

Willamina Farmer's Market (WFM)

2019 VENDOR HANDBOOK

Criteria for Vendor Selection and Governance

WFM is committed to creating a diverse marketplace with the highest quality, locally produced products available. Although WFM will not be bound to apply a particular set of selection criteria in every instance and must reserve unconditional discretion to accept or refuse anyone as a WFM vendor, the Market considers many factors when evaluating vendor applications.

General Acceptance

In order of priority

1. Agriculture

- Priority is given to those regional farmers and producers who bring product to market that is 100% grown and harvested on farmland in Oregon & SW Washington that they own and/or operate
- Farmers have priority over Value Added, Bakery and Hot Food Concessions
- Farmers who use environmentally responsible & sustainable growing, breeding, raising, and harvesting methods will also have priority

2. Conduct, Compliance & Customer Service

- History of compliance with Market rules and federal, state, and local regulations
- Positive vendor conduct toward customers, fellow vendors, Market staff, and volunteers
- Courteous, strong customer service, and knowledgeable staff
- Timely submission of application, licenses, and other Market correspondence

3. Product Quality

- Consistently high product quality: fresh, flavorful, and ripe
- Products grown or processed using genetically-modified seeds may not be sold at the market
- Clean and attractive displays
- Owner Operators are expected to appear at Market periodically over the course of their season to foster a connection between the vendor and customers

4. Food Safety

- Adheres to the highest standards in safe food production and handling
- Vendors are encouraged to submit a "Food Safety Plan" to Management and display any certifications to customers

5. Product Balancing

- Duplicate products may be denied entry
- Products that are unique or unusual
- Products not already represented in the market
- Product not readily available through national distribution channels

Products Not Accepted at WFM

Willamina Farmers Market is strictly a food and farms marketplace. We are interested in showcasing locally grown and artisan quality, locally/directly sourced and produced foods and will not accept the following items at our markets:

- Nationally distributed packaged foods
- Non-natural energy drinks

Anything outside the traditional market products will be voted upon as a board

Definitions of Vendor Business Types

A **vendor** is an owner/operator of a business entity approved to sell at the market by Market management. A *vendor may not operate under a franchise agreement*. A vendor may not share stall spaces with other entities. Different types of vendors at the market are:

- **Active farmer** is a person actively involved and invested in the planting, growing, and harvesting of agricultural product on owned, rented, leased, or share-cropped land. This includes ranchers, dairymen, fishermen, etc. If a Farmer farms on land(s) he/she rents or leases, he/she must provide the Market with a copy of the signed lease agreement(s).
- **Value Added Processor** is a person actively involved and invested in the processing of product sold at the market. A processor may sell processed farm foods (cheese), value-added processed foods (pickles). Value Added Processors must provide WFM with all applicable copies of licenses as appropriate to their product. Vendors are responsible for knowing and acquiring all necessary licenses.
- **Bakery/Chocolatier** is a person who bakes breads, pastries, desserts or makes chocolates for sale at the Market.
- **Hot food concession vendor** is a person who sells food that is freshly made and available for immediate consumption on-site. The fee is 10% of gross sales. Hot Food Concession Vendors must have a Yamhill County Temporary Restaurant Permit.

• **Product representative** is a vendor category defined as either:

1. An individual who does not grow, raise, process, or gather the produce himself
2. An individual who produces and sells items comprised mainly of non-local ingredients

This type of vendor sells particular types of products not otherwise available at the market. These vendors are subject to strict guidelines and selling dates. Items which directly compete with regular market vendors' products are not allowed. These vendors are subject to Board approval on a case by case basis.

• **Local Craftsmen and woman and Artists** are local individuals who have a craft or skill willing to share at the market. These individuals are subject to Board approval on a case by case basis.

General Requirements for all Business Categories

1. **Application and Agreement.** All prospective vendors must complete and sign a WFM vendor application and agreement.

