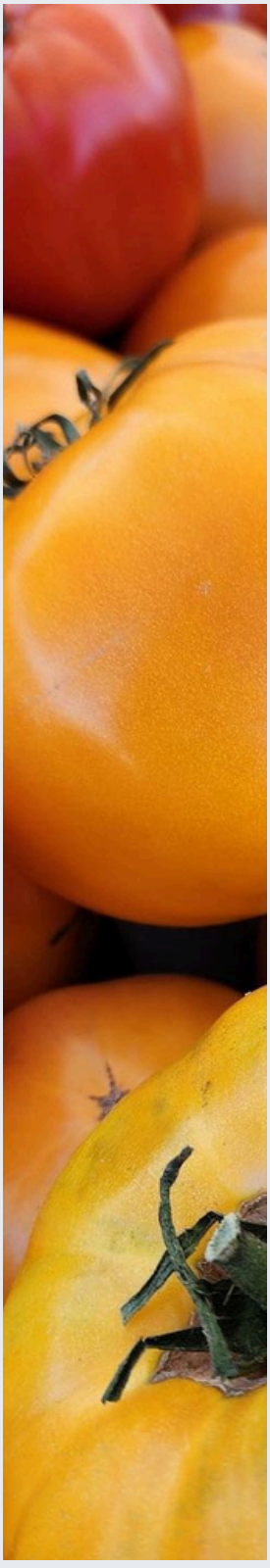
FAILURE TO CLEAN YOUR SPACE FINE - $25

Vendors must leave their spaces clean and free of debris at the close of the market. Vendors are responsible for removing their own boxes and garbage from the market site and disposing of them off site. Community trash cans are provided as a courtesy to customers only and should not be used by vendors for large quantities of trash.

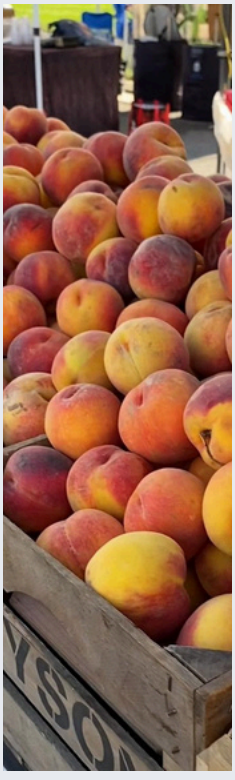
SEASON PASS HOLDERS - WEEKLY VENDORS

Season Vendors pay the least amount of money (per market) to be at an EatLoco Market and receive the most benefits. These vendors are committed to being a vendor at the market every week during the season. They will be given priority with approximately the same assigned spot each week. We market and promote our Season Pass Holder vendors heavily throughout the season (even during the week) to drive traffic to the EatLoco market(s) they attend, to their farm, store-front, or website for online sales.

***Note**: due to the discounted market fee and the amount of marketing included for season pass holders, If a season vendor simply does't show up on a market day OR cancels on the day-of the market, they will incur a $50 no-show fee, just like drop-in vendors. All market fees must be paid in full before the vendor can continue on future market dates.*







DROP-IN VENDORS

Drop-IN vendors require more flexible schedules and would like to choose the market dates they will attend during the season. The more notice DROP-IN vendors give of their preferred drop-in dates, the better chance they have of receiving their desired dates. Cancellations and/or schedule changes for DROP-IN Vendors received by Wednesday at midnight EST prior to that coming weekend's market using the Date Change Form, will not be charged a fee for that weekend. Cancellations and/or schedule changes given AFTER Wednesday at midnight prior to the market, the vendor will forfeit their market-day pass. If a DROP-IN vendor does not show up on a scheduled market day without advance warning OR cancels on the day of the market, they will incur a $50 no-show fee. All market fees/fines must be paid in full before the vendor can continue at future market dates.

