

“Let’s keep this great thing going!” Quote from a pleased Salmon Creek Farmers’ Market customer during an exit interview on market day in August, 2010.



Salmon Creek Farmers Market

2011 Vendor Handbook

Vendor Eligibility

Selection Criteria

SCFM Vendor eligibility is judged based on the following criteria:

- ☉ Quality of product
- ☉ Proximity to Salmon Creek

The Salmon Creek Farmers’ Market uses the phrase “local” to mean the State of Washington or adjoining Counties. Farmers, Processed Food Vendors, Prepared Food Vendors, and Artisans are all subject to the same definition of “local”.

- ☉ Balance of Product Mix
- ☉ History of positive business partnerships
- ☉ Demonstrated excellent customer service skills

Quality

The integrity of the products offered at the SCFM is ultimately most important and can not be compromised at any time. Although the SCFM is not bound to apply a particular set of selection criteria in every instance when judging Quality, it retains the right, in the interest of its customers and other Vendors, to refuse any Vendor applicant; or to reject any Vendor from participation as a Vendor at any time during the season when Quality has been compromised.

Proximity

In order to guarantee freshness of products, support the economy of our immediate area, and maintain a balance of product mix, SCFM will give preference to those of closest proximity to our market location. However, Quality will always trump Proximity.

Product Mix

The SCFM maintains the right to determine the product mix and executing on that mix, balancing new Vendors with experienced Vendors that have a proven record of successful selling. An effort will always be made, as part of the mission of the market, to encourage, support and incubate agriculture businesses; yet, the market needs to continually ensure an economically successful and sustainable farmers' market in the Salmon Creek area.

In the case of Product Mix concerns, and Quality being equal, Vendors may be selected based upon their proximity to Salmon Creek.

Vendor Categories

SCFM welcomes all Vendors who fit the category of Farmer, Prepared Food Vendor, Processed Food Vendor or Artisan, per the descriptions and requirements below. Products may be vended by someone other than the Owner/Farmer/Artisan as long as that individual is:

- Fully trained on all SCFM rules and regulations.
- Fully trained on the farm's business and products, and can speak truthfully and knowledgeably about the farm and its products. All Vendors, regardless of product sold, are subject to inspection in advance of acceptance into the SCFM and are subject to the same application and approval process. No one Vendor will receive an exclusive right to sell a particular product, regardless of the category of Vendor.

Farmers

The SCFM's mission is to be a true farmers' market. The dominant Vendors at this market will be those people, "Farmers", who raise produce (fruit, vegetables, herbs, flowers, nursery crops), or animals for food items (meat, dairy, fish). In establishing priority for space and location, there will be a preference given to Farmers

Farmers who sell produce must raise the produce "locally". This includes growing the product from seed or plant and cultivating the crop. Exceptions to this statement are in cases where a food item raised in a farm environment is not available within the "local" geography.

Farm product booths must have a Farm-of-Origin sign (See Signage).

Reselling

On occasion, to attract particular types of products not otherwise available in sufficient quantities at the market, the SCFM allows resale of produce not grown by the Vendor. Resale produce must be clearly marked as such, approved in advance by the Market Manager and not exceed more than 25% of that Vendor's produce.

CSA participation

The SCFM welcomes those Farmers who are active SCFM Vendors (sell their products for the full 4 hours of the market day), and who also have a CSA business. These Farmers may use the SCFM

market site as a pick-up location for its customers, as long as that designation is approved in advance of market day by the SCFM.

Meat, fish, dairy and poultry Vendors

These food industries are highly regulated by local, State and Federal Food Safety agencies. These products, or any at-risk product, must have compliance with Federal, State and local Public Health laws. The Vendor will be asked for all required documentation.

SCFM regulations regarding farmers and Vendors of plant products also apply to the producers and Vendors of meat, dairy and poultry products. .

Community Table

The SCFM may consider community table participation to those community members on a first-come, first-served basis, as space is available on market day. Anyone can participate in the Community Table; no advance application is required.

