Preserving Authenticity: Artificial Intelligence Policy Draft for FMNS Farmers' Markets

OBJECTIVE: To ensure our farmers' market continues to adhere to a "Make It, Bake It, Grow It" policy amidst increased usage and proliferation of generative artificial intelligence (AI). AI-generated art and signage does not naturally align with this policy, and it contradicts our collective efforts for artists and artisans to be paid and valued for their work, and to create income and opportunities for artists and artisans. AI-generated artwork is the antithesis of the homemade, and its use does not support the vision for authenticity at our farmers' market.

Art and Artisan Crafts

Our market values *depth of process*, a term used to describe how human, thorough and intentional the creative process is for artisan crafts and art. This framework also values the maker's skill, materials, tools and unique sensibility. AI-generated artwork, by definition, contains little to no depth of process, and therefore it does not align with the standards for our market.

1. The use of AI generated imagery and artwork is prohibited at our farmers' market. Artwork including prints, cards, stickers, etc. must be made by the vendor, a contracted artist/designer, or another artist/designer ensuring it follows our reselling policy.

Physical Signage

2. The use of AI generated signage is prohibited at our farmers' market on site. This includes physical posters, labels, product labels, etc.
    a. If a vendor already has these items created and in use, vendors are permitted to keep them in use for (insert amount of time). After this timeline, vendors are required to replace their signage with something human-made.
3. The display of AI business logos and business cards is prohibited. Businesses are not required to change pre-existing AI-generated logos or business cards for their own personal uses, but they will no longer be permitted to display them at the market.
    a. If a vendor already has these items created and in use, vendors are permitted to keep them in use for (insert amount of time). After this timeline, vendors are required to remove their displays or replace their signage with something human-made.