A. Product Declarations. Vendors are required to submit a complete list of all products they wish to sell with their application. Vendors must have pre-approval from Market management before selling any product. Note: If a vendor wishes to add to their original list, they must submit additions to the Market Manager in writing for approval a minimum of one week before they wish to sell the product(s).

B. Documentation. All vendors must provide WFM with copies of all relevant documents (Liability Insurance, organic certification, ODA licenses, etc.) upon their applications acceptance. Copies are to be available in vendors' booth.

2. **Insurance Requirement.** WFM is not responsible for any loss or damage incurred by vendors. Liability insurance, naming both Willamina Chamber and Kiwanis as additional insured, is required for all vendors (\$1M). A copy of the certificate of insurance must be provided upon notification of acceptance prior to attending the market.

Specific Business Category Requirements

WFM will host a Community Table each week at the market. This table will include products from up and coming vendors or community members wishing to try-out market sales.

• **Second Farm/Community Table Vendor.** Approval of second farm and community table products will be limited, and may be denied or revoked if a product is available in sufficient quantities from Farmers at WFM. Both producer and products must be **pre-**

approved by acting market manager prior to sale at the market. These vendors are required to sign **the second farm/community table application**. These products are required to have prominent signage, displayed with the product and detailing the vendor's name, location, and product. You are required to match average pricing of like products being sold at the market. The signage must be not less than 4 x 6 inches. **25% of sales up to the \$15.00 booth fee will be requested prior to end of market and MUST be paid.**

a. **Criteria for Second Farm/Community Table Vendor**

- Improvement to overall product mix in market
- Consumer demand
- Number of vendors with similar product
- Producer's history of selling such product
- Producer's history of compliance with Market rules

• **Shared Farm Booth.** Each shared farm booth member is required to have his or her own liability insurance. Each shared farm booth member must submit a separate application and pay a separate application fee. Geographical proximity between farms in a shared farm booth is preferred and will be considered when reviewing applications. Signage at the market must include business names, locations, and products of each shared farm booth member.

Products

All products must be grown, raised, produced, caught, or gathered by the vendor in Oregon or SW Washington, and must be pre-approved before being sold at the market. The categories and definitions of products to be sold at the market are below.

Definitions of Product Categories

• **Farm products** are grown or raised by the Farmer upon land that s/he controls through ownership, lease, rental, or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, meat, and dairy products.

• **Processed farm products** are farm products made from raw ingredients, a majority of which are grown and produced by the farmer. These products include all farm products that must in some way be processed ***including cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam, or other processed agricultural and livestock food products***. Some processed farm products are not processed by the farmer but are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved, or otherwise

significantly treated. **WFM recognizes the distinction between processed farm products made by the farmer and those that are purchased and then processed.**

- **Value-added foods** are processed products that the vendor made from raw ingredients which have been cooked, canned, dried, baked, preserved, including artisan baked goods, spreads, and condiments.
- **Hot food concessions** are freshly made foods available for sale and immediate consumption on-site. See specific product rules below.
- **Nursery products** are grown or raised by the farmer upon land that s/he controls through ownership, lease, rental, or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, or shrubs that are propagated from seed, cuttings, bulbs, plugs, or plant divisions. Nursery product vendors may require a nursery license from ODA.
- **Processed non-food agricultural products** are agricultural by-products of products that the vendor has grown/produced that are not edible, have been altered from their raw state, and are handcrafted or processed at the farm by the vendor. These agricultural by-products may be allowed when the vendor also sells the associated agricultural food product from which these by-products are derived (e.g., a honey vendor may sell a beeswax candle; a milk vendor may sell a milk-soap.)
- **Artist products** are welcome upon board approval.

Specific Product Rules

- **Meat & Dairy Products.** All meat and dairy products must be labeled as processed food products in accordance with ODA requirements for processed food products. See *ODA Food Safety Guidelines*. Products administered growth hormones, such as rBGH, may not be sold at the market.

