



Agricultural Event Certificate Webinar

Agenda

- Introductions of State Agencies
- Overview from MDAR
- Legislation
- Ag Event Certificate Application Review
- Note of point:
 - Event: farmer's market, fair, or other agriculturally-focused event
 - Vendor: farm-brewer, pub-brewer, farm-distillery, farm-winery seeking to participate in the event and secure an agricultural event certificate

Legislation

Section 15F. (a) Notwithstanding any other provision of this chapter, the local licensing authority of any city or town in which the granting of licenses to sell alcoholic beverages is authorized in this chapter may issue to an applicant a special license to sell at an indoor or outdoor agricultural event: (i) wine produced by or for the applicant if the wine is in sealed containers for off-premises consumption and the applicant is authorized to operate a farmer-winery under section 19B; (ii) malt beverages produced by or for the applicant if the malt beverages are in sealed containers for off-premises consumption and the applicant is authorized to operate a farmer-brewery under section 19C or a pub brewery under section 19D; or (iii) distilled products produced by or for the applicant if the distilled product is in sealed containers for off-premises consumption and the applicant is authorized to operate a farmer-distillery under section 19E. For the purposes of this section, "agricultural event" shall be limited to those events certified by the department of agricultural resources pursuant to this section.

(b) Sales of alcoholic beverages under this section shall be conducted by the licensee or by an agent, representative or solicitor of the licensee to customers who are not less than 21 years of age. A licensee under this section may provide, at no charge, samples of its alcoholic beverages to prospective customers at an indoor or outdoor agricultural event; provided, however, that such samples shall be served by the licensee or by the agent, representative or solicitor of the licensee to individuals who are at least 21 years of age and shall be consumed in the presence of the licensee or the agent, representative or solicitor of the licensee; provided further, that a sample of: (i) wine shall not exceed 1 ounce; (ii) a distilled product shall not exceed 0.25 ounce; and (iii) a malt beverage shall not exceed 2 ounces; and provided further, that not more than 5 samples of wine or malt beverages and not more than 4 samples of distilled products shall be served to an individual prospective customer.

(c) An applicant for a special license under this section shall first submit a plan to the department of agricultural resources that shall demonstrate that the event is an agricultural event. The plan shall include: (i) a description of the event; (ii) the date, time and location of the event; (iii) a copy of the operational guidelines or rules for the event; (iv) written proof that the prospective licensee has been approved as a vendor at the event, including the name and contact information of the on-site manager; and (v) a plan depicting the premises and the specific location where the license shall be exercised.

(d) Upon review of the plan, the department may certify that the event is an agricultural event; provided, however, that in making that determination, the department shall consider: (i) operation as a farmers' market or agricultural fair approved or inspected by the department; (ii) the frequency and regularity of the event, including dates, times and locations; (iii) the number of vendors; (iv) the terms of vendor agreements; (v) the presence of an on-site manager; (vi) the training of the on-site manager; (vii) any operational guidelines or rules, which shall include vendor eligibility and produce source; (viii) the focus of the event on local agricultural products grown or produced within the market area; (ix) the types of shows or exhibits, including those described in subsection (f) of section 2 of chapter 128; and (x) the event's sponsorship or operation by an agricultural or horticultural society organized under the laws of the commonwealth or by a local grange organization or association that has a primary purpose of promoting agriculture and its allied industries. The department of agricultural resources may promulgate rules and regulations necessary for the operation, oversight, approval and inspection of agricultural events under this section.

(e) In addition to its application, an applicant for a special license under this section shall file with the local licensing authority proof of certification from the department of agricultural resources that the event is an agricultural event. A special license under this section shall designate the specific premises and the dates and times covered. A special license may be granted for an indoor or outdoor agricultural event that takes place on multiple dates or times during a single calendar year, but a special license shall not be granted for an agricultural event if the event is not scheduled to take place within 1 calendar year.

(f) The special license shall be conspicuously displayed at the licensed premises. A copy of a special license granted by the local licensing authority shall be submitted by the authority to the commission not less than 7 days before the date the agricultural event is scheduled to begin. The local licensing authority may charge a fee for each special license granted, but such fee shall not exceed \$50. A special license granted under this section shall be nontransferable to any other person, corporation or organization and shall be clearly marked "nontransferable" on its face.

