

Moreland Farmers Market
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Moreland Farmers Market 2011 Vendor Handbook

I. Market Overview

a. Hours and Dates for 2011 Season; 23 weeks

Moreland Farmers Market's season runs May 11th through October 12th, 2011. Hours are Wednesdays from 3:30 PM to 7:30 PM; September 21 – October 12th hours will be moved one-half hour earlier to 3:00PM-7:00PM.

b. Farmers Market Site

The site of the market is located in the parking lot at the NE corner of SE Bybee Avenue and 14th Street. Vendors should pull in from SE 14th and exit North onto Glenwood. To keep congestion at a minimum, all vendors are asked to unload their vehicles into their designated spaces and immediately move their vehicles to the grassy parking lot behind the mausoleum on SE 14th. The parking lot across the street is reserved for customers. Each market space will be considered a "stall" 10 feet x 10 feet.

c. Liability and General Insurance

All vendors are required to have at least a \$1,000,000 General Liability policy or a \$1,000,000 Product Liability policy. All policies must list the Moreland Farmers Market as an additional insured. Copies of current policies must be submitted before formal acceptance to the market can be made.

d. Oregon Trail Card/ Debit Card

The market accepts the Oregon Trail Card (EBT now know as SNAP) and Debit cards at the information booth. EBT users receive green \$1 tokens; debit card users receive red \$5 tokens. \$5 tokens can be spent on any product in the market and vendors treat these tokens as if they were cash; change is given just as in a cash transaction.

\$1 (EBT) tokens can be spent on most food items but cannot be spent on ready-to-eat or hot foods, or non-food items. Exceptions to this are plants that are grown for food purposes. No change is given in transactions for \$1 tokens. Nor can \$1 tokens be given as change to customers. Vendors may not use these tokens themselves at other vendors' booths.

Moreland Farmers Market tokens can be spent only at the Moreland Farmers Market. Moreland cannot and will not cash in tokens from other markets. Vendors may pay their booth fees in tokens. All efforts will be made to issue reimbursement checks for tokens turned in by the vendor within two week's time.

Vendors are encouraged to cash in tokens every week. This helps keep the market books in order. Vendors are required to turn in all tokens by December 1, 2011. Vendors will be assessed a 10% charge on any tokens submitted for reimbursement after this date.

e. Market Set-Up

Admittance to and set up for the market begins at 1:00PM. The market manager will assign and direct each vendor to his or her space. The market must be fully assembled by 3:00PM. No vehicles will be allowed in the market area after 3:00PM. There will be no transfer of space rights. Vendors are expected to unload the vehicle at their spot and park their vehicle before continuing market set-up. Vendors are not allowed to leave the market before the end of market day. If the vendor must leave due to an emergency, they must notify the market manager so that safety precautions can be taken.

f. Opening Bell

There will be no selling before opening bell to customers; however vendor-to-vendor selling, if done discretely so as not to confuse the customer, may take place before opening bell.

II. Product Guidelines and Licensing Requirements

a. Product Policies and Guidelines

It is required that each grower grow the product he/she sells. Only locally grown, caught and gathered products may be sold at the market. Examples include berries, fruits, grains, flowers, fish, meat, cheese, vegetables, nuts, plants, trees and herbs. Moreland Farmers Market reserves the right to conduct a farm check at any produce grower or nursery attending the market. All produce must be off the ground at least 6" or in impervious plastic tubs (exceptions to this are large pumpkins and other large squash).

If a farm wishes to sell a product from another grower, a second farm application must be included with the application. Vendors are limited to one second farm per market day. The second farm owner is required to sign the second farm application, indicating his/her approval of the applicant vendor to sell his/her products at the market. Second farm products are required to have prominent signage, displayed with the product and detailing the second farm's name, location, and product. The second farm product cannot reflect more than 20% of the vendor's product on any given day.

b. Licenses and Special Requirements

Vendors are responsible for staying informed about, and complying with, state and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of their products. The Oregon Department of Agriculture's Direct Marketing Handbook is available from the Oregon Department of Agriculture (http://www.oregon.gov/ODA/pub_fd_ventures.shtml#Direct_sales_at_farmers_markets). Vendors shall provide the Moreland Farmers Market with copies of any permits and licenses applicable to the sale of their products. Some examples are nursery licenses for bedding plants, organic certification, and licensed kitchens for processed foods. Any processed food must have been prepared in a licensed facility, and a copy of the vendor's license must be provided to the market. All such products must be packaged, canned or bottled according to state regulations.

All vendors, including but not limited to those selling fresh fruits and vegetables, honey, eggs, etc., or offering samples or serving food to be consumed on premises, must comply with the rules governing farmers market sanitation and health issues as covered in the Oregon Department of Agriculture's Farmers Market Guidelines: Minimum Requirements for Food Safety (http://egov.oregon.gov/ODA/FSD/docs/pdf/guide_farmer_mkt.pdf). Temporary restaurant licenses are required for any vendor selling ready-to-eat, non-packaged foods.

c. Certified Scales

If you intend to sell by the pound, you must bring your own certified calibration scales. If you do not own a calibration scale, we recommend pricing your product by the unit. For more information contact the Oregon Department of Agriculture, Measurement Standards (http://oregon.gov/ODA/MSD/farm_market_guide.shtml).