Packaged processed foods must be labeled with the following information: name of product, net weight, and ingredients in descending order by weight, and name and address of the producer or distributor. Bulk dried foods do not have the same labeling requirements as packaged foods. See *ODA Food Safety Guidelines* for details.

Vendor Guidelines and Rules

- Vendors are encouraged to use environmentally responsible and sustainable methods of production and packaging.
- Vendors should provide clear, written information about production methods, which can be available to any consumer who requests it.

- Customer queries regarding farming practices should be answered factually and knowledgeably.

- **Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting potential sales of other vendors. This does not include sampling.**

- Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud, repetitive public manner, and selling products in an aggressive way. When aisles are particularly crowded, standing in the aisles while providing samples to customers is not permitted.

- Vendors should off-load their packaged products and supplies in their space, park their vehicles, and then return to unpack their product and set the booth space. The reverse should be true for load-out.

Specific Vendor Rules

- **Compliance with health, safety, and related laws.** Vendors and their employees are responsible for informing themselves about and complying with federal, state, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products. Vendors providing samples of their products must comply with the rules governing market sanitation and health issues. See *ODA Food Safety Guidelines*.

- **Permits and licenses.** Vendors shall provide WFM with copies of any permits and licenses applicable to the sale of their products. Some examples are nursery licenses for bedding plants, organic certification, scales, meat seller licenses, and licensed kitchens for processed foods.

- **Uncertified claims.** Written and verbal declarations regarding pesticide or chemical use which cannot be certified such as unsprayed, no spray, and pesticide-free will need a written statement, submitted with the vendor application, attesting how these procedures are followed. **Signage making such claims will not be allowed.** Vendors are required to produce the written statement about production methods for any consumer who requests it and should have copies of the statement available in his/her stall.

- **Vendor identification.** Each booth space must prominently display a sign clearly identifying the farm or business by name and the location of the farm or business. Signs must be a minimum of 11" x 17" with lettering at least 3" high. Signs must be in place by the opening bell of the market day. All descriptions of products must be accurate and truthful.

- **Certified Organic Vendors**

- a. Vendors must provide WFM with copies of their organic certification

b. Vendors of organic produce claiming exemption based on sales of under \$5,000 will need to sign a WFM affidavit showing eligibility for the exemption and exclusions from certification. (See *National Organic Standards: Subpart B–applicability subsection 205.101 Exemptions.*)

c. Vendors must post their organic certification in their stalls if vendor claims organically grown product.

- **Americans with Disabilities Act (ADA).** ADA regulations require customer service counters to be a maximum of 36" high from the ground, a minimum of 27" clear underneath, and a minimum of 36" long. Food and beverage service counters must be a maximum of 34" high from the ground. In addition, vendors should offer assistance in their booths to disabled customers whenever needed.

- **Electricity.** All electrical equipment must be pre-approved by Market management. **Vendors requiring electrical power are responsible for providing their own outdoor extension cords and mats to cover all portions of the cord that lie in any area used by market customers.** WFM cannot guarantee electricity to its vendors.

- **Conduct and courtesy.** While at the market, vendors are expected to behave courteously to customers, other vendors, market staff, and volunteers, and to conduct themselves professionally at all times. Vendors may not publicly disparage other vendors, products, or markets.

- **Booth equipment.** Vendors must supply their own booths or tables. Booths and tables must not be a hazard to the public or other vendors.

- o **Canopies.** Vendors with on-premise prepared foods and baked goods are required to have a full canopy covering their booth. An umbrella is satisfactory if it is sufficiently weighted and covers the entire table area. Booth space is not to exceed 12x12

- o **Weights.** Every market day, no matter the weather, all canopies or other booth covers are required to have weights on all legs sufficient to keep the covering in place during windy conditions.

- **Prices.** All items for sale must be clearly marked with their retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.

- **Clean and safe.** Vendors are responsible for keeping their space clean and attractive during market hours and must clean up their space after the market closes, including sweeping up any debris and removing trash.