- Product is limited to fresh garden vegetables, fruit, herbs, flowers.
- No single participant can bring more than 1 grocery bag or 1 box of fresh produce.
- The product must be identified, using the SCFM product template (see “Signage”).
- The location of the product’s area if origin must also be identified (eg., Salmon Creek, Felida, Mt. Vista, etc).
- The price of the Community Table product will be determined at the opening of each market day and will not be any lower than the average plus 10% of that particular product sold by Vendors on that day. Prices on like product on the Community Table will not vary.
- All proceeds will go to the SCFM to be used for operational expenses.
- All produce remaining at the end of the day will be locally donated.
- The Community Table will be staffed by a SCFM volunteer/employee.

Processed Food Vendors

The SCFM encourages those who process foods (such as honey, jams and jellies, sauces, breads, baked goods, sweets), to use as many “local” food ingredients as possible. The processing of the food product must have been done on their own or leased property, when possible, and must meet all Federal, State and County/local Public Health requirements. Documentation must prove this compliance. As with Farmers, processed products are subject to the same application and approval process, including sample product tasting.

Processed Food Vendors must have all appropriate licenses, permits and certifications.

Artisans

Artisans will be limited to no more than 3 on any given market day. Exceptions to this rule include “Artisan Days” in which artisans are showcased. Preference will be given to those artisans who use as the origin of the product a recycled or repurposed item and/or material. An eligible artisan Vendor is an applicant who meets the requirements listed below:

- Artisans must craft their products with their own hands and on their own property/leased property.

- 🕒 The origin of the crafted product must be “local”.
- 🕒 The crafting process must take place “locally”.
- 🕒 The product must be made available in advance for review by the SCFM jury as part of the approval process.
- 🕒 The artisan’s location may be subject to a site inspection as part of the approval process.

Under no circumstances will the reselling of previously manufactured crafts be permitted in the market.

Prepared Food Vendors

Prepared Food Vendors (Concessionaires) are those who prepare and sell “ready-to-eat” food at a farmers’ market. Concessionary food will be limited to products that are in alignment with the market’s mission and vision of wholesome and healthy eating, made primarily of seasonal and/or local ingredients as much as possible.

The food items offered are subject to an application and approval process, including site visits and food sampling.

Concessionaires must have all required State, County/local Public Health permits, fees and insurance and documentation.

Concessionaires are discouraged from selling prepackaged items in plastic wrappers, containers and bottles that are not compostable or considered unfriendly to the environment. This includes the sale of bottled water, soda pop in aluminum cans.

Community/Non-profit Groups

The SCFM is proud to be a resource to local community-based non-profit and community groups. Space will be made available for groups as frequently as possible. Each community group applying to the market will be reviewed for appropriateness. If the group is choosing to sell a product of some kind, the product will be subject to the same set of approval processes and regulations that pertain to other vended products in the market. No campaigning or selling (unless a market product) will be allowed. Ticket sales for community events will be allowed.

Community-based groups will be asked to donate in-kind hours of service to the SCFM in return for space at the market at a discounted fee. The group must provide its own equipment, such as tables, chairs and canopies.

10’ X 20’ booth spaces are not available to Community Groups.

Unapproved or uninvited solicitors in or around the market will be asked to leave.

Fees

Membership:	Free
Application fee:	Free
Assignment of Vendor Booths:	The Market Manager will make Vendor booth assignments in a fair and equitable manner based on the needs of the Market, previous attendance, and term of commitment.

Booth Pricing

Individual or select day rates for Vendors new to the Salmon Creek Farmers' Market, 2011:

10' X 10' booth	\$25
10' X 20' booth	\$45 (not available to Community Groups)

Individual or select day rates for 2010 Vendors, returning for the 2011 season:

10' X 10' booth	\$20
10' X 20' booth	\$40 (not available to Community Groups)

Pre-paid season rates (12 market days):

10' X 10' booth	\$20 (\$320)
10' X 20' booth	\$40 (\$640)

Prepared Food Vendors:

If there are additional expenses to be incurred on behalf of the Prepared Food Vendor (such as power), the SCFM will charge 10% of daily sales for that Vendor.

