

# **Coppell Farmers Market Vendor Handbook**

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# Coppell Farmers Market Vendor Handbook

## GOVERNANCE

Mission Statement: To form a relationship with local growers/producers in order to provide fresh, seasonal produce and agricultural products for our community while fostering a sense of place in Old Town Coppell.

### CFM Staff

- Farmer's Market Manager: Amanda Austin, contact: [admin@coppellfarmersmarket.org](mailto:admin@coppellfarmersmarket.org), cell phone: 817.371.2278
- On-Site Assistants: Jevon Thompson and Joseph Harrison
- Lone Star ATM Operator: Sandy Stewart
- Volunteers: Volunteers assist with the CFM info and hospitality table, set up, take down, and a variety of on-site and off-site tasks.
- Coppell Farmers Market Committee
- Coppell Sustainable Food Organization (CSFO) Board of Directors

### Organization

With the support of the City of Coppell, the Coppell Farmers Market (CFM) was established in 2003 by citizens who had a vision for a farmers market in Old Town Coppell.

The Coppell Farmers Market Committee, a steering committee of citizen volunteers, supervises the market. A paid market manager is responsible for the day-to-day operations of the market and maintains primary contact with the vendors, the city, and the steering committee. The city provides a liaison to the market to support the relationship between the market and the city.

Vendor input is vital to the success of the market and is coordinated through the market manager.

The CFM committee meets monthly. Various subcommittees such as vendor approval, site visit, marketing, and special events will meet separately as needed.

The 501(c)3 non-profit organization that oversees the market is the Coppell Community Garden Corporation (dba Coppell Sustainable Food Organization).

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## MARKET OPERATIONS

Market Times, Setup and Breakdown Schedule, Services

### **Market Dates:**

The Coppell Farmers Market is open weekly April thru mid-December, and the Second and Fourth Saturdays from January-March.

### **Market Hours:**

The Market is open from 8 am – Noon or until vendors sell out

### **Schedule**

- **6:00** On-Site Assistants begin setup
- **6:30-7:50** Vendor Setup
- **7:55** Parking lot is barricaded – all vehicles must relocate from the loading zone to the parking lot
- **8:00** Market is Open
- **12:00-1:00** Breakdown
- **1:00** Vendors must be out

### **Services:**

- CFM Smart Phone App, by Crave Food Systems, where customers can pre-order. See addendum page
- Off-Loading Dollies shared between vendors for ease of set up

- 120v electrical
- ATM
- Water
- Coffee
- Restrooms

### **Severe Weather Closure Policies:**

The Coppell Farmers Market is generally open rain or shine. Closure will occur for two reasons: 1.) ice on surrounding roadways, and 2.) when threat of lightening is detected by the on-site Thor Guard system.

### **Closure due to a Thor Guard lightening detector alarm:**

**What is Thor Guard?** Thor Guard is an alarm system located on-site that monitors the electrostatic field and will predict the probability of a lightning strike within a .5 mile radius. If conditions are right and lightning is probable the system will sound regardless of real-time weather. The detector at the market is set at the lowest possible radius (.5 miles) so it may sound at a nearby location like Pinkerton Elementary and not the market or vice versa. The detector may sound even with just cloud cover and may not sound during a rain storm.

**When a threat is detected the alarm system will sound three loud blasts. A flashing light indicates that the threat is still present. When the threat passes the flashing light will cease and the alarm will sound again.**

**Closure Policy:** The CFM is contractually bound to comply with City mandated severe weather policy. If the alarm sounds when conditions are obvious the market will close immediately. If the alarm sounds when conditions are not obvious the market will temporarily close for 45 minutes or until the alarm is off. The market will be pronounced closed when and alarm continues past the 45-minute wait period and the time line of improvement of conditions is unknown.

### **Vendor Protocol:**

- **When the alarm sounds vendors are required to immediately seek shelter in their vehicles or in the restroom. Vendors should NOT wait for a verbal confirmation from market staff.** Vendors should take with them: cash boxes and anything of value that they may carry in their arms in one trip. Vendors should establish ahead of time a system for how to handle their preorders and communicate with customers. Vendors are prohibited from

conducting sales while the alarm is active.

