# Surry County Farmers Market

2027 Vendor Code of Conduct

The Surry County Farmers Market (SCFM) is committed to providing a professional, welcoming, and respectful environment for vendors, customers, volunteers, Market Managers, Board Members, and community partners.

All vendors and individuals participating on behalf of a vendor are expected to conduct themselves in a professional and business-like manner and cooperate respectfully with SCFM Board Members, Market Managers, representatives, and fellow market participants.

Professional conduct is an ongoing factor in determining a vendor's good standing and continued eligibility to participate in SCFM markets.

## 1. Acceptance of Responsibility

Vendors are responsible for the conduct and actions of themselves and all individuals working on their behalf at SCFM, including employees, agents, family members, and volunteers.

## 2. Respectful Communication

All verbal, written, non-verbal, and electronic communications involving SCFM must remain respectful and professional. The following conduct is prohibited, whether in person, by telephone, email, text message, social media, or other digital or public communication:

- Harassment, bullying, intimidation, or threatening behavior.
- Personal attacks, insults, abusive language, or hostile gestures.
- Deliberate attempts to embarrass, humiliate, intimidate, or undermine another individual.
- Repeated unwanted or targeted communication intended to harass or intimidate.
- Retaliation against anyone who raises a concern or reports a potential violation in good faith.

## 3. Disagreement and Good-Faith Concerns

SCFM recognizes that vendors may have questions, concerns, disagreements, or differing opinions regarding market policies, decisions, and operations. Vendors are encouraged to communicate concerns and provide feedback through appropriate channels. Respectful disagreement, good-faith complaints, requests for clarification, and constructive criticism are not violations of this Code of Conduct. Concerns should be communicated in a manner that does not involve harassment, intimidation, threats, personal attacks, or abusive behavior.

## 4. Social Media and Public Communications

Vendors are expected to maintain professional conduct when discussing SCFM, its markets, representatives, Board Members, and Market Managers in public forums and on social media. Good-faith discussion, respectful criticism, and differing opinions are permitted. Targeted harassment, threats, bullying, intimidation, personal attacks, and abusive communication directed toward individuals in connection with their SCFM responsibilities are prohibited.

## 5. Customer Service

Vendors are responsible for responding to and reasonably addressing customer complaints. When complaints are submitted to SCFM, the Board may forward the information to the respective vendor and maintain a record for follow-up.

## 6. Discrimination and Harassment

Discrimination, harassment, and inappropriate conduct are prohibited in any form, including verbal, non-verbal, physical, written, electronic, or digital conduct. This includes unwanted or inappropriate conduct through email, voicemail, text messages, online platforms, social media, images, videos, writings, words, or gestures.

## 7. Physical Altercations and Threats

Physical violence, physically threatening behavior, or credible threats against employees, vendors, customers, visitors, SCFM personnel, maintenance staff, contractors, or representatives will not be tolerated. Individuals engaging in such conduct may be required to leave SCFM property and may be prohibited from returning pending investigation and determination by the appropriate SCFM representatives.

## 8. Controlled Substances

Illegal substances shall not be consumed, kept, bought, or sold in any vendor space or other SCFM market location.

## 9. Reporting Issues or Problems

Vendors are expected to report issues or problems to their Market Manager or the Board in a timely manner so that concerns can be addressed appropriately. No individual will face adverse action solely for making a good-faith report of a concern or potential violation of this Code.

## 10. Violations and Disciplinary Action

Violations of this Code of Conduct may result in disciplinary action, depending on the nature and severity of the conduct and any prior violations. Possible actions include a verbal or written reminder; formal written warning; probation or Board review; suspension from market participation; or termination of vendor participation or permanent removal from SCFM markets. Serious conduct, including threats, violence, harassment, or retaliation, may warrant immediate action without progressing through each disciplinary step. SCFM reserves the right to approve vendor applications and retains the right to terminate vendor participation. Annual vendor approval and renewal are not guaranteed. Vendor fees are non-refundable upon termination.

## 11. Site Rules

If a conflict exists between this Code of Conduct and applicable market site rules, the site rules will take precedence. All vendors are expected to follow this Code of Conduct as a condition of participation in the Surry County Farmers Market.