DROP-IN VENDOR PASSES (non-refundable and non-transferable season to season): Drop-IN Vendors can purchase single, drop-in passes at any point in the season. Also, drop-in passes cannot be transferred to the next EatLoco season, however can be used across all markets *during* the season. Additional passes (beyond what you have signed up for originally when you applied) can be made HERE.

POLICIES

PRODUCTS FOR SALE

All products for sale must be listed and pre-approved by EatLoco Management each season. Products not approved by EatLoco must be removed from sale. Repeated violations are grounds for dismissal.

ADDITION OF A PRODUCT

Approved vendors who wish to add additional products to their approved products list shall first discuss their plans with EatLoco Management for a preliminary decision. Please include the name of the product, the ingredients, source of ingredients, facility used for preparation, and licenses & permits obtained. Upon receipt of the above information and documentation, a final decision for approval or denial will be provided by EatLoco Management.

COMPETITION AT THE MARKET

EatLoco does not offer vendors exclusive rights to be the sole provider of their product or products at any of our markets. We believe in fostering healthy competition and empowering our customers to select the products that best suit their needs. Our team at EatLoco dedicates considerable time and resources to prevent over-saturation any single product or vendor type at our markets.

TYPES OF VENDORS

EatLoco Farmers Markets accepts applications from a variety of vendor types including:

- Farm and Ranch Foods/Products
- Value-Added Foods
- Food Concessions
- Artisans & Craftors
- Community Small Businesses (limited spots)
- Health Related Business (limited spots)
- Partners & Advertisers (limited spots)
- Non-profits (limited spots)



MARKET SPONSORSHIP & ADVERTISERS

EatLoco establishes sponsorship and advertising relationships with community businesses and organizations in order to promote the EatLoco Farmers Markets. If you are a business interested in sposoring an EatLoco activity, giveaway, or partnering in promotion please email info@eatloco.org

CSA (Community Supported Agriculture)

The use of CSAs is encouraged at EatLoco Farmers Markets. Pick ups may be conducted at the market.

PRE-ORDERS

Vendor are permitted to take customer pre-orders that are picked up at the EatLoco Farmers Market.

POLICIES CONT.

OTHER MERCHANDISE

Vendors must be pre-approved by EatLoco Management to sell business-related merchandise at their stands. The merchandise must be related to your business or farm. Requests should be in writing using the online communication website. The sales of extra merchandise at the market must be approved with management if not stated in your application.



ANIMALS AT THE MARKET

Customers can bring their well-behaved, non aggressive pets to the EatLoco Farmers Markets. However, for liability reasons, "vendors" are prohibited from bringing their pets to any of the EatLoco markets, unless given special permission due to needs at booth (such as a dog owned by dog trainer to demonstrate training techniques).

EXPIRED CREDIT CARD/CARD FAILS

Vendors must maintain a valid credit card on file with EatLoco at all times. Vendors will not be allowed to set up at the market until new payment information is provided and the charges have been run successfully.

REMOVAL FROM THE MARKET

EatLoco reserves the right to remove a vendor from a market at any time (at EatLoco's discretion) for violation of our rules or regulations. No refunds will be provided.

RETURNING VENDORS

EatLoco values its vendors and the benefits of long-term relationships with them. Therefore, higher consideration is given to returning and year-round vendors. However, this does not guarantee automatic acceptance to any of the EatLoco Farmers Markets from season to season.

PRODUCT LABELING

EatLoco strives to provide Farmer's Markets where the finest fresh and local products are sold. EatLoco Management has the responsibility (in cooperation with regulatory agencies (for maintaining product quality control as it relates to health, safety, and labeling issues at the market. EatLoco Management has the right to inspect any and all products and to remove those products that are not labeled properly.

- Value-added products sold at the market must display the ingredients list.
- Products produced under a state or local exemption must include the exemption on the product label.

ORGANIC OR NATURALLY GROWN LABELING

Vendors who use the word "organic" to describe their products must have USDA organic certification. Vendors who use other terms, such as “naturally grown/produced,” must be certified by an approved agency. All vendors are required to display their certifications and respond to customers’ questions truthfully.

