



The Wild Ramp

Market Rules, Procedures & Guidelines for Producers

Please direct all questions to wrmarketdirector@gmail.com or 304.523.7267

OUR MISSION: WHO WE ARE

The Wild Ramp is a year-round, non-profit farmers market based in Huntington, WV with a mission to grow and support a vibrant economy and community for local food, food products, and artisan goods.

OUR VALUES: WHAT WE BELIEVE

We believe that locally produced food is healthier for people, better for the economy, and kinder to the planet; that local food demand should be met as completely as possible within our region; and that local food should be accessible to everyone in our community.

OUR VISION: WHERE WE ARE GOING

We envision a self-sustaining market for food and other products grown and produced within our region. Our goal is to help make this future possible by providing a year-round hub for local producers and consumers to come together, offering market and educational support to local producers and educating consumers about the health benefits and value of buying and eating local.

The Wild Ramp (hereafter “TWR”) Board and Market Manager reserve the right to review the Market Rules, Procedures & Guidelines (hereafter “Guidelines”) on a regular basis and to make changes as needed. Revised Guidelines will be announced and made available to Producers. Producers are expected to comply with current Guidelines. TWR reserves the right to make exceptions to these Guidelines at its discretion.

Anyone interested in selling through TWR should read and understand these Guidelines prior to applying to be a Producer. If your product does not meet our Guidelines, but you feel it still supports the mission of TWR, you may request TWR for a waiver. These requests will be reviewed and decided on a case-by-case basis. Entry of new products is dependent on the needs of the market and is up to the discretion of TWR.

General Producer Rules

Locally Sourced: Producers of all products sold through TWR must be based either within a 250-mile radius of Huntington, WV, or within the state of West Virginia. Closer to home is better. Our goal is to have products that originate as close to Huntington as possible.

No Reselling: Producers may only sell products they themselves have grown or processed. Producers may not buy wholesale from someone else and then retail through TWR. Value must be added to processed food products by the Producer; simply repackaging the ingredients is not adding value.

Compliance with Health, Safety and Related Laws: All products must comply with all applicable federal, state and local health regulations, licensing and labeling requirements. Producers are expected to inform

themselves on issues governing the production, display, distribution, sampling, and sale of their products. Anyone wishing to sell through TWR should research the rules and regulations regarding the products they wish to sell prior to applying as a Producer. The Farmers Market Vendor Guide for West Virginia can be found at [Farmers-Market-Vendor-Guide-24-1.pdf](#)

We recommend that Producers outside of West Virginia reach out to their State Department of Agriculture representative and health department to begin the process of understanding what regulations your products must be in compliance with.

Application and Membership

Prospective Producers wishing to sell should confirm that their product is legal and compliant with all Guidelines before applying and then must submit a completed Producer Application for review by TWR to ensure that their products are eligible for sale. The Market Manager is available to answer questions of a general nature about these Guidelines and to connect you with additional resources to the best of their abilities. All Producers must provide the Market Manager with copies of ALL relevant documents, such as vendor permits, licenses, certifications, label permits, etc. as it applies to your products.

Producers wishing to use the term “organic” must submit a copy of their certification with their application.

In-Market Prioritization

In-market retail space is limited. The amount of space given to each Producer is at the discretion of TWR and will be based on product mix and set up to provide the best overall experience for the shopper. If at any time the market becomes too crowded (overall or with any one type of product), TWR may assign in-market priority to certain vendors based on the following criteria:

- 1) Geographical proximity
- 2) Years as a producer
- 3) Local content of processed products (homegrown or otherwise sourced locally)
- 4) Additional sustainable practices, including but not limited to: Small-scale family operations, limited use of chemical inputs (pesticides, fertilizers), and use of pasture production when seasonally available.

While TWR does not offer exclusive rights to any one Producer to sell any one product, if TWR believes the number of Producers offering the same or similar products within the physical market is excessive, duplicate products may be denied entry.

Payments and Fees

Anyone wishing to sell products at TWR is required to pay an annual fee of \$50. For prospective Producers, this fee must be paid when your initial application is submitted. For continued operation in the market, this fee is to be paid by 30 January of the succeeding year.

TWR will retain 20%, 25% (value added) or 30% (artisan) of all consignment sales to put toward equipment & renovations as well as to cover daily operating costs such as rent, utilities, marketing, and other member benefits.

Producers will be paid for the items sold (minus 20%, 25%, or 30% of all sales) monthly. The sales period runs from the 1st of the month to the last day of the month. Direct deposit is available and encouraged. Check payments are also available. Producer monthly sales reports are available each month upon request. This report will include a list of the items sold. Other reports are also available on request. Generally, those

receiving payments by direct deposit will receive their funds around the 12th of the month. For those receiving payment by check, these should be received around the at the same time.

Our banking process does not tell TWR staff if anyone has not been paid, so it is incumbent on the producers to contact the Market Manager if they have not received their payments by the dates indicated above. TWR also encourages producers to cash their checks when received because this enables us to more efficiently track payments that, for some reason, have not been received. If you keep multiple checks on hand, the bank has difficulty determining if an interim payment has been received. Banking regulations require that these checks must be sent to a residential address, they cannot be sent to a Post Office box number. TWR has had issues with Producers not receiving their checks because of these address issues.

Disclosure of Production Practices

Full disclosure of all production practices is required for all Producers. Buying locally gives shoppers the benefit of knowing where their food comes from, and how it was grown. TWR's disclosure practice sets it apart from other food grocers, giving local Producers a marketing edge. All products, including wild-crafted or foraged products, should be obtained in a way that does not deplete or endanger the species collected and that insures a sustainable harvest for future generations.