- When the alarm ceases it will sound again and the market will reopen. If 45 minutes has passed and the alarm is still active, the City of Coppell, CFM Committee and Staff will determine whether to close the market for the day. The market will only close if it forecasts predict persistent severe weather and high likelihood of lightening.
- If the market is pronounced closed for the day vendors may pack up when the alarm ceases.

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## VENDOR CATEGORIES AND PRODUCT DESCRIPTIONS

Coppell Farmers Market (CFM) has two distinct types of booths: Vendors and Non-Vendors.

Vendors are divided into two main categories – Agricultural Producers and Value-Added Producers and Artisans. Non Vendors include Activity Providers and Service Providers. A vendor's primary product will determine their vendor category.

### **Vendors**

A Vendor is defined as any Market participant that submits a vendor application, pays an application fee, is approved as a vendor by CFM Committee, and pays required weekly booth fees to attend the Market and sell their product.

### **Agricultural Producers**

Any vendor who grows, raises, and/or wild-harvests a food product.

- Farmers – Growers of vegetables, herbs, fruits, nuts, mushrooms, cactus, nursery products, grains, pulses, flowers, and other horticultural crop
- Ranchers – Producers of animal-based products, including meat, eggs, and dairy products

- Other – Producers of other raw, unprocessed products that are grown or raised on a farm or ranch or wild-harvested in accordance with relevant regulations, to include honey, seafood, and foraged foods.

### **Value Added Producers**

Any vendor who uses one or more ingredients to create a product by processing, blending, packaging, or altering using other preparation methods.

- Prepared Food Vendors – Any vendor who prepares foods in an approved production facility to be consumed off-site or to be used as an ingredient.
- Cottage Food Vendors – Producer of foods prepared under the Texas Cottage Food Law (Texas Department of State Health Services, Health and Safety Code, Title 6, Chapter 437).

### **Artisans**

Artist or craftsperson who produces originally designed hand-crafted products that are unique and of high-quality, to include crafts, artwork, inedible products such as herbal products, personal care and beauty products. \*In order to maintain the farm and food focus of the markets, only a very limited number of artisans will be approved as vendors.

### **Non-Vendors**

Any participant that is not a vendor of the Market but enhances the Market in some meaningful and mission-aligned manner may be allowed to participate as a Non-vendor. They must provide additional advertising via social media and other media outlets.

- **Nonprofits, Student Groups, and Governmental Entities**  
Coppell based organizations registered as either a federal or state nonprofit, governmental agencies, or CISD (or surrounding) student group that support the Market's mission and purpose and are not in direct competition with Market vendors or function.



- **Activity Providers**

Groups or individuals interested in attending Market who will enhance the quality of the Market, support the Market ideals, are not in direct competition with the Markets' mission and purpose, and who fall under one or more of the following categories:

- Kids Activities – An activity focusing on engaging children
- Educational – An activity focusing on increasing knowledge or skills pertaining to a particular topic
- Health and Fitness – an activity focusing on nutrition, physical activity or healthy lifestyles
- Music and Entertainment – an activity focusing on providing entertainment at the Market

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## **RULES AND REGULATIONS**

### **All Vendors**

1. All products sold at the Coppell Farmers Market must be grown, raised, and produced directly by the vendor. Very few exceptions are considered; see Agricultural Producers Rule 2.
2. All production must take place in North Central Texas and must be performed using land and facilities that the Vendor controls through ownership, lease, rental, or other legal agreement.
3. Products must be produced and sold in compliance with all applicable federal, state, and local laws and regulations.
4. Vendors are responsible for maintaining required permits, licenses, and certifications for all products they produce.
5. Vendors must follow product sampling guidelines as specified by the City of Coppell Environmental Health Dept. The guidelines can be found on addendum page 1.

