



Become a Certified Virginia Farmers Market

The Virginia Farmers Market Association has launched the Virginia Certified Farmers Market Program to recognize markets in the state that are meeting and exceeding best practices. This is a way for markets to distinguish themselves to consumers, vendors, and their communities.

When consumers shop a Virginia Certified Farmers Market, they can trust that the market is a safe, welcoming, and transparent source of local food. Not only is certification a message to shoppers that the market is striving to keep them safe, but it also lets vendors know that the market takes promotion and outreach to new shoppers seriously.

Certification comes in 3 levels -- Bronze, Silver, and Gold. Each level is based on a simple point system that covers categories such as food safety, continuing education, and public safety. The more points that a market has the higher the level of certification with gold being at the top.

The standards of the program were developed by an advisory committee made-up of market managers, state agency and university staff. VAFMA will be providing training and resources to assist markets to achieve the standards in each certification area.

The program is open to all Virginia farmers markets. We invite you to find out more by visiting vafma.org today.



Certified Bronze: 10 Points

Certified Silver: 11-22 Points

Certified Gold: 23 points+

Program Metric Area	1 Point	2 Points	3 Points
Food Safety	<p>Manager has attended a VA food safety training in the past year at which VDACS, VDH, and all VCE presented.</p> <p>Proof required: Certificate of participation, or proof of registration, or agenda of event attended in 2024. VAFMA March training or VAFMA conference both count.</p>	<p>Manager has attended a VA food safety training in the past year at which VDACS, VDH, VCE all presented AND Market Manager provides annual training/information to vendors that the vendors sign off on.</p> <p>Proof required: same as 1 point column AND Email or other document (vendor packet, etc) that shows manager sharing VA food safety information with all vendors for 2025.</p>	<p>Manager has attended a VA food safety training in the past year at which VDACS, VDH, VCE presented AND Market Manager provides annual training/information to vendors that the vendors sign off on AND Manager is currently a certified food protection manager (CPFM) (there are 10 programs) <u>ANSI-CFP Accredited Programs</u></p> <p>Proof required: Same as 1 and 2 point columns AND copy of managers certificate (must be current)</p>
			<p>Manager has attended a VA food safety training in the past year at which VDACS, VDH, VCE presented AND Market Manager provides annual training/information to vendors that the vendors sign off on AND Manager agrees to use the VAFMA Food Safety checklist in 2025 market season and report impacts to VAFMA in November 2025.</p> <p>Proof required: Same as 1 and 2 point columns AND email agreeing to respond to November data request.</p>

Program Metric Area	1 Point	2 Points	3 Points
Market Manager Professional Development	<p>Manager attended 1 market management focused training (60 min) in the previous year (From VAFMA, VCE, FMC, In Tents, or other)</p> <p>Proof required: Certificate of participation or proof of registration</p>	<p>Manager attended the 2024 VAFMA conference OR 2 trainings (60 min each) in the previous year from VAFMA, VCE, FMC, In Tents, or other)</p> <p>Proof required: Proof of registration</p>	<p>Manager is certified by VAFMA</p> <p>Proof required: VAFMA has a list of certified managers</p> <hr/> <p>Manager has completed FMU's 101 or 201 level recorded courses</p> <p>Proof required: VAFMA has a list of course completers</p>
Food Origin	<p>Market has a food origin policy and information posted publicly about food origin policy (website or signage) and vendors sign off on policy yearly.</p> <p>Proof required: Vendor application with food origins policy included in it or similar AND screenshot or photo of where policy is posted</p>	<p>Market has a food origin policy and information posted publicly about food origin policy (website or signage) and vendors sign off on policy yearly AND Market has vendor-level signage about food origin.</p> <p>Proof required: Same as 1 point column AND photo or file of vendor level signage</p>	<p>Market has a food origin policy, the policy is posted publicly (website or signage), vendors sign off on the policy yearly, AND Market inspects vendors annually (does not need to be each vendor is inspected each year; can rotate)</p> <p>Proof required: Same as 1 point column AND vendor inspection form or similar document</p>
Food Access	<p>Market accepts SNAP OR has another incentive program such as funding for coupons for children/seniors OR offers discounts for other needs based reasons OR donates food to an emergency food outlet</p> <p>Proof required: Screenshot or copy of file of marketing of food access program(s)</p>	<p>Market accepts SNAP and VFM OR Market accepts SNAP and has its own funding for doubling SNAP (not VFM)</p> <p>Proof required: Screenshot or copy of file of marketing of food access programs or VFM map</p>	<p>Market accepts SNAP, VFM/own doubling for SNAP AND has another incentive program such as funding for coupons for children/seniors OR offers discounts for other needs based reasons OR participates in local food access coalition/council</p> <p>Proof required: Screenshot or copy of file of marketing of food access programs OR agenda of food access coalition with market listed as coalition member or similar document</p>

