Rules & Regulations

2025-2026 Season

The Socorro Farmers' Market (SFM) is dedicated to providing an open venue for farmers, ranchers, gardeners, food processors and crafters to promote, display and sell the products that they grow or make themselves.

- All products sold at the SFM are required to be ***homegrown, homemade, or handmade***. Produce may also be sold that is grown within the state of New Mexico but must be sold with appropriate communication with market staff and customers. No other retailing is permitted.

Market Rules

- Vendors can sell for **another *member*** of the SFM.
- Price fixing is not allowed.
- Vendor spaces will be assigned by the Market Manager (MM). Vendor Spaces are a max of 10' X 10' in size. If a vendor needs more than 10' X 10', they may be granted more space by the MM (based on space availability) for an additional day vendor fee.
    - All vendor booths must be set up within the designated market areas assigned by the Market Manager. Vendors may not occupy parking spaces, walkways, or areas outside the designated market space without prior approval. Unless they are a food truck, unless special accommodations are needed, and have prior approval.
- Market opening is signaled by a blow of a whistle or bell. No pre-sales are allowed.
- Vendors are expected to stay for the duration of the market hours. Vendors should communicate ahead of time to the MM if the vendor needs to leave or sells out prior to the market end.
- Vendor parking is not allowed directly around the plaza or in front of the Teen Center. This space is specifically reserved for market customers.
- Ground coverings will be required for vendor standing space if their space is on the grass. Ground coverings can be rugs, small carpets, etc. but must cover the space where you're moving.
- SFM Vendors shall be good stewards of the City of Socorro Plaza and Teen Center during market hours. SFM is responsible for leaving the spaces in clean and acceptable condition. Vendors will be asked to volunteer to clean spaces following the market. This enables SFM to use Socorro spaces free of charge enabling SFM to keep vendor fees affordable.
- Vendors agree to grant permission to the MM or the SFM Board to use their likeness, photos, posts, reels, and the like, to promote the market, ***unless requests are made to not use them.***

- Gross Sales Form: SFM is responsible to the NMFMA. Each Vendor is required to submit a daily gross sales form. The forms will be distributed and collected weekly by the MM or the SFM Board and the information will be used for end of year market reports. All data is kept confidential. No personal identity information is asked for on the form and none will be recorded.
- Vendors have the opportunity to announce their upcoming market products in the weekly Vendor Availability email to customers by submitting a Vendor Availability Form by Thursday at 11:59pm for the Saturday market. Email farmtoplaza@gmail.com with a request for the link to vendor availability form.

State Regulation Compliance

- In order to prioritize the health and safety of the SFM customers, all vendors are required to comply with applicable state regulations for the products they sell.
    - For bakers and food vendors, you may fall under the jurisdiction of the New Mexico Homemade Food Act: https://www.env.nm.gov/wp-content/uploads/sites/8/2021/08/2021-08-16-EHD-Homemade-Food-Act-factsheet.pdf
    - If your food products fall outside of this Act, you are required to have a temporary food permit from the New Mexico Environment Department before the market and must display their permit during market hours. A copy of the permit must be provided to the market manager. https://www.env.nm.gov/foodprogram/wp-content/uploads/sites/8/2023/07/Temporary-Food-Establishment-Application-_03212016-Final-Rev-03.pdf
    - All food vendors must have a current Food Handlers' card on file with the market staff, and all labeling requirements must be met. https://www.env.nm.gov/foodprogram/food-handler-card/
    - Plant growers must be added to the SFM State of New Mexico Plant Protect License or acquire their own license. https://nmdeptag.nmsu.edu/licensing-and-registrations/nursery-licensing.html
    - Egg sellers must have a Small Dealers license card on file with market staff. If vendor resells eggs from another producer, they must have a copy of that producer's Small Dealer license card. https://www.env.nm.gov/foodprogram/food-handler-card/
    - Additional information for meat and dairy products can be found at the New Mexico Farmers Marketing Association (NMFMA). https://www.newmexicofma.org/food_processing_permits.php
- The NMFMA recommends Vendors purchase insurance. Each Vendor is responsible for their own general liability insurance and all applicable certifications/licenses.

Behavior Rules

- Being a vendor at the SFM is a privilege and not a right and the SFM reserves the right to refuse vendor privileges for any individual that exhibits behavior deemed not acceptable by SFM management. This includes but is not limited to bullying, harassing, yelling, use of foul language, and offensive gestures.
- Vendors agree to conduct themselves in a professional and courteous manner at all times.
- Vendors shall be responsible and shall be held accountable for the conduct of any family member, volunteer, and employee who may be assisting Vendor.

- If a Vendor has a concern with the SFM Board, Market Management or any Vendor, the Vendor agrees to talk to the market manager or an individual on the SFM Board and will NOT discuss it with customers or other vendors. Vendors may also email farmtoplaza@gmail.com with complaints/concerns.
- Smoking is not allowed.
- Vendors are subject to a "three strikes" rule. If after receiving the market rules and vendors are not compliant, they will receive one strike. A 2nd violation constitutes a removal from the market for the remainder of the season. Full SFM Board approval is required prior to the vendor's return to the market after their 2nd violation. A 3rd violation constitutes removal from the market permanently.
- Vendor agrees to inspection of farm(s)/garden(s) by the MM or the SFM Board as terms of condition to participate in SFM and sell produce. Vendor agrees to allow the MM or the SFM Board or representative thereof to inspect where the Vendor's farm is producing the items the Vendor will bring to market.

Nutrition Programs Rules

- For vendors that wish to participate in state and federal programs such as SNAP, WIC, Double Up, and FreshRx and are eligible to do so, it is the vendor's responsibility to complete the applicable annual training. After the training is completed, certification should be forwarded to market staff.
- WIC Farmers Market Nutrition Program cards are accepted **only at the market and only during market hours**. The cards can be used only in accordance with the established NMDOH guidelines. Vendors **must** display their NM WIC sign during market hours.
- SNAP and DUFB is offered at the market – the Point of Sale machine is located at the Market Manager Table. All rules must be followed in accordance with the USDA Food and Nutrition Service. Vendors **must** display their SNAP/DUFB sign during market hours.