6. Vendors are permitted to sell only items that were approved upon application. New products intended for sale by current vendors but not included on the most recently approved application must be approved prior to their sale at Market. Vendors may use the online New Product Application to submit changes.
7. All vendors are required to comply with one site visit upon admittance, and additional visits as noted in the rules specified for each vendor type.

### **Agricultural Producers**

1. All farms and ranches will be visited prior to or upon admittance. Furthermore, Agricultural producers are subject to up to four site visits, including on-farm audits, per season (a market season is defined as consecutive market days between April-March). We reserve the right to visit any affiliate site, such as: packing warehouses, secondary properties (leased or owned), indoor growing facilities, etc. See addendum page 2 for farm audit details.
2. **Unapproved resell will not be tolerated.** Agricultural Producers may apply to represent farms whose products are not produced at all or are not currently produced in sufficient quantity by the existing mix of vendors, provided the product meets all other requirements. **Exceptions to this rule will only be considered if full disclosure of the name and contact information of the farm of origin is provided. Farm of origin will be subject to a site visit. If approved, vendor will be obligated to inform public of the name and location of farm of origin; this information must either: 1.) be posted on a sign (provided by the market) that correlates directly with the sourced product, or 2.) noted on the product label.** Resell sign procedure noted on addendum page 1.
3. Application from Agricultural Producers whose products are not produced at all or are not currently produced in sufficient quantity within the North Central Texas region may be considered, in the committee's sole discretion, provided the product meets all other requirements.
4. Existing vendors who operate pre-pay CSA or subscription program be approved, in the committee's sole discretion, to use the Coppell Farmers Market as a distribution point. Items included in CSA or subscription shares must be produced by the vendor.

5. All items sold as organic must meet the requirements of the National Organic Program. Sellers of organic items must have a copy of their certification on file with CFM. Only certified organic growers may display signs using the word organic.
6. Approved Vendors may sell plants and trees, fresh and dried flowers, herbs and decorative vegetation grown or legally gathered themselves. Purchased nursery stock must be repotted and grown for a minimum of four weeks before being sold.

### **Animal Producers**

1. All vendors are subject to one site visit prior to or upon admittance. Furthermore, Animal Producers are subject to one site visit per season (a market season is defined as consecutive market days between April-March).
2. Animals used in production of products for sale at Market must be raised and managed using humane husbandry practices and environmentally sound methods.
3. Live animals are not allowed to be sold.

### **Value-Added Producers**

1. All vendors are subject to one site visit prior to or upon admittance. Furthermore, Value Added Producers are subject to **at least** one site visit per every third season (a market season is defined as consecutive market days between April-March).
2. Value-Added products must be processed and packaged by the vendor in their own facility or created and developed by the vendor and produced in a processing facility under the direction of the vendor. The use of recyclable/compostable food containers is preferred and encouraged.
3. In reviewing new vendor applications, special consideration will be given to those producers who can verify the use of local ingredients.
4. Vendors must, when required, obtain, maintain and display necessary permits or licenses.
5. All items intended for human consumption must be kept off the ground at all times and be in a safe and sound condition. The producer/seller will be solely responsible for damages resulting from the sale of unsound goods.

## Non-Vendors

Nonprofits, Governmental Entities, Student Groups, and Activity Providers must comply with the following:

1. Personnel must stay within the perimeters of their booth space. Soliciting is prohibited. Market walk-throughs to recruit participants is prohibited.
2. Frequency of Participation: Non-Profit organizations may participate no more than once per season, city-affiliated organizations may participate no more than once per month, and activity provider participation will be considered on an individual basis. Scheduling preferences will be given to groups that have not yet participated in the season.
3. Participating Non-Profit and City Affiliate organizations are not permitted to represent or promote religious beliefs or political agendas or affiliations.
4. Organizations must provide their own equipment, including tables, chairs, canopy. Must follow all applicable "Onsite Market Rules"