- **Operations guidelines.** Vendors are responsible for informing themselves and their staff, and expected to comply with individual market guidelines. **These guidelines are part of the market rules.**

PROPANE, GAS AND FUEL USE MUST BE PRE APPROVED PRIOR TO USE.

Enforcement

WFM utilizes the following procedure for disciplinary action:

- Verbal warning
- Written warning from Market Manager outlining the subsequent discipline which may include a fine or suspension.

1. All rules of the market are enforced by the Market Manager or his or her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager in a timely manner.
 2. If a vendor does not abide by the rules of WFM or comply with federal, state, and local regulations applicable to market participation, the market manager or designee may take any action deemed appropriate, including assessing fines or barring the vendor from selling at the market for that day and any future market days.
 3. If a vendor is issued a fine due to noncompliance, vendor must pay the fine on the day issued.
 4. Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the market.
 5. WFM reserves the right to request any documents verifying business.
8. The market management reserves the right to make exception to these WFM rules and guidelines at its discretion.

Cancellations

1. Vendors with scheduled stall reservations are responsible for occupying that space for the duration of the term they reserved in their application.
2. **Vendors who cancel a scheduled stall reservation with 72 hours notice are eligible to receive a refund provided a qualified replacement vendor is found.**
 - **Vendors who cancel their spaces without appropriate notice or by not showing up at the market will be charged in full and are not eligible to receive a refund.**
3. **Three excused cancellations per season are granted to a vendor. More than three cancellations may result in the loss of a stall privileges and may forfeit any refund due.**
4. Refunded fees will be less any advanced discounts.
5. Stall reservations will be held **until 30 minutes prior** to the market's opening. Vacant spaces will then be allocated as day stalls. If possible, the market manager will assign the vendor a space when he or she arrives. In the event a space cannot be found, the vendor will not qualify for a refund.

6. A vendor's cancellations of market season due to health, business, or other extraordinary reasons will be refunded according to WFM's Board discretion. The remainder of the season will be cancelled and any refund eligible will be returned to the vendor.

Farm Direct Nutrition Program

The Oregon Farm Direct Nutrition Program (FDNP) is a state-administered federal nutrition program. FDNP funds go to low-income, nutritionally at-risk pregnant women and young children enrolled in the Women Infants & Children (WIC) program and to eligible low-income seniors. These federal funds will be distributed as checks specifically to purchase locally produced fresh fruit and vegetables directly from authorized farmers at farm stands and farmers markets.

This program provides funds for approximately 27,075 WIC clients and 32,210 senior clients. In 2008 over \$1.1 million went directly to farmers who participated. In 2008 there were approximately 550 authorized farmers selling to WIC and senior clients at farm stands and authorized farmers markets throughout Oregon.

To become an FDNP authorized farmer, you must own, lease, rent or sharecrop land to grow, cultivate or harvest crops on that land AND grow fresh fruit, vegetables or cut herbs in Oregon or a bordering county to sell at your farm stand or at a farmers market. For an FDNP application packet, please contact the ODA at 503-872-6600. This program is separate from the Oregon Trail/Food Stamp program.

Operation Guidelines

Market Manager's cell phone:

Carrie Evans 503-442-7033

Sage Baller 503-999-9483

SAVE THESE NUMBERS YOU WILL NEED THEM

Call ASAP if you are running late or have an emergency and can't make it to the market.

Unloading and Loading

- Set up begins at 9:00am
- Vendors who do not have their space assignments should check with FM manager prior to unloading
- Vendors must stage their products and supplies at their stalls, park their vehicles, and then return to finish setting-up.
- For the safety of customers and vendors, vendor vehicles must be removed from the market before 9:45am and are not allowed in the markets for take-down until 2:15pm

- Late arrivals will have to load-in from the perimeter of the market.
- Before vendors drive up their vehicles to load out, booth should be broken down and ready to load out.
- Vendors may not line up on the streets surrounding the market and block traffic while waiting to drive into the market for loading or unloading.