Fund Raising Income

Income derived from sources such as sponsorships, Community Table sales, SCFM marketing items (bags, aprons, water bottles), or other fund raising activity sourced by the SCFM, is solely for the purpose of supporting the SCFM and is not expected to support any ongoing Vendor participation.

Vendor Responsibilities

Vendors are responsible for the following:

- Familiarization with this SCFM Rules document
- Familiarization with relevant sections of the Washington State Department of Agriculture's Green Book
- Completion of the SCFM application with required documents
- A Washington State UBI tax number (for reporting sales tax)

- 🕒 Presenting weekly sales totals to the SCFM Market Manager, on a SCFM form, upon request; the sales totals are used to measure growth, activity and are used for Market purposes ONLY
- 🕒 Canopy or umbrella with appropriate weights (see “Safety”); a canopy or umbrella is not required
- 🕒 Table(s) and Chair(s) used inside paid space (tables and chairs are not required)
- 🕒 All relevant and pertinent permits and licenses with documentation available and on site.
- 🕒 Scales (certified annually by the Dept of Weight and Measures) if applicable
- 🕒 Legible and easy-to-read sign or banner (see “Signage”) with Vendor name and (in the case of Farmers) and other appropriate signage (see “Signage”)
- 🕒 Consumer tools, such as bags for carrying produce, can be brought by the consumer or purchased for a small fee at the market information booth. The SCFM expects its Vendors to support its respect for the environment by restricting use of plastic while vending.

The SCFM strongly encourages each Vendor to have one’s own liability insurance coverage, but does not require except in the case of a Prepared Food Vendor.

Vendor Expectations

It is in the best interest of the success of the SCFM that its Vendors, volunteers/employees, present themselves and their products in such a way that will ensure the long-term success of the market:

- 🕒 Reliable presence
- 🕒 Product and Farm-of-Origin knowledge on the part of the sales staff
- 🕒 Attractive product presentation
- 🕒 Relationship-building skills with customers
- 🕒 Collaborative spirit and behavior with all other Vendors and market staff
- 🕒 100% compliance with market rules
- 🕒 100% compliance with cleanliness, safe-handling and safety regulations (as documented below in “Safety” and “Cleanliness”)
- 🕒 In the spirit of maintaining an environmentally friendly market in Salmon Creek, any plastic or disposable item is discouraged. This includes plastic water bottles and plastic bags.
- 🕒 No smoking within 25 feet of the SCFM.
- 🕒 No alcohol or illegal substance use is permitted at the SCFM.
- 🕒 Appropriate dress is required, including shirt and shoes; this includes no offensive or insensitive slogans or artwork on clothing.
- 🕒 All appropriate licenses, certifications and permits as required by law for all products shall be visible in the front of their booth
- 🕒 Pets of Vendors are not allowed at the SCFM.

Market Day

Management: The day-to-day management of the SCFM rests with the Market Manager. Each Vendor shall respect the authority and responsibility of the manager to make management and operational decisions. The Market Manager has the responsibility to act in the best interest of the market as a whole and not those of an individual Vendor.

Set-Up: Set-up begins no later than 2:00 p.m. Set-up must be complete and vehicles must be out of the market by 15 minutes before the market opens. Vendors should off-load their packed products and supplies in their space, park their vehicles in Vendor parking spaces, and then return to unpack their product and set up the booth space.

All Vendors who wish to use canopies or umbrellas must follow the Rules in “Safety”, under Canopy Safety.

Vendors are expected to be punctual and ready for the market opening at 3:00 p.m. A Vendor who arrives later than 2:30 will not be allowed to sell on that market day.

A Vendor who is later than 2:30 p.m. on market day TWICE will not be able to participate in the Salmon Creek Farmers’ Market during the 2011 season.

Vendors are expected to pack up and leave after the close of the market (7:00 p.m.).

Space Assignments

The market, jointly with the Market Manager, assigns spaces to Vendors. Space assignments will be posted on www.managemymarket.com within 24 hours of market day.

If a Vendor sells out prior to the end of market day, the Vendor must stay intact until the end of that market day. The Vendor may choose to leave and return at the end of the day to pack up the booth. Signage notifying customers the booth is closed or attendant is away must be used. The same policy applies in the event of inclement weather (this IS the Northwest!).