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## ONSITE MARKET RULES

1. **Smoking and vaping:** Smoking and vaping are prohibited at the Market, including beneath the pavilion and in surrounding green spaces and parking lots.
2. **Alcohol and drugs:** The consumption of alcoholic beverages or drugs is prohibited at the Market.
3. **Accessibility:** Pre-determined fire lanes and ADA pathways cannot be blocked.
4. **Soliciting:** Soliciting is prohibited at market.
5. **Stall Assignments:**
  1. Stall will be assigned based on attendance, product mix and logistical constraints as determined by the Market Manager and Farmers Market Committee.
  2. Stalls coded in dark gray color on the attached map (see addendum page 3) are reserved for year-round participants with high attendance records. Stalls coded

in light gray on the attached map are reserved for vendors who are peak-season only or otherwise part-time participants.

3. Stall sizes are either 10 X 10 or 5 X 10.
4. Transactions between customers and vendors may only occur within the stall.
5. Vendors may request a maximum of two stalls. The request may be made on a seasonal or year-round basis to the Market Manager in writing.
6. Vendors shall provide all of their own equipment and must not exceed the parameters of the Stall. Tents must be weighted with 25 pounds for each corner. The CFM will not provide weights, canopies, tables or chairs.

**6. Signs:**

1. Vendors shall post a sign with the name of their business and business location.
2. Vendors are encouraged to post a price list.
3. Signage must be accurate and truthful in claims of production practices, sourcing, or other claims.
4. Signs outside of the stall will be reviewed and approved by the Market Manager and Committee prior to displaying if they do not restrict movement or physically interfere with the sale of another vendor.
5. Banners Inside the Pavilion: a.) Mounting a banner in between neighboring pavilion stalls is not permitted. b.) When a sign is mounted on the back side of a booth the materials (rope, bungee cords, etc.) may not span outside of the vendor's 10 ft space. c.) Mounting a banner to table fronts is acceptable.

**7. Attendance:**

1. Start date for new vendors will be mutually agreed upon by the vendor and Market Manager.
2. All vendors are expected to attend Markets on a regular, year-round basis, unless the application was otherwise approved as a part-time or seasonal vendor.
3. Attendance directly affects stall location. See Stall Assignments Rule Number 2, or the attached map (on the addendums page) for further explanation.

4. When a vendor fails to call, text or email the Market Manager by 7:00am on the day of absence, the vendor is subject to paying the stall fee for the missed market day upon their return. 24 hours' notice of absence is preferred.
5. Vendors must give at least a 7-day notice to the Market Manager of their intent to return to Market from an absence of more than 4 weeks.
6. In the case of an emergency which prohibits attendance, notify the Market Manager as soon as possible.
7. Vendors must have their booths completely set up at least 10 minutes prior to the start of Market.
8. Value Added Producers who commit to attending year-round and are absent more than 5 market days in a season (a market season is defined as consecutive market days between April-March) will lose access to stall spaces coded as dark gray on the stall map, and their "approved" application status may be subject to reconsideration the following season. This rule does not apply to Agricultural Producers. Stall Map can be seen on addendum page 3.
8. **Parking:** See Vendor Parking Map on addendum page 4. Vendors are prohibited from parking in spaces highlighted with the color yellow. Vendors with physical limitations or disabilities are exempt from this rule.
9. **Pricing:**
  1. Vendors will determine the prices of their own products.
  2. The sale or likely sale of goods at less than fair value (dumping) is prohibited.
10. **Professional Manner:**
  1. Vendors must represent their products in an honest manner, whether written or verbal.
  2. Vendors asked by Market Staff to remove products that present a threat to health must do so immediately.
  3. Vendors must conduct themselves in a courteous and professional manner at the Market. Vendors must treat customers, staff, volunteers, and fellow vendors with respect.

