

Rochester Downtown Farmers Market Association  
Code of Ethics  
Updated February 11, 2020

The “Code of Ethics” represents guidelines for being a good neighbor and a good member of the farmers market. Please remember although we may have different reasons for being at the farmers market, we all have an interest in its long-term success and in the success of other vendors at the market.

1) Price your product fairly

Gross undercutting is not acceptable and hurts everybody. Pay attention to what others are charging for similar products, especially if those products are at the market in abundance. Fresh and local products have a number of advantages over their grocery store counterparts and should be priced accordingly (either the same or more expensive, but not less.)

2) Market honestly

First follow the rules: only sell what you produce, only sell what the market allows you to sell, and follow the limits on regulated items for display and marketing. Second, follow the law with regards to labeling your product, whether as organic, grass-fed, chemical-free, or whatever. Third, be honest when describing the qualities of your product.

3) Honor your products

Everybody has a lapse in quality every now and then; how you handle customer complaints reflects on the entire market, and not just you.

4) Be respectful of other vendors

Keep disagreements with other vendors private. Don't interrupt when customers are interacting with other vendors, and remember that various smells and noises may not be what everyone around you wants, especially during market hours.

5) Respect the space of other vendors and the walkway for customers

A single line of stall fronts has more visual appeal than a ragged line, and hiding your neighbor behind your stall is not fair. Leave room for customers to walk down the aisle.

6) Downplaying other vendors is not acceptable

Talk your product up instead of talking somebody else's down, and let the customer choose.

7) Pay attention to your stall and personal appearance

An orderly stall is a safe place, and the appearance of vendors and their space reflects on the market as a whole, not just on the individual.

8) Be courteous to all customers

They are, after all, why we are here. Please park in the parking lots across the street – save the closest parking places for customers.

9) Read and follow the market rules

The market rules are the standard we have all agreed on for a smooth-running market that provides a level playing field for all vendors. Take time to understand them, and then follow them.