To help shoppers and volunteers, TWR will keep on file the Producer Application to refer to when shoppers have questions that floor display information does not cover. If a shopper has questions that are not answered by the information in the store, the manager will request further information from the Producer.

TWR will attempt to visit and inspect new Producers operations within 60 days of the acceptance of the new Producer's application. TWR reserves the right to visit and inspect the farm or business of any Producer. Visits will be made with prior notification when possible, and inspections will only be conducted with the Producer present. If visits are cancelled two times in a row by the Producer, TWR has the right to terminate the Producer's participation at TWR. Failure to allow farm visits will result in termination or suspension of the Producer agreement.

We will consider false statements on a Producer's application about the origin or production standards of products listed to constitute fraud. To protect the integrity of our marketing system, The Wild Ramp reserves the right to verify the claims of everything sold through our marketplace.

Product Labeling and Barcodes - Limited Storage Space at TWR

TWR tracks Producer sales using a point-of-sale management system, cash register, and product labels. To ensure Producers are paid for their sales, each item must be properly labeled. TWR provides barcode labels which must be used if the product does not already have a UPC/barcode.

The Producer is responsible for:

- 1) Providing basic labels that meet the county, state, and federal rules. See Vendor Guide for details.
- 2) Applying TWR barcode labels to all products. The Producer may choose to apply the barcode to a wand, which will then be placed in the same basket as the product.
- 3) Making sure the item is properly labeled before placing the product on display, or storing in back stock as agreed upon by the Market Manager. If you plan to drop off a large load of product you must communicate with the Market Director in advance because of limited storage space.
- 4) Requesting labels 24 hours in advance to drop off product via phone or email.

Items that are not properly labeled or barcoded **WILL NOT** be put on the sales floor. Producers must communicate barcode requests 24 hours in advance to staff.wildramp@gmail.com , or may call the store directly. Labels will be filed in the Producer's individual file for pick up upon arrival. TWR may also mail barcode labels to the Producer if prior arrangements have been made.

Signage

TWR encourages all Producers to create and display information about their operation and products. Producers should take care to not block other producer's displays or items. Offensive or distracting displays may be removed. Producers are encouraged to post a personal biography of their products, including details about their operation and production practices. Keep in mind that shoppers may not have a lot of time to read a lengthy full page to get the information they need.

It is the goal of TWR staff to have professional looking signage supporting individuals selling their products. Producers who wish to use their own display equipment should contact the market management to ascertain if it meets our criteria. Use of display equipment will be decided on a case by case basis.

Product Delivery and Packaging

Producers are welcome to deliver products to the market during store hours; however, Producers should recognize that the priority of the market staff and volunteers is the customer. Producers needing special assistance should not come during "rush times" or should schedule an appointment with the manager.

Producers may leave additional products in the market for the staff and volunteers to periodically restock, with approval from the Market Manager. All products should be clearly labeled and put in the stock area/cooler.

Producers may package products at their discretion; however, TWR recommends against using units that can be easily altered or misconstrued at the register and suggests selling items individually or by weight. TWR provides plastic produce bags and scales for items to be sold in bulk (by the pound). Barcode labels for the item to be sold should be clearly displayed with the product for the customer to take with them to the register.

Inventory and Insurance

TWR works to track and protect all products while they are at the market. However, ultimately products are left in the market at the Producer's own risk. Discrepancies in inventory may be taken up with market management and will be handled on a case-by-case basis.

TWR is not responsible for any loss, theft, or damage incurred by Producer's products in the market. In the event of a product lawsuit, TWR's insurance will cover the market. However, individuals are not covered under this policy. It is up to each Producer to insure themselves to the level they feel appropriate. **TWR strongly encourages Producers** to obtain their own personal liability insurance and product liability insurance.

Customer and Producer Satisfaction

TWR strives to maintain fresh, appealing products for the customer. Any unsuitable, spoiled or damaged product will be immediately removed from the market and disposed of. Materials used for displaying products, transporting products or product packaging itself must be clean and sanitary. Failure to do so will result in the product being pulled from the sales floor. The goal of TWR is 100% customer satisfaction. Therefore, we will accept customer returns on food items for refund or replacement. Producers will be notified of the nature of customer complaints. TWR will accept returns on non-food (art/craft) items within 30 days with tag or receipt. The returned amount will be deducted from Producer's future sales.

Complaints or problems should be directed to the market management in a timely manner that is not disruptive to the market. Producers who have concerns regarding product representation should inform market management. Additional concerns may be submitted in writing. Each submission will be reviewed by the Market Manager and/or TWR Board when appropriate. A Producer may appeal any decision of the Market Manager within 30 days. An appeal must be presented in writing to TWR Board. A decision by the Board shall be issued within 30 days of receipt and constitute a final and binding decision of any further appeal.

Any instance of physical violence will result in immediate suspension from the market.

Sales Tax

TWR will collect and pay the sales tax on all taxable items. The tax amount will be automatically added at the cash register. The Producer does not need to include this amount in the selling price.

Wholesale Producer

At the discretion of the Market Director, TWR will purchase items from producers at wholesale for the overall good of the market, and to fill gaps in product availability. Priority will always be given to producers operating on consignment with TWR. TWR will pay the published wholesale price with a minimum of 30 days' net terms. Wholesale producers must meet the following criteria:

- 1) They have an established wholesale business.
- 2) They can show proven availability of products.

The use of a distributor is allowed upon Producer's request. TWR's primary relationship is with the Producer. Distributors must offer a minimum of 30-day net terms.