4. Inaccurate, inappropriate, threatening, or harassing words or statements construed as disparaging or harmful to other vendors, vendor-to-customer relationships or the Market is prohibited and can be grounds for termination.
  5. No music other than that provided by the Market is allowed.
  6. No disruptive or aggressive promotion is allowed.
  7. Vendors are responsible for keeping their area clean during Market, and are responsible for cleaning their stall location after Market is over. Unsold product and packing boxes must be carried off site.
11. **Natural Gas and Propane Use:** Natural Gas and Propane use is prohibited at the market.
  12. **Electric Use:** Please be aware of overloading our breakers. Each power outlet can handle only ONE heating appliance. Always inform market staff of power outages so that the city electrician can be contacted.
  13. **Space Heaters** (electric and propane) are prohibited.
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## VIOLATIONS

Vendors will be notified of violations of the rules and regulations by one of two methods: 1.) a verbal notification on a market day from the Market Manager, followed by an email verification, or 2.) by written notice from the Committee and Market Manager. If a vendor fails to cease or remedy a violation within the time specified, the vendor may, in the Committee's discretion, be subject to any of the following: 1.) relocation of stall space, 2.) suspension from the Market for up to 3 market days, or 3.) a fine in the amount of \$100. The Committee may, in its discretion, terminate a vendor's participation in the Market for repeated violations of which the vendor has been notified.

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## VENDOR FEES

### **Application Fee**

A nonrefundable processing fee of \$25 must accompany new vendor applications, paid online.

### **Weekly Stall Fee**

On-Site Coordinator collects fee on a weekly basis at the Market. Vendors may pay in advance with cash or check. Vendors who fail to notify the Market Manager of an absence will be charged the stall fee for their missed day upon their return.

- Agricultural and Value-Added Producers: \$10 per single booth space
- Artisans: \$20
- Non-Vendors: Free

### **Sign Rental Deposit for Approved Resell**

A vendor who has been approved to sell product that they did not produce is required to rent and pay a deposit for signage owned and distributed by CFM. The deposit fee is \$10 per day.

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## DISPUTES AND GRIEVANCES

The following procedures are in place to provide any vendor with a clear process for settling a dispute or addressing a complaint or grievance.

### **On-site Resolution**

The CFM Manager is the first step in addressing any matter. The manager will make every effort to resolve an issue. Vendors are asked to provide the manager with a clear explanation of an issue, and to work with staff to reach a resolution. After gathering all available information, the CFM manager and staff will make a determination regarding the issue based on their interpretation of the best interest of the Market as a whole and



the specific circumstances. Vendors must abide by the determination on that Market day so as to maintain order in the Market. If a vendor disagrees with the determination, the formal Grievance Process is in place.

## **Grievance Process**

Chair of the CFM Committee

A vendor should send written statement of the grievance to the Chair of the CFM Committee within thirty (30) days of the incident. The Chair of the Committee shall use best efforts to resolve the grievance within fourteen (14) working days of receiving the written statement. At the end of this time period, the Chair of the Committee shall issue a written response to the grievant with either the resolution or next steps if additional time is needed to address the issue. The Chair of the Committee shall issue a final written response to the grievant within thirty (30) days of the initial complaint.

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## **LONE STAR CARD AND ATM TERMINAL**

The Coppel Farmers Market accepts the Lone Star Card, thus allowing Texas food stamps customers to use their Supplemental Nutritional Assistance Program (SNAP) benefits at the market.

### **Lone Star Card / \$1 Red Wooden Tokens:**

Lone Star card customers can use their EBT (Electronic Benefit Transfer) card, to purchase \$1 red tokens at the CFM hospitality table in the pavilion. SNAP benefits are accessed by swiping the EBT card on a point-of-sale (POS) terminal and entering a personal identification number (PIN). The tokens can be used like cash with market vendors for SNAP eligible products. Any tokens that are not used may be returned to the table for credit back on the card or kept for future shopping trips.

**SNAP Eligible Products:**

Fruits and Vegetables  
Meat, Poultry, Fish, Eggs, and Dairy  
Breads and Other Baked Goods  
Cereal and Edible Grains  
Packaged Foods not for onsite consumption  
Food-producing Plants or Seeds

**SNAP Ineligible Products:**

Flowers, Non-food items  
Soap, Household Items  
Pet Foods  
Foods sold hot  
Food or drinks intended for onsite consumption  
Any foods purchased for the purpose of reselling

**ATM Machine / \$5 Green Wooden Tokens:**

The CFM can process bank debit card transactions with the staff operated point-of-sale (POS) terminal at the Hospitality table. Customers can purchase \$5 green market tokens to be used like cash for any market purchase. A nominal fee for use of the bank debit card service will offset the cost of using the wireless terminal at the market.