(g) A special license under this section may be granted by a local licensing authority for a portion of premises that are licensed under section 12; provided, however that: (i) the holder of the special license shall document the legal basis for use of the premises; (ii) the area in which the special license is to be approved shall be physically delineated from the area remaining under the control of the holder of the license granted under said section 12; (iii) the holder of the special license shall be solely liable for all activities that arise out of the special license; and (iv) the holder of the special license shall not pay any consideration directly or indirectly to the holder of the license granted under said section 12 for the access to or use of the premises.

MDAR's Role

(c) An applicant for a special license under this section shall **first submit a plan to the department of agricultural resources that shall demonstrate that the event is an agricultural event.**

The plan shall include:

(i) a description of the event; (ii) the date, time and location of the event; (iii) a copy of the operational guidelines or rules for the event; (iv) written proof that the prospective licensee has been approved as a vendor at the event, including the name and contact information of the on-site manager; and (v) a plan depicting the premises and the specific location where the license shall be exercised.

(d) Upon review of the plan, the department **may certify that the event is an agricultural event;** provided, however, that in making that determination, the department shall consider:

(i) operation as a farmers' market or agricultural fair approved or inspected by the department; (ii) the frequency and regularity of the event, including dates, times and locations; (iii) the number of vendors; (iv) the terms of vendor agreements; (v) the presence of an on-site manager; (vi) the training of the on-site manager; (vii) any operational guidelines or rules, which shall include vendor eligibility and produce source; (viii) the focus of the event on local agricultural products grown or produced within the market area; (ix) the types of shows or exhibits, including those described in subsection (f) of section 2 of chapter 128; and (x) the event's sponsorship or operation by an agricultural or horticultural society organized under the laws of the commonwealth or by a local grange organization or association that has a primary purpose of promoting agriculture and its allied industries.

The department of agricultural resources may promulgate rules and regulations necessary for the operation, oversight, approval and inspection of agricultural events under this section.

Application Overview

- Interested vendors must first apply to the event.
- If accepted as a vendor by the event management, the vendor (not the event management) must then apply for a certificate to confirm the event is agricultural.
- The vendor will need to submit 5 documents about the event, which they should obtain from the event management.
- MDAR will review the details of the event and determine if it is agricultural in nature.
 - Farmers Market: 15 agricultural vendors; 8 non-agricultural vendors
 - Agricultural Fair: vendors, competitive agricultural exhibits, livestock shows, agricultural promotion, etc.
- If confirmed as such, the vendor will receive a certificate that the event is agricultural.
- The remaining steps lie outside of MDAR's purview.

Necessary Documents

1. Letter of acceptance into the event from event management
2. List of accepted vendors who will attend
3. Map layout of the event, with the locations of the management and alcohol vendors identified
4. Rules and regulations of the event
5. Resume of the event management

Online Application

[Home](#) / [Environment](#) / [Agriculture](#) / [Farmers Market Program](#)

 OFFERED BY [Massachusetts Department of Agricultural Resources](#)

Agricultural Event Certification for Craft Beverages

Apply to certify an agricultural event



This webpage gives information on how to sell craft beverages at agricultural events: Including wine, beer, and distilled products. MDAR must certify the event as agricultural before an applicant can receive a license to sell or sample at the event. The application, FAQs and other resources are provided here to help your Farm Winery, Farm Brewery, Pub Brewery, and Farm Distillery succeed at an agricultural event.

What would you like to do?

Top tasks

[Application to Certify an Agricultural Event →](#)

[Agricultural Event Certification Webinar - January 23, 2025 →](#)

Online Application

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Certify an Agricultural Event

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Most applicants will receive a response within 10 business days from the date that MDAR receives a complete application. Please note that incomplete applications will take longer to process. All applications must be sent in a PDF or a Word Document.

[Apply to Certify an Agricultural Event →](#)

THE DETAILS

[What you need](#)

[How to apply](#)

[Next steps](#)

[Downloads](#)


What you need

The applicant is the licensed farm-winery, farm-brewery, pub-brewery, farm-distillery seeking to sell and sample at an agricultural event.


1. Event information:

CONTACTS

Mackenzie May

 **Phone**

[857-283-6939](tel:857-283-6939)

 **Online**

Application Form

1. Attachments
2. Applicant Information
3. Event Information
4. Event Description
5. Event Management



- Mackenzie May
 - Mackenzie.a.may@mass.gov
 - 857-283-6939