Copies of current scale certifications must be submitted with the application.

III. Processed Products and Nursery Stock

a. Processed and Value Added Agricultural Products

Agricultural producers may have their products dried, ground, roasted, smoked, frozen or otherwise altered in a simple, one stage processing method. Products must have appropriate labels with name, address, product name, ingredients, net weight, permits, price and any other information required by the Oregon Department of Agriculture. Contact the Food Safety Division for more information on licensing regulations, 503-986-4720. Processed or value added food vendors must provide proof of insurance with the name of the Moreland Farmers Market listed as an additional insured.

Non-food agricultural products that are a direct result of an agricultural product produced by the vendor can be sold by the same vendor when it is a direct offshoot of said product, i.e. a honey vendor making and selling beeswax candles or lamb vendor selling wool batting from sheep raised for meat or milk etc.

b. Non Agricultural Producers/ Value Added Agricultural Products

Non-agricultural producers may sell products which they have cooked, canned, preserved or otherwise treated. Products must have appropriate labels with name, address, product name, ingredients, net weight, permits and price, and any other information required by the Oregon Department of Agriculture. Contact the Food Safety Division for more information on licensing regulations, 503-986-4720. Processed or value added food vendors must provide proof of insurance with the name of the Moreland Farmers Market listed as an additional insured.

c. Ready to Eat Foods/Restaurant License

Prepared food vendors must provide a copy of the current Temporary Restaurant License from Multnomah County and the on-site seller must have a food handler's card. Proof of liability insurance with the name of the Moreland Farmers Market listed as an additional insured must also be provided. No prepared food vendor will be allowed into the market prior to providing the manager with these documents.

d. Nursery Stock

Nursery products and plants must be propagated by the vendor from plugs, seed, cutting, bulbs or plant divisions and sold in standard, non-decorative nursery containers. The value of the container may not exceed the value of the plant material. Vendors who sell nursery products and plants are required by the state to obtain a nursery license if annual sales are over \$250. More information can be obtained from ODA-Plant Division.

IV. Market Day

a. Stall Fees

Stall fees and pre-payment options (5, 10 and 20 week increments) can be viewed on the "calendar and fee schedule". Stall fees are to be made at least one week in advance for each week thereafter (in other words, plan to pay on the day of the market for the following week). Payments can be made in cash, check or in wooden tokens. At this time, we do not accept credit card payments. A \$25 fee will be imposed for checks returned for non-sufficient funds.

b. Space Assignments

Vendor locations and other considerations are at the market manager's discretion. The manager considers the vendor's customer relationships, the product mix, customer flow etc. Every effort will be made to accommodate the vendor stall of his/her preference, but no stall location is guaranteed on an on-going basis. Vendors may be asked to change stalls.

c. Cancellation

Cancellation notice must be received by 12:00 PM (NOON) on the Monday prior to market day (note, this is two days advance notice). The vendor must notify the manager by phone or e-mail or forfeit their reservation deposit. Any exceptions are at the manager's discretion. If a vendor cancels a market and has given the appropriate cancellation notice, the reserved space fee (or pre-paid amount) will be carried forward to the next week. If advanced notice has not been given, the fee will be forfeited and an additional failure to notify fee of \$20 will be imposed.

d. Supplies and Signage

Vendors are responsible for bringing their own booths, tables, weights and sun/rain covers. Vendors are responsible for securing canopies and umbrellas against any weather hazard. **Each leg of a vendor's canopy must be weighted with 25 lbs per leg; that's a total of 100 lbs of weight per canopy.** The market location receives strong and sudden gusts of wind. Vendors who do not weight their canopies and/or whose canopies blow around due to insufficient weights are subject to a \$100 fine. The fine is payable at time of incident. The safety of market customers, vendors and volunteers is the market's highest concern. If you would like to purchase weights here are some suppliers:

- Canopy by Fred, in Seattle: www.canopiesbyfred.com or tel.: 800- 845-5067
- EZ UP Instant Shelters, in Riverside, California: www.ezup.com/ or tel.: 800-45-SHADE

- Vendors needing electricity are responsible for bringing their own outdoor extension cords and mats to cover all portions of the cord that lie in any area used by market customers or vendors.

- Vendor's name and location are required to be prominently posted each market week. Signs should be professional looking or professionally made. For safety reasons, no signs, displays or tent poles may obstruct the passageway.