**Vendor Instructions and Reimbursement:**

- Accept Lone Star \$1 red tokens for eligible products only (see list above).
- Do not give cash change for red tokens.
- Accept \$5 green tokens like cash for any product and cash change may be given.
- Redeem all tokens at the CFM Hospitality table for cash.

**Cash Change:**

Our Lone Star / ATM operator can break large bills and make change for vendors. We ask vendors to come prepared with their own cash change and to not abuse this service as it is intended only as a backup resource.

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## YOUR INPUT

Input from vendors, customers, and all CFM stakeholders is valued. If you would like to share any thoughts, please contact the Coppel Farmers Market Committee at [admin@coppelfarmersmarket.org](mailto:admin@coppelfarmersmarket.org).

## ADENDUM PAGE 1

### **Farmers Market Sampling Rules and Regulations, Written by the City of Coppell Environmental Health Dept.**

A sample is defined as a bite size portion, not a full serving. Sampling of potentially hazardous foods requires a permit. **To provide samples of food at the farmers market, vendors must:**

- Distribute the samples in a sanitary manner.
- Have potable water available.
- Wash any produce intended for sampling with potable water to remove any visible dirt or contamination.
- When preparing the samples, either wear clean disposable plastic gloves, or observe proper handwashing techniques immediately before preparation.
- Use smooth, nonabsorbent, and easily cleaned (i.e. metal or plastic) utensils and cutting surfaces for cutting samples or use disposable utensils and cutting surfaces.
- Samples of cut produce and other potentially hazardous foods shall be maintained at a temperature of 41 degrees or below, or 135 degrees and above or discarded within two hours after cutting or preparation.

### **Resell Sign Procedure**

The CFM staff or volunteers will personally distribute signs to and collect a \$10 sign deposit from applicable vendors by 8:00am on a market morning. Vendors will be responsible for returning signs to a staff person at our Hospitality Table for deposit refund at the close of each market day. The CFM will cover the printing costs, maintain, and store the signs. The market manager will provide a list of participating vendors and approved products to staff/volunteers on a weekly basis to be used for distribution and collection of signs.

## ADENDUM PAGE 2

### **Farm Audit Procedure**

When Coppell Farmers Market staff, volunteers, or customers suspect that a producer may be reselling unapproved items, the producer in violation will be subject to an on-farm audit. The audit must be performed by the market manager or representative within 72 hours of notification to the producer. The auditor will provide a listing of item(s) in question and may provide an image of the item(s) in question (as they were represented on a market day). The producer in question will be required to show or prove the source of the item(s) on the auditors list; this may include market staff review of harvest records (to be provided by the producer), a walk of the production fields to see plants of origin of the item(s) in question, and admittance into a farm's washing and packing facility.