Booth Set Up and Display

- Canopies must have weights on all legs.
- No boxes or produce displays may extend into the common customer traffic areas.
- Signage including product prices, vendor identification, and organic certification should be clear and visible.

Clean and Safe

- Vendors whose products generate waste (e.g. on-premise prepared food vendors and vendors providing samples) must provide a trash receptacle at their booths for customers to use.
- All vendors must haul out their trash at the end of the day for disposal at their own business locations. **On-site trash receptacles are for customer use only.**
- All vendors are required to sweep their spaces at the end of the day and must ensure, before leaving the market, that all litter, toothpicks, and product debris are removed.

Sampling

- Vendors who sample must use a **hand washing station** and comply with all ODA food safety guidelines.
- Vendors who sell or sample a product that produces trash must have a trash receptacle accessible to customers.
- All sampling must be contained within the vendor's stall.

Food Safety

- Fresh fruits and vegetables may be displayed in open air, but they must be stored off the ground, per ODA Food Safety Guidelines, by using impervious plastic tubs or setting empty crates or boxes under those holding the produce. Pumpkins and large squash are the only exceptions to this rule.
- Any questions regarding safe food handling should be directed to ODA food safety specialists.

No Smoking

- Vendors are not allowed to smoke in the market area at any time. Only in the designated/established smoking area

Pets

- Vendor pets are not allowed at the market in vendor booth space.

Electricity

- 110v electricity may be available when approved in advance. The vendor will need to bring his or her own heavy-duty extension cords and mats to cover them.
 - WFM will assess a one-time fee of \$25 to set up vendor access to electricity.
 - Use of generators is not permitted during market hours.
- Payment devices are vendors responsibility (internet and being charged)

Vendor Incentives

Fees from the vendors at the WFM are directly related to operational costs for organization and running of the market. A significant portion of the budget goes to advertising, which in return will increase traffic and sales at the markets. As a new and upcoming Farmer's Market, vendors are participating in grassroots sustainable food advocacy and economic stability in small communities!

What Kind of Licenses Do I Need?

Vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products, and for acquiring the necessary permits and licenses. The following is a list of common permits and licenses required; however, it is not exhaustive. For more information contact the issuing agency.

Scales ODA Scales Certification ODA Measurement Standards Division (Each scale used)

Plant and Nursery Growers (for annual sales Over \$250) OG Certification - ODA Plant Division

Organic Growers OG Certification Varies

Processed Foods ODA Certified Kitchen - ODA Food Safety, ODA Farmers Food Processor's License - ODA Food Safety (exceptions for Farm Direct Products - see ODA Food Safety Farm Direct for Details.)

On-Premise Prepared Foods ODA Certified Kitchen - ODA Food Safety, Temporary Restaurant License - Yamhill County Environmental Health, Food Handlers Permit - Yamhill County Food Handler Office

Cheese/Dairy Dairy Processor's License - ODA Food Safety

Meat Seller's License - ODA Food Safety

Processor's License - ODA Food Safety

Seafood Food Processor's License - ODA Food Safety, Retail Food Establishment License ODA Food Safety

Oysters Shellfish Shipper License - ODA Food Safety

Wine Food Processor's License - ODA Food Safety, Special Event Winery Permit Or OLCC Multiple Location, License Oregon Liquor Control Commission Service permit from OLCC

Apple Cider Food Processor's License - ODA Food Safety, Retail Food Establishment License - ODA Food Safety, Cider Warning Label: WARNING: This product has not been pasteurized and, therefore, may contain harmful bacteria that can cause serious illness in children, the elderly, and persons with weakened immune systems.

Native American Vendors - The treaty rights of Native American vendors allows them to sell product without licensing. The vendor's tribal identification card will need to be submitted with the application to confirm Native American status.

Eggs - Eggs may be sold at market without an egg handler's license and without labeling, but only by the farm that produces the eggs. All other eggs, even those produced by friends or relatives on neighboring farms, must come from licensed facilities and comply with labeling requirements.