A Vendor may NOT pack up and leave the market during market hours (3:00 to 7:00).

Parking

Vendor parking will be made available as close to the market as possible. Vendors are expected to park only in designated Vendor Parking areas.

Cancellation Policies

Vendors not able to attend a reserved SCFM market date are required to call or email the Market Manager with as much notice as possible. No-shows are not appreciated and will result in one written notice. Two such occurrences will lead to removal from participation in the SCFM.

No refunds of fees will be given when a Vendor cancels or does not show up.

Safety

Canopy Safety All Vendors who wish to erect canopies (including umbrellas) on the Farmers Market site during a normal period of market operations, including the set up and break down period, are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. Any Vendor who fails to properly anchor his or her canopy will not be allowed to sell at the Farmers Market on that market day, unless that Vendor

chooses to take down and stow their canopy and sell without it. Each canopy leg must have no less than 24 lbs (pounds) anchoring each leg. For examples of recommended safety methods pertaining to canopy weights, please refer to “Canopy Safety 101” document located at www.wafarmersmarkets.com

Disruptive behavior by Vendors or customers that is judged detrimental to the peaceful operation of the Market shall not be allowed.

Damage or loss of any personal belongings is not the responsibility of SCFM and its representatives.

Unsafe or unsanitary conditions should be brought to the immediate attention of the Market Manager.

First Aid supplies are available at the SCFM information booth.

Displays must be placed within the booth area. No obstacles will be left on ground in or out of the booth area.

Cleanliness

Each Vendor must:

- Bring trash and or recycling receptacles for within their booth
- Keep their space area clean and free of obstacles
- Clean their space area to the satisfaction of the Market Manager at market day’s end
- Bring a broom and dust pan to sweep Vendor space thoroughly at end of market day
- Carry out all trash and anything brought into the market that day

As a safety and environmental concern, there will be NO dumping of oil into garbage cans, on the grounds within or surrounding SCFM. Any violators will be responsible for costs incurred for steam cleaning by market staff.

All food Vendors must use a covering under any cooking.

Pet Policy

Due to summer’s heated pavement in the late afternoons, and to the potential for politically incorrect behaviors on the part of even the best of dogs, bringing one’s pet to the market is strongly discouraged. However, guide dogs and guide dogs in training are welcome. Bringing one’s dog and leaving it in the car in hot weather is unacceptably cruel; if this is the alternative, the market maintains flexibility.

Signage and Marketing

Vendor: All Vendors must have and show signage that provides the name of the business. This sign must be at least 3’ square area in any configuration. Sandwich boards will not be allowed outside the stall area. Hanging signs that extend out from the stall area must be at least 6’ 5” from the ground.

Product: Products, including food items and processed foods, must be clearly identified.

Farm-of-Origin: Farms must display Farm-of-Origin signage. This is an educational tool and also helps to market a Vendor’s product(s). SCFM will have templates available in advance for Vendors; and the market will have tent cards available for use on market day.

Reselling: Farmers must display a sign indicating if a product on sale is resold and identify the farm-of-origin. Templates for Reseller Farm of Origin are available. It is recommended that a Vendor request and complete the template in advance of Market Day. Some blank forms may be available in the market's information booth.

Pricing: Pricing must be clearly marked by individually tagging each item or with a large sign or chalkboard listing all products and their prices.

Organic labeling:

Use of the "organic" designation is restricted at the SCFM as follows.

Certified Organic: This designation may only be used by Vendors who have been certified as "organic" by the State in which their farm is located. The Vendor must provide a copy of current organic certification to the Market Manager upon request (or upon application). The Certificate (or copy) must be displayed in the Vendor's stall. The SCFM encourages the cultivation and sale of organic produce and products and feels strongly about increasing public awareness of the benefits of organic farming.

Marketing

The SCFM will take responsibility for marketing activities, including advertising, signage, posters, brochures, door hangers, banners, etc., prior to the opening of the market and during the market season. All Vendors will be expected to contribute stories, bios and product marketing information to the Salmon Creek Farmers' Market website.