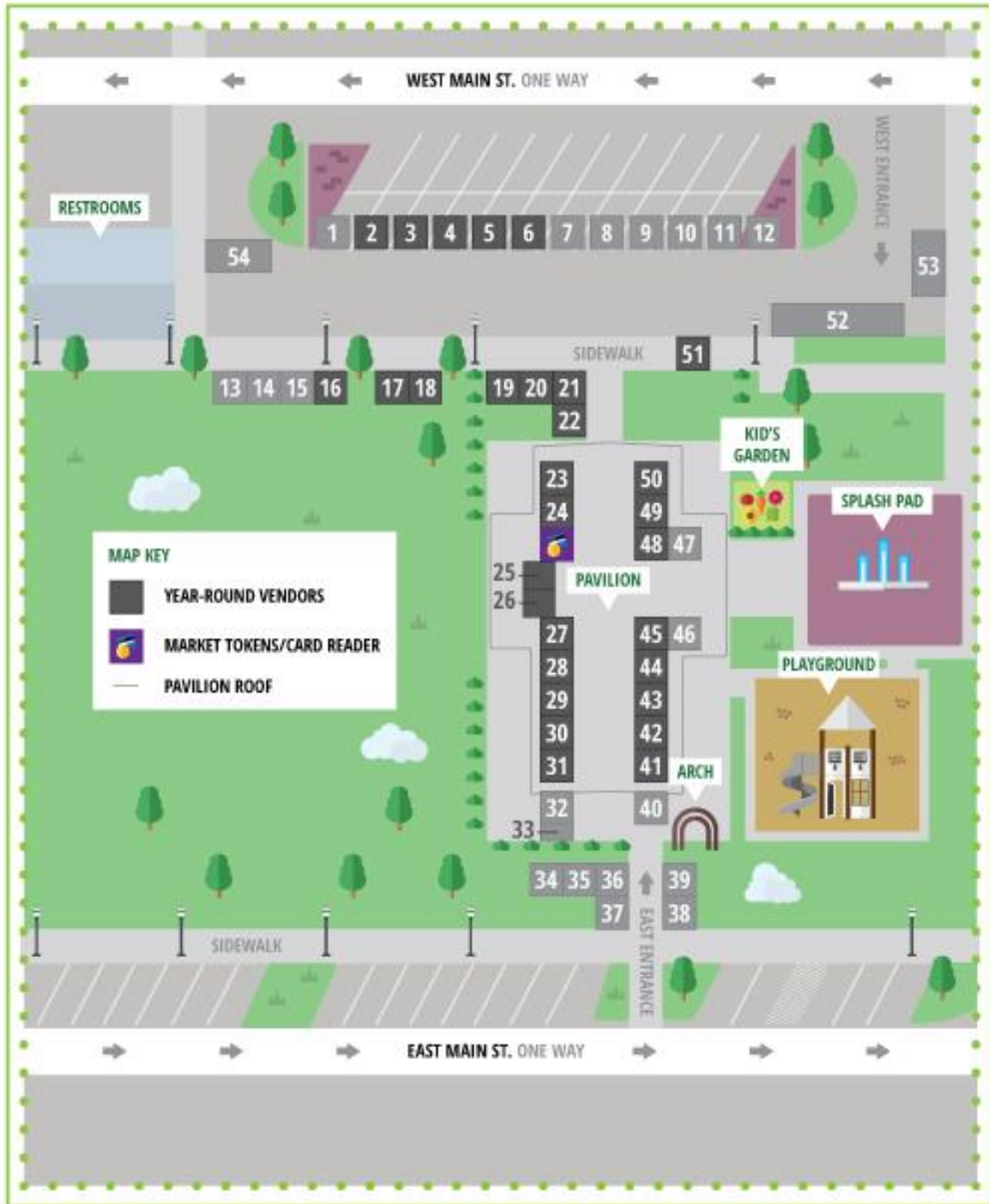
### **COPPELL FARMERS MARKET SMART PHONE APP**

Customers download the Coppell Farmers App for iPhone and Android in the App Store and use the app to preorder from any participating vendor. The app aims to appeal to consumers who like the idea of farmers markets but don't currently shop them due to convenience barriers. With the app, customers will have the ability to fill their carts with product from various participating vendors, checkout and make one payment, and pickup their orders from vendors at their convenience at the market day.

