



Winter Blues Farmers Market Information & Guidelines

Date: Saturday, March 1, 2025

Public Shopping Hours: 12:00 pm – 5:00 pm

Vendor to Vendor: 11:00 am – 12:00 pm

Venue: Charleston Coliseum & Convention Center, Charleston, WV

Applications are now being accepted for the 16th Winter Blues Farmers Market

The **West Virginia Department of Agriculture (WVDA)** in cooperation with the **WVU Extension Small Farm Center** is excited to bring the Winter Blues Farmers Market once again to the Charleston Coliseum & Event Center.

This premier event offers the opportunity to showcase the bounty of West Virginia and bring producers and customers together in a celebration of the State's food and farm industry!

Please note that WVDA wants to ensure that the market offers a diverse array of products. It may be necessary to limit the number of vendors selling one particular type of product. All products must be grown in WV, manufactured products must have at least 50% of their value added within the state. (All vendor applications are subject to approval by WVDA/WVU SFC).

Market Guidelines:

- **APPLICATION DEADLINE**

Friday, February 14, 2025. Online application can be found at <https://agriculture.wv.gov/>

- **INFORMATIONAL WEBINAR**

WVDA and WV SFC will be offer a live webinar provide event details, guidelines, and answer questions. The meeting link and other details will be provided to vendors with accepted registration and on the WVDA official Facebook page.

- **VENDOR TO VENDOR HOUR**

Vendors will be allotted a one-hour time slot, from 11:00 am to 12:00 pm, to participate in a vendor-to-vendor networking and shopping hour. The market WILL NOT be open to the public at this time. Vendors must be back at their booths when doors open at 12:00 pm to the public.

- **BOOTH SPACE**

Each 10-foot booth space will come with one 8' unskirted table, 2 chairs, and a small trash can. You can bring your own additional tables, signage, coolers, extension cords, etc. (you must note on the application if you require electricity as

space allows). WVDA recommends a company-branded tablecloth or plain black one for uniformity. The booths will be separated with poles, will not be carpeted, and will not have a back (only a curtain).

- **CUSTOMER PAYMENT METHODS**

The acceptance of SNAP EBT/Credit Cards will be at the discretion of each vendor. It is advantageous to the vendor to display clear signage at their booth as to what payment methods are accepted. Each vendor must provide their own change for cash sales. Vendors should come prepared with enough small bills and change for the duration of the event. There are two ATMs in the facility. WVDA will not have cash on hand the day of the event.

- **DINING OPTIONS**

Dining options are somewhat limited around the Convention Center. Please plan accordingly. There will be an option for a catered box lunch from the convention center. The cost is \$25.00, you must pre register on the application, no extras will be available the day of the event.

- **LOAD IN, SET UP & PARKING**

Load in and set up time will begin at 8:00 a.m. Please bring a hand dolly or cart so that you can unload your vehicle and move to your assigned space. A WVDA employee will direct you to your booth. Once you unload you are **required** to move your vehicle and then return to set up your booth. Please load in during your selected time to avoid long lines. There are multiple parking garages within two blocks of the venue. Any specific parking questions can be directed to the WVDA at 304-558-2210. **Set up must be completed by 11:00 am.** Load in will be at the North Hall Loading Dock off Lee Street.

- **PRODUCT GUIDELINES**

Winter Blues Farmers Market is a producer-only market. WVDA does not allow resale of non-West Virginia artisan products, wine, beer, ready-to-eat meals, craft-type items, etc. **All products sold must comply with WVDA Farmers Market product regulations, federal regulations, and any other applicable governmental requirements.** Please refer to the WVDA Farmers Market Vendor Guide. Vendors must follow the West Virginia Hemp Product Guide, apiary, meat, egg regulations, etc. If you have questions regarding these products, please contact businessdevelopment@wvda.us.

- **Hemp Vendors:** There will be **NO** sampling allowed of any products at the Winter Blues Farmers Market. All products being sold must be WV Grown and registered with the WVDA Regulatory Division. ALL required licenses/ permits must be displayed. All products must be displayed in a locked case at all times. Vendors are required to provide their own locked display cases and are responsible for checking ID's on every sale. This is in accordance with state code **§19-12E-12**

- **VENDOR EXPECTATIONS**

Vendors are expected to stay and participate for the entire market unless they sell out. **Vendors should plan to expect 3,000-4,000 shoppers.** Vendors shall keep their area free of debris, respect the space assignments, and not infringe on anyone else's display. All displays must be kept within the allotted space and not in the aisle. All vendors must clean their areas at the end of the market, putting all trash in a provided trash can and flattening any empty boxes. All vendors **MUST** submit their total gross sales at the end of the market anonymously on a form that will be provided.

- **WIFI**

The Wi-Fi password will be given to the vendors no later than the morning of the event.

- **WVDA/CONTACT INFORMATION**

WVDA Staff will be the main contact for the Market. Please contact the WVDA Business Development Division at 304-558-2210 with any questions.

If WVDA requires a Vendor Permit for the product, the permit **MUST** be displayed. If you have questions about this contact WVDA Regulatory & Environmental Affairs at (304) 558-2227.

WVDA reserves the right to reject any application or revoke a vendor's participation, for any reason.



2025 Winter Blues Farmers Market

Name of Farm/Business: _____

Vendor Name: _____

Address: _____

Contact info (please include all contact numbers): _____

Email: _____

What products will you be bringing to market? List the primary product first. **Only listed products will be allowed to be sold.**

Use the back of the form if additional space is required.

