

LOUDOUN VALLEY HOMEGROWN MARKETS ASSOCIATION

"Proud to be a Producer-Only Market"

LVHMA Rule Violations and Penalties

The LVHMA Board of Directors has had to take steps to ensure compliance with the rules and regulations found in the Market applications. These penalties are outlined to prevent discrimination against any particular vendor. All LVHMA Members participating in the Farmers Markets are expected to comply with the rules and regulations of the Market. Failure to do so jeopardizes the success of the Market, creates dangerous situations for vendors and customers, and costs the Association time and money that could be put to better use promoting the Markets. Violations can result in the following penalties:

- 1. Failure of Vendor to attend a scheduled Market without calling or emailing the Market Coordinator**
 - 1st Offense – Written Warning
 - 2nd Offense – Written Warning and \$20 fine
 - 3rd Offense – \$50 fine and Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

- 2. Vendor arrives after the start of the Market or leaves early without notice to Market Manager**
 - 1st Offense – Written Warning
 - 2nd Offense – Written Warning and \$20 fine
 - 3rd Offense – \$50 fine and Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

- 3. Failure to properly secure tents and umbrellas following the policy outlined in the application.**
 - 1st Offense – Vendor must take down tent/umbrella immediately at request of Manager and Written Warning issued
 - 2nd Offense – Vendor must take down tent/umbrella immediately at request of Manager, Written Warning and \$50 fine
 - 3rd Offense – Vendor must take down tent/umbrella immediately at request of Manager and \$100 fine. The Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

- 4. Failure to report gross sales by midnight of the Monday following the Market using the web site or failure to pay 3% of Market sales postmarked by the 5th of the following month.**
 - 1st Offense – Written Warning
 - 2nd Offense – Written Warning and \$50 fine
 - 3rd Offense – \$100 fine and Vendor may not participate in the next scheduled Market. The Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

- 5. Failure to pay 3% of Market sales postmarked by the 5th of the following month.**
 - ◆ 1st Offense – Written Warning
 - ◆ 2nd Offense – Written Warning and \$50 fine
 - ◆ 3rd Offense – \$100 fine and Vendor may not participate in the next scheduled Market. The Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

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If there are internet connection problems, reporting may be done by leaving a message for the Market Coordinator at 540-454-8089, but must be done by the midnight Monday deadline.

6. Selling products that are not on the Vendor's application

- 1st Offense – Written Warning and removal of item
- 2nd Offense – Written Warning, removal of item and \$20 fine
- 3rd Offense – \$20 fine and may not participate in the next scheduled Market
- 4th Offense – \$20 fine Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

Note: Vendors must submit an amended application page for Board approval before bringing new products to the Market. Please plan on 5-7 days to receive your answer.

7. Non-compliance with VDACS and/or Health Department regulations

- 1st Offense – Written Warning and removal of non-compliant item
- 2nd Offense – Written Warning, removal of item and \$20 fine
- 3rd Offense – \$20 fine and may not participate in the next scheduled Market
- 4th Offense – \$20 fine Board of Directors will decide if the Vendor will be allowed to continue participating at the Markets

8. False Reporting of Sales

LVHMA realizes that a Vendor may make a mistake in reporting, however, deliberate under reporting of sales is grounds for immediate permanent suspension from all LVHMA Markets with no refund of fees.