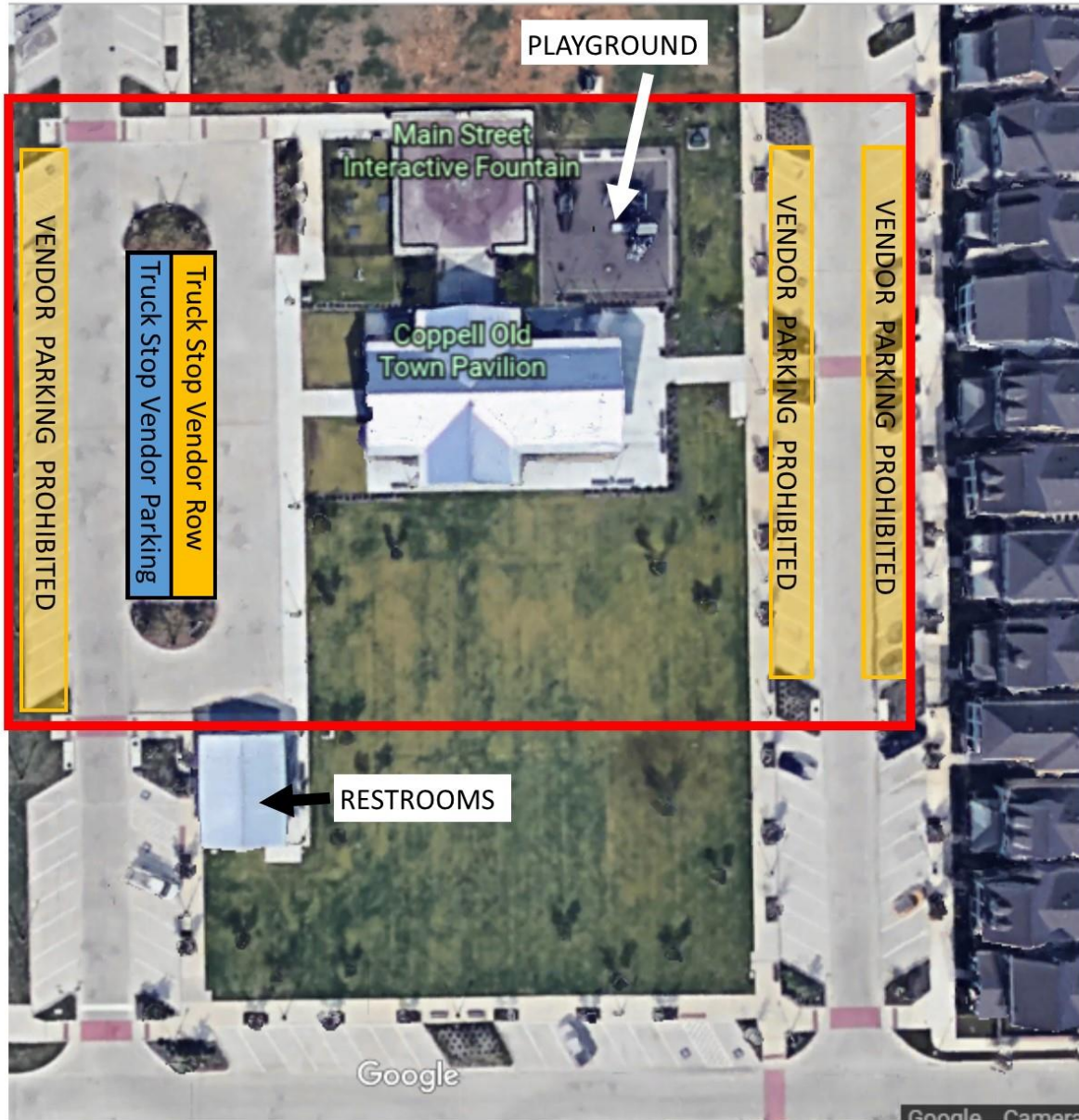
Vendors must register an account and maintain inventory in order to participate. The app offers more possibilities for growth and can be used by food producers as an ordering platform for whole sale buyers and CSA members, and vendors can band together to offer product pickup at sites of their choosing.

Sara Fisler is our market's account executive over at the app development firm, Crave Food Systems, and is readily assisting vendors with account setup. Sara can be reached at [s.fisler@cravefood.services](mailto:s.fisler@cravefood.services)

# Stall Map



## VENDOR PARKING MAP



**Vendors are not permitted to park in the spaces highlighted in yellow between 8am and noon.**  
Those with a physical disability or limitation will be excused from this rule.