DISPLAY OF LICENSES AND PERMITS

As required by state or local law, licenses and permits must be displayed at all times during market hours. This typically applies to food trucks and hot food concessions.

HEALTH DEPT. INSPECTION

At any time local Health Department Authorities may inspect vendors’ facilities. Evaluations resulting from these inspections must be promptly shown to the EatLoco Management, along with a specific plan and timeline for correcting any of the Health Department’s concerns.



SAMPLING AND CONCESSIONS AT THE FARMERS MARKET

Vendors offering samples and concessions at EatLoco Farmers Markets must adhere to VDACS and/or local Health Department guidelines for food safety and concessions. (Refer to page 11) Note that these sampling rules are subject to change at any time.

PRODUCT REFUND POLICY

All vendors selling at EatLoco Farmers Markets shall guarantee the quality of the products they offer, including food, craft, plant, or any other item sold at the market. If an exchange or other arrangement is not acceptable to a customer, the vendor must offer a refund in the same form as the payment - usually cash - to the customer. In order to qualify for a cash refund, the customer must return the unused portion of the product in question. Refunds beyond a 7-day (one week) period from the time of purchase will be offered only at the discretion of the vendor.

VENDOR TENTS AND WEIGHTS

Tent locations are assigned at the discretion of EatLoco Management and can change weekly to accommodate new vendors, drop-ins, drop-outs, entertainment, etc.. Your tent must be attended at all times, other than quick breaks. Tents left unattended for a long stretch of time will be removed from the market.

Vendor tents must be in good repair and free of unsightly soilage and tears. For safety reasons, if a vendor utilizes a tent structure (with or without the covering), they must secure the tent structure with at least 25 pounds weight per leg regardless of the weather. Weights must be securely attached to tents. Repeatedly disregarding the weighted tent policy may result in being asked to leave the market.

HOT FOOD VENDORS

Hot Food Vendors are subject to additional requirements:

- A tarp must be placed under the cooking area to protect the venue from stains.
- Vendor must supply their own fire extinguisher
- Vendor must comply with health codes and display permits at all times.
- NO dumping of liquids at the venue.
- Vendor must take away their own trashbags and dispose of them off premises.
- Propane must be stored in a crate or box.
- Generators must be labeled as "quiet".

INCLEMENT WEATHER

EatLoco is responsible for providing a safe environment for vendors and customers. EatLoco Farmers Markets operate rain or shine, and we are committed to staying open in almost all weather conditions. However, your safety is our top priority.

In cases of extreme weather, such as severe storms, heavy snowfall, high winds, or hazardous road conditions, we encourage vendors and customers to use their best judgment. If you feel it is unsafe for you to travel to or from the market, please feel free to stay home. We ask that all vendors watch the weather forecast, and if necessary, cancel your attendance by Wednesday evening using our Date Change form. This allows you to reschedule for another date within the same season without penalty and without forfeiting your market fee. There are no refunds, but we will gladly provide you with another date (within the same season) if you feel it's too dangerous to attend.

At EatLoco, we understand that "life happens." However, not showing up without notification is not acceptable. Please, reach out by email to info@eatloco.org to explain your situation. Penalties will be issued at EatLoco's discretion. Should conditions become dangerous during market hours, we may make the decision to close early or cancel in rare circumstances. Any early market closures will be communicated as early as possible via our Market Managers on duty.

Additionally, if you feel you must leave the market for your safety due to high wind and/or inclement weather after you are setup and the market is already in progress, please notify the EatLoco Market Manager on duty or EatLoco Management FIRST. Leaving without notifying us is not an option. Our Market Manager must help guide you to safely exit the market during these very extreme situations. Driving into the market while it is operating is not allowed and is grounds for permanent dismissal.