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Equity	<p>Market has a non-discrimination statement publicly posted and/or given to vendors as part of annual vendor packet.</p> <p>Proof required: Vendor packet or screenshot of posting of statement in public (website or other)</p>	<p>Market manager has attended a training on equity in the past year from VAFMA, VFM, VCE, FMC or other source (please describe)</p> <p>Proof required: Certificate of participation or proof of registration for the training</p>	<p>Market provides public information on programming or the market in multiple languages that reflect the surrounding community</p> <p>Proof required: Screenshot, photo or file of the information in multiple languages</p>
Consumer Education	<p>Market educates consumers on vendor practices, agriculture, cooking or similar topic through newsletters or social media</p> <p>Proof required: Screenshot or file of newsletters or social media posts</p>	<p>Market has at-market event(s) each year that provide consumer education on vendor practices, agriculture, cooking, nutrition or similar topic</p> <p>Proof required: Photos of events from 2024 or file or screenshot of marketing of events planned for 2025</p>	<p>Market provides consumer education on vendor practices, agriculture, cooking, nutrition or similar topic through innovative tools such as virtual or in person farm tours, signage with QR codes linking to information or other (please describe)</p> <p>Proof required: Screenshot or file of innovative tools</p>
Market Visibility	<p>Market is registered for FM trail or on VAFMA market map</p> <p>Proof required: Current screenshot of VAFMA market map</p>	<p>Market invites local elected officials OR local media to one market or market event a year</p> <p>Proof required: File of invitation or photos of visits by officials in 2024</p>	<p>Market reports market impact to local elected officials/government each year and shares with VAFMA</p> <p>Proof required: A copy of the report (slides, document, etc.) or agenda of meeting where market is discussed with officials</p>

Program Metric Area	1 Point	2 Points	3 Points
Marketing and Outreach	<p>Market has updated google and Market Spread with current information (address, hours, etc) for this market year</p> <p>Proof required: Current screenshots of both sites</p>	<p>Market has updated google, Market Spread with current information for this market year AND</p> <p>Market has active social media platforms that are updated weekly during market season</p> <p>Proof required: Same as 1 point column AND screenshots of 2-3 weeks of social media posts</p>	<p>Market has updated google, Market Maker, Farm Spread with current information for this market year</p> <p>AND</p> <p>Market has active social media platforms that are updated weekly during market season</p> <p>AND</p> <p>Market works with vendors to do vendor spotlights</p> <p>Proof required: Same as 1 and 2 point columns AND screenshots of 2 vendor highlights on social media or in newsletter</p>
Data	<p>Market collects number of vendors at the market (total for a market year) and 1 customer count</p> <p>Proof required: Copy of customer and vendor count data from 2024</p>	<p>Market collects number of vendors, 1 customer count, and sales data</p> <p>Proof required: Copy of vendor count, customer count and sales data. SNAP sales data is sufficient.</p>	<p>Market adds the 12 Vendor Profile Questions to their vendor application and reports aggregate data to VAFMA by November 15, 2025</p> <p>Required proof: If market is a 2024 gold market: aggregate data from 2024 AND copy of 2025 vendor profile/application with questions included. If market is applying for first time: Copy of 2025 vendor profile/application with questions included.</p>

Program Metric Area	1 Point	2 Points	3 Points
Public Safety	<p>Market is in compliance with local regulatory and permitting authorities (for example fire, zoning, EMS, etc.) and meets local regulations AND has a written emergency policy that vendors sign off on, including weather AND has a first aid kit at market</p> <p>Required proof: Emergency plan that was updated within the past 6 months and photo of first aid kit</p>	<p>Market is in compliance with local regulatory and permitting authorities (for example fire, zoning, EMS, etc.) and meets local regulations AND has a written emergency policy that vendors sign off on, including weather AND has a first aid kit at market AND</p> <p>Market manager has current training in CPR, de-escalation, CRAVE or ASHER (mass shooter) or other (please list, such as NARCAN)</p> <p>Required proof: Same as column 1 AND copy of managers certificate (must be current)</p>	<p>Market is in compliance with local regulatory and permitting authorities (for example fire, zoning, EMS, etc.) and meets local regulations AND has a written emergency policy that vendors sign off on, including weather AND has a first aid kit at market AND market requires each vendor holds liability insurance and the market has its own liability insurance</p> <p>Required proof: Same as column 1 AND copy of policy or vendor packet describing liability requirement to vendors</p>
	<p>Market is in compliance with local regulatory and permitting authorities (for example fire, zoning, EMS, etc.) and meets local regulations AND has a written emergency policy that vendors sign off on, including weather AND has a first aid kit at market AND Market has protection for pedestrians from car traffic (signage, barriers, crossing guard or other)</p> <p>Required proof: Same as 1 point column AND photos of pedestrian protections</p>	<p>Market is in compliance with local regulatory and permitting authorities (for example fire, zoning, EMS, etc.) and meets local regulations AND has a written emergency policy that vendors sign off on, including weather AND has a first aid kit at market AND</p> <p>Market has security guard OR has regular, weekly visits from local police</p> <p>Required proof: Same as 1 point column AND letter from police department or similar document.</p>	
Innovation (optional)	Write in an innovation your market does that you think deserves to be considered as part of this application (1-3 points)		

Funding for this project was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant 21FMPPVA1084. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.