

Changes in Market Rules - 2019		
Topic	Change	Relevant Provision
Reinforce authority of, and respect for, Market Manager	We emphasize in multiple sections the authority of Market Managers and the requirement that participants treat them with respect. For example, both the admission criteria for renewing participants and the disciplinary rules expressly call out the topic.	4.2; 6.1; 6.2; 6.6; 7.6; 8.7; 11.1; 13.2; 14.1; 16.1; 17.11; 18.1-18.3
Clarify AIM's existing application and renewal procedures	We set out, in step-by-step format, AIM's application process, and reinforce that AIM makes no guarantees about renewal or requested changes in product offering.	Section 3
Add provisions for transitioning participants out of Markets	We added new provisions relating to "graduate" participants who have substantially increased their sales, broadened their geographical distribution, or expanded their distribution channels well beyond direct marketing in California. We explain the rationale and set out various AIM measures AIM make take to transition out a participant.	4.2
Clarify provisions relating to change in ownership of a participant	We provide that the participant may not change its branding, product offering or service levels during the year of change, but may propose such changes on renewal.	2.8
Revise bad weather cancellation provision	We eliminated concept of AIM cancelling a market session because of weather and reinforce Market Manager authority to adjust market set-up, exit and other items as appropriate given the conditions.	6.4; 6.6; 7.3
Clarify AIM's policy towards discrimination, harassment, and violence	We make a fuller statement of AIM's no tolerance policy regarding such conduct.	14.2; 18.2
Update to reflect current approach to stall fee payment	We eliminate references to monthly billing system and instead provide for week-ahead payments collected at week-before market sessions.	7.1; 7.3; 7.5-7.7
Narrow ban on selling at other markets in the same area	We limit the prohibition of selling at different markets to the same day that the relevant AIM Market operates.	2.9
Update beer and wine provisions	We revised the wine and beer seller rules to better reflect statutory requirements.	5.6; 5.7; 11.10; 11.11; 14.6
Narrow definition of nonprofit participants	We specify that AIM will only allow farm-, farmer-, food-, and agriculture-related nonprofits to participate at markets.	4.3