NOTE: Offering food samples at the market applies to those who prepare food at home and are VDACS certified and have undergone a home kitchen inspection, and passed. Those preparing food under cottage law, without certification, are, at this time, NOT permitted to offer samples of their product to the public.

Safe preparation Use clean surfaces and utensils, good personal hygiene, and proper storage for prepared samples. Do as much prep at home as possible to avoid having to do it at the market where you may not have access to handwashing and utensil washing. If you must prepare samples at the market, work on a clean surface, with clean utensils and make sure to wear gloves on clean hands. Wash fruits and vegetables in clean water prior to cutting, and once washed, store them so they do not become soiled.



Keep your hands clean

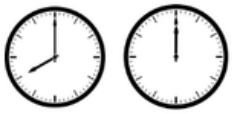
Hands must be washed after smoking, eating, drinking, using the restroom, or any other time contamination occurs. Remember to wash your hands frequently and always before putting on gloves. Use of hand sanitizer does not take the place of washing your hands with warm soapy water. You can set up a simple handwashing station with a water dispenser, catch basin, soap and disposable paper towels.

Barrier between hand and food

Tongs, spoons, single-use deli paper, plastic ramekins, toothpicks or disposable gloves are a few examples of good tools. Bring extra with you to the market so you do not run out. Remember: gloves must be placed on clean hands and changed often, and they do not substitute for proper hand washing.

Keep equipment clean

It is important that any knives, tongs, bowls, etc. that you use for your food samples is kept clean. You can make sure they stay clean if you follow a three step process of: wash in hot soapy water, rinse in clean water, and a 2 minute soak in a mild bleach-water solution, afterwards, letting the utensil air-dry. Bleach should be added at a ratio of about 1 teaspoon per gallon of water, which equates to about 50 ppm. This can be measured using chlorine test strips. Set this washing station up in three small plastic tubs.



Limitation of exposure time

If your sample requires refrigeration, limit its exposure to outside temperatures to 4 hours or less. After the 4 hours is up, discard any uneaten food samples. Keep extra samples cold in a cooler with ice packs.

Protection from the environment

You must protect the samples from the elements, pests (insect or birds) and dirty fingers. Display samples under covering like a dome or plastic wrap. To prevent customers from touching samples other than their own, place individual samplesinsingle-serving containers or provide toothpicks.

Protect allergic customers

Have signs or other materials that alert customers of the 8 major allergens that might be present in your products: milk, eggs, crustacean shellfish, fin fish, tree nuts, wheat, peanuts, and soybeans. You do not want to unintentionally cause someone to have an allergic reaction to your food.



For more in depth information regarding laws and regulations as it pertains to food preperations for farmers markets, please visit:

https://www.vdacs.virginia.gov/pdf/kitchenbillfaq.pdf

https://www.vdacs.virginia.gov/pdf/va-food-handbook.pdf

Policies Cont.

VENDOR VEHICLES

Vendor vehicles should park only in assigned parking spaces as directed by EatLoco Management. Care should be taken to avoid parking in customer parking spaces. Vendors should try to park further away to leave the most convenient spots for customers, unless the vendor has mobility issues. Those spaces should be reserved for your elderly and handicapped patrons. Please let us know if you need a reserved handicap spot as a vendor, and we will arrange that.

SIGNAGE

All vendors MUST present signage or a banner with their company name clearly identified. The company name should be large enough to be read from 20 feet away.

PETITIONS AND PUBLICATION MATERIAL

Non-market and non-vendor related petitions and materials MAY NOT be distributed at any of the EatLoco Markets. EatLoco Management has the right to remove materials at its discretion.



AMPLIFIED MUSIC

Vendors are not allowed to use amplified music or paging systems. Amplified music is only for entertainment arranged by EatLoco Mgmt.

VENDOR INSPECTIONS

EatLoco Management has the authority to conduct vendor inspections to verify that products sold at EatLoco Markets are vendor produced as required in this handbook, to verify that the vendor lives and works within geographical boundaries, or when complaints are received about a vendor. EatLoco Management may delegate to vendor members or other qualified individuals the authority to assist in inspections. EatLoco requires vendors to submit to inspections at the request of EatLoco Management or the Market Manager.