Note: Signs making *un-certifiable* claims regarding pesticide or chemical use such as unsprayed, no spray, and pesticide-free, are not allowed to be displayed at the market. Vendors who assert such claims will need a written statement, submitted with the vendor application, attesting to how these procedures are followed and at the ready for hand out to interested consumers.

e. Pricing Techniques

Prices are to be set at the sole discretion of the individual vendor. Collusion or any pressure among sellers to alter prices is strictly forbidden. All prices should be clearly posted for produce on a 3" x 5" or larger sign.

f. Safe Sampling

Sampling may only occur within the confines of a vendor's booth or directly in front of the booth no more than halfway into the aisle. The sampling vendor must ensure that customers have clear access to the vendor opposite him or her and in no way intrude on that vendor's space. Vendors will provide a trashcan for any refuse from the distribution of samples. Vendors must ensure that sampling is handled according to the ODA safe sampling guidelines and must have a proper hand washing station present and ready for use. For more information on keeping food safe at farmers markets see: http://www.oregon.gov/ODA/FSD/docs/pdf/pub_farm_mark_pamph.pdf

g. Clean-Up and Close-Down

Each vendor is responsible for cleaning up his or her own stall before leaving for the day. Vendors shall be responsible for removing their own trash or debris. Market trash cans are for Customer Use Only. There is a \$20 fee for any vendor who does not clean and/or sweep his/her space each market week. Vendors must wait 10 minutes after closing bell to retrieve their vehicles and bring them onto the lot. This is for the safety of

everyone.

V. Vendor Behavior and Appearance

Vendors are expected to behave courteously at all times and not to publicly disparage other vendors, products or the Moreland Farmers Market. Behavior that will detract from the atmosphere of the market such as shouting, fighting or “hawking” will not be tolerated. Any activity considered to be damaging to the market can result in the market manager requiring that person or persons to leave the market.

All vendors are required to provide a clean, sanitary and visually appealing environment. This includes clean dress and appearance of vendors and related personnel. All spaces must be kept neat and clean. Food vendors shall skirt the tables in the stall for a neat appearance. Booth appearance is subject to approval by the Manager.

- **NO Smoking**
- **Vendor smoking is not permitted on market grounds during market hours.**
- **NO Pets**
- **Vendors are not allowed to bring their pets to the market; See Oregon Department of Agriculture’s regulations.**

VI. Market Manager

The market manager assumes responsibility for market day and office operations to assist the various vendors and consumers, and to make recommendations to and receive guidance from the Board. The Board, the market manager and its designated agents will enforce all rules and regulations in a fair and equitable manner.

The market manager’s job on-site is to coordinate all the activities of the day-to-day functioning of the market, to uphold the market bylaws and to enforce market policy. This includes overseeing market set-up and clean-up, organizing equipment and peripherals, assigning stalls, collecting fees, assuring vendor compliance with clean-up and display, and answering questions.

The market manager will conduct random checks of all vendors to ensure compliance with market rules and government regulations. The market’s goal is to ensure the safety of all customers and vendors. The market manager will be checking for compliance with the following rules:

- **Hand washing station present and ready for use.**
- **Employee present in the booth with a food handlers card if applicable.**
- **All food off the ground at least 6” or in impervious plastic tubs.**
- **Samples are handled according to ODA guidelines.**
- **All license and certifications up to date for all applicable products.**
- **All legs of canopy are weighted appropriately**
- **Booth is set-up with regard to public safety. All components of the booth are contained within its boundaries.**
- **Proper signage indicating the name and location of the business.**
- **Organic certification posted if applicable.**
- **Price of product clearly and accurately posted.**
- **Fire extinguisher present if applicable.**

- **Walkways are free of vendor's product, boxes, garbage, etc.**
- **Proper use of scale with a current certification.**
- **Vendor has a Second Farm application on file for all products not grown or produced by the selling vendor.**

If a vendor fails to comply with these rules in the random check, the market manager will issue a written warning that will list the violations. If a vendor breaks the Second Farm rule, the product must be immediately removed from the stall. Repeated failures to comply with market rules will result in stronger penalties up to and including banning the vendor from the market.

VII. Enforcement and Disputes

All rules of the market are enforced by the market manager who has ultimate on-site authority and who is responsible to the Moreland Farmers Market Board of Directors. If a vendor does not abide by the rules of the Moreland Farmers Market, the market manager may take any action deemed appropriate, including barring the vendor from the market for that day and any future market days.

A vendor may appeal any decision of the market manager concerning violation of these rules. Product challenges may be made when suspected misrepresentations of a product have been made. Vendors may submit a signed product challenge form to the market manager. The charged vendor must respond to the written challenge in a written statement. A farm visit will be conducted in a timely manner by the market manager and member of the board.

If the claim is substantiated and the vendor is found to have misrepresented a product's origins, the vendor may be fined, suspended or expelled from the market. Appeals of a finding must be presented to the Moreland Farmers Market Board of Directors in writing. A vote by the majority of the Board shall constitute a final decision.

Miscellaneous

- **Moreland Farmers Market's manager and Board of Directors reserve the right to prohibit anyone from selling or to prohibit any product from being sold.**
- **Moreland Farmers Market's manager and Board of Directors reserve the right to make an exception to these rules at their discretion.**
- **There shall be no discrimination regarding race, color, creed, sex, religion, age or national origin.**
- **Vendors are responsible for making sure that all persons working at their booth are familiar with these rules. All vendors shall receive a copy of these rules.**