



Farm Stand Temporary Vendor Information & Policy

Purpose

The purpose of this policy is to ensure that all vendors participating in weekly farm stand events or monthly special events hosted by Willowsford Conservancy & Farm operate in a safe, professional, and legally compliant manner.

Eligibility

All vendors must submit a completed application and be approved prior to participating in an event. Approval is at the sole discretion of Willowsford Conservancy & Farm and submission of an application does not guarantee acceptance.

Vendor Selection

Applications will be reviewed as they are received. Vendor selection is based on factors including product mix, space availability, event needs, and alignment with the mission and goals of Willowsford Conservancy & Farm. We particularly value local growers, producers, makers, artisans, nonprofits, and community organizations that help connect people to food, farming, nature, and community and will enhance the event experience.

We strive to maintain a diverse vendor mix and may limit participation by vendors offering similar products to those already represented at a particular event.

Harvest Market vendors are subject to separate application procedures, fees, deadlines, and event-specific policies, which will be provided as part of the Harvest Market application process.

Vendor Fees

Currently there are no fees to participate in our Farm Stand market days or special events. The Harvest Market held every October does have modest fees for booths.

Vendor Guidelines

- This is a family-friendly event. Vendors may not display or sell products featuring inappropriate imagery, offensive language, explicit content, excessive violence, or political campaign materials. If you are unsure whether a product, display, or activity is appropriate for an event, please contact the Farm Stand Event Coordinator before applying.
- If you are found in violation of the above points, you will be asked to leave and will not be able to participate in future events.
- Willowsford logos are a registered trademark of the Association and may not be used on products without a valid License Agreement approved by the Board of Directors.
- Vendors are expected to offer only the products and services described in their application.

Kid-run businesses and youth entrepreneurs are encouraged to apply. A parent or guardian must be present at the booth for vendors under the age of 14 and available during the event for vendors ages 14–17.

Compliance with Laws and Regulations

- Vendors are responsible for obtaining and maintaining all licenses, permits, registrations, inspections, and approvals required by federal, state, and local law. Vendors selling food products must comply with all applicable Virginia Department of Agriculture and Consumer Services (VDACS), Virginia Department of Health (VDH), and cottage food regulations, as applicable.

Vendor Spaces

- Outdoor spaces are 10' x 10'. If you need additional space, contact us to see if it can be accommodated.
- Indoor spaces at the Boat House are smaller and we can hold three vendors in the space in addition to our own produce and partner products. We can accommodate two vendors on our back porch and then more on our back lawn.
- All vendors must provide all their tabling materials including tables, chairs, and canopies/tents (*not required, but recommended*).
- There are no electricity hook ups available.

Participation

- All participants must arrive and stay for the duration of the event unless otherwise approved.
- For our Grange Farm Stand, the market runs from 9 am to 1 pm. Vendors are asked to arrive between 8 am and 8:30 am to ensure they are set up by event start at 9 am.
 - Vehicles are allowed into the Farm Stand fence for set up but must be outside the fence by 8:45 am. We ask that vehicles park in the Sycamore House/Pool parking lot.
- For our Boat House Farm Stand, the market runs from 4 pm to 6 pm (occasionally the market hours are extended to 7 pm). Vendors are asked to arrive between 3 pm to 3:30 pm to ensure they are set up by event start at 4 pm.
 - There is a small parking area and driveway for unloading. Then, we ask that vehicles are moved to the Lodge parking lot.

Weather Policy

Events are held rain or shine unless otherwise communicated by the Farm. Vendors are responsible for securing tents, displays, and merchandise against weather conditions. The Farm reserves the right to cancel, postpone, or modify an event due to weather, safety concerns, or other unforeseen circumstances.

Clean Up

Vendors are responsible for removing all trash, packaging, displays, and equipment at the conclusion of the event and must leave their space in the same condition in which it was found.

Certificate of Insurance

Selected vendors, including those offering hot foods, pony rides, or other higher-risk activities will be required to provide a current Certificate of Insurance (COI) demonstrating general liability coverage, and certain vendors may also be required to name Willowsford Conservancy & Farm as an Additional Insured prior to participating.

Right to Refuse or Remove Vendors

We reserve the right to deny participation or remove any vendor that violates event policies, creates a safety concern, fails to comply with applicable laws, misrepresents products, or engages in conduct inconsistent with the goals of the event.

Have questions? Email us at info@WillowsfordConservancy.org