1. EatLoco Management will keep a record of inspections
2. Inspectors will note production capabilities of each facility visited.
3. EatLoco Management must respond to written appeals within thirty (30) days.
4. EatLoco Management has final authority to resolve all discrepancies referred by the Market Manager or appealed by a vendor.

PERSONAL CONDUCT

All EatLoco vendors and their sales associates will behave towards market customers, other market vendors, market staff, and volunteers in a professional manner, fostering a spirit of camaraderie and cooperative participation while promoting EatLoco as a whole to the community it serves. In addition, please make sure that everyone working at your tent is not engaging with their cell phones to excess.

EatLoco Management reserves the right at its sole discretion to revise the Market Rules and Policies.

HEALTH PRACTICES

All vendors must adhere to sanitary procedures as required by the VDACS or the local county health department. Any vendor found selling contaminated food or produce, or who is in violation of any codes shall be suspended from selling at EatLoco Markets until satisfactory clearance has been obtained from the county health department. All vendors must wear shirts and shoes, and be appropriately dressed for business purposes and weather conditions. Hair must be neatly tied back. Gloves must be used while handing food.

SMOKING POLICY

Smoking is not permitted by vendors in or within 50 feet of all market spaces. Customers are not permitted to smoke inside vendor tents.

SEXUAL HARRASSMENT

Sexual harassment violates federal laws and the principles of the EatLoco Farmers Markets. All vendors and staff shall project the necessary attitudes and behavior to afford a work environment free from sexual harassment and ensure that sexual harassment does not occur. Vendors observing or having knowledge of incidents or practices that violate this policy shall report their observations to EatLoco Management. Confidentiality will be maintained whenever possible. EatLoco will not tolerate instances where a vendor or staff is retaliated upon in any way for complaining of sexual harassment.

DISCRIMINATION

It is the policy of the EatLoco Farmers Markets to comply with the spirit and intent of federal equal employment opportunity laws and rules. Whether dealing with customers or other market participants, EatLoco, its staff, and all persons selling at its markets or participating in EatLoco functions shall not discriminate against any individual in regard to selling of products, hiring, promotion, discipline, or other matters because of age, sex, race, creed, color, national origin, sexual orientation, religion, or the presence of any physical, mental, or sensory disability.

FOUL LANGUAGE

The use of foul language is strictly prohibited at all EatLoco Markets during market hours. Additionally, items such as swag, shirts, or other printed materials displaying foul language are not allowed. Repeated violations may lead to expulsion from the market. We promote a family friendly atmosphere.

DISCIPLINARY POLICY AND PROCEDURES

- EatLoco Management has the responsibility and authority to maintain a professional atmosphere and to impose appropriate discipline at the market site and expects full cooperation from all vendors and their employees.

- The vendor handbook describes important information about EatLoco Farmers Markets and I understand that I should consult EatLoco Management regarding any questions not answered in the handbook or to ask for clarification via email at info@eatloco.org.

- This handbook and the policies and procedures contained herein supersede any and all prior practices, oral or written representations, or statements regarding the terms and conditions of your affiliation with EatLoco Farmers Markets. By distributing this handbook, EatLoco, LLC expressly revokes any and all previous policies and procedures that are inconsistent with those contained herein.

- I understand that any and all policies and practices may be changed at any time by EatLoco Farmers Markets. All such changes will be communicated through official notices, and I understand that revised information may supersede, modify, or eliminate existing policies. Only EatLoco Management has the ability to adopt any revisions to the policies in this handbook.

VENDOR CHILDREN

Vendors must find childcare, if possible, and may not allow unattended children to move throughout the market. This is to protect your children from a potrentially dangerous situation. Children may stay within your booth, if you do not have hot surfaces or cooking oil that could be of harm to them. They must be supervised at all times.