Do you accept SNAP EBT? Yes No

Do you accept Credit Cards? Yes No

Are you a WV Grown Member? Yes No

Are you a WV Veterans and Heroes Member? Yes No

Is this your first time participating in the Winter Blues Market? Yes No

Load In Time Selection:

Friday February 28th evening 5:00 pm – 7:00 pm

Saturday March 1st Morning 8:00 am- 9:30 am

Saturday March 1st Morning 9:30 am-10:30 am

PLEASE SUBMIT ALL LICENSES OR PERMITS REQUIRED TO GROW, MANUFACTURE OR SELL THE PRODUCT(S) WITH THE APPLICATION OR THIS APPLICATION WILL BE CONSIDERED INCOMPLETE AND BE RETURNED.

BOOTH SPACE:

_____ \$125 - 10 x 10 Booth Space with one 8' UNSKIRTED table

_____ \$125 each Additional Space (comes with one 8' UNSKIRTED table)

_____ \$10 each Additional UNSKIRTED Table

_____ \$25 each boxed lunch for vendors catered by Coliseum staff

\$_____ Amount Enclosed (if paying by check make payable to: WVDA)

Do you need Electricity: Yes No

By submitting this application, I acknowledge having received and read a copy of the MARKET GUIDELINES and I agree to be bound by such Guidelines. I understand and agree that my vendor application is subject to approval by the West Virginia Department of Agriculture (WVDA) and that WVDA reserves the right to reject my application or revoke my participation for any reason, at WVDA's sole discretion. I understand there will be no refunds of booth spaces after February 1st.

Signature _____ **Date** _____

Submit to: WVDA, Business Development Division, ATTN: Maggie Blankenship, 1900 Kanawha Blvd East, Charleston, WV 25305

Winter Blues Farmers Market



West Virginia DEPARTMENT OF
AGRICULTURE
COMMISSIONER, KENT A. LEONHARDT

W EXTENSION



VENDOR BOOTH SETUP

Please see graphic below of what's provided for each vendor booth.

INCLUDED

- › Two chairs
- › Table (8x2ft)
- › Small trashcan

NOT INCLUDED

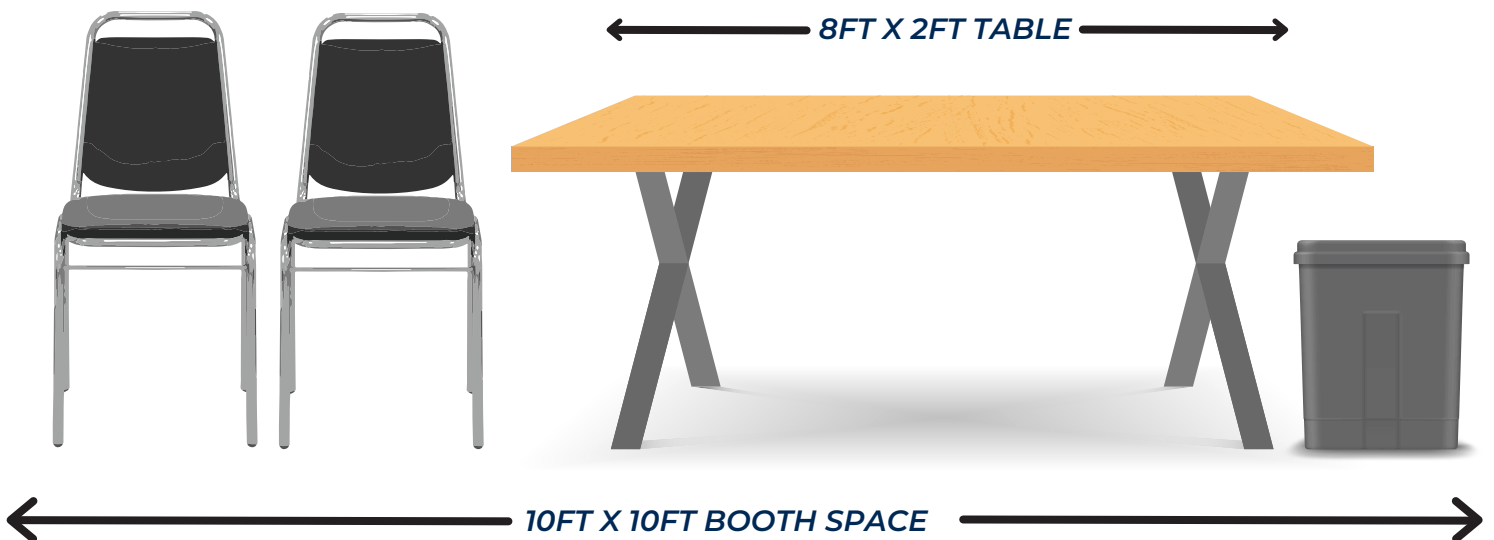
- › Table cloths
- › Additional chairs
- › Additional trashcans

* No signage that will obstruct the view of other vendors.
Nothing in the aisles or blocking the flow of traffic.

Additional
unskirted tables
available

\$10.00 each

if space allows.



The WVDA may require the movement or removal of any signage or displays that we feel block visuals to another vendor or hinder crowd movements. Failure to comply with a request will result in removal from the event.