

Sellwood Moreland Farmers Market

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**Sellwood Moreland Farmers Market 2022 Vendor Guidelines**

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I. **Market Overview**

**a. Hours and Dates**

The Sellwood Moreland Farmers Market’s 2022 season runs for 22 weeks from May 21st through October 22nd, 2022. The market takes place on Saturdays from 10:00AM to 2:00PM.

**b. Farmers Market Site**

The site of the market is SE Claybourne Street, between SE Milwaukie Ave and SE 17th Ave in the heart of Sellwood. Vendors should pull in from SE 17th Ave side and exit near SE Milwaukie into the Wells Fargo parking lot. 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 parking lot, then return to set up their booth. Each market space will be considered a “stall” 10 feet x 10 feet, unless discussed with and approved by the manager.

**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 Sellwood Moreland Farmers Market as an additional insured.Copies of current policies must be submitted on or before the first day vendor is at the market.

**d. Stall Fees Stall-Booth**

Our policy is that the booth fee is paid in one of two ways:

1- Prepaid for all weeks at the market at the rate of $40 per day. An invoice for this is generated via square app. To take advantage of this discount all days must be prepaid by June 1, 2021. 2- Pay at the booth for each market day at the rate of $45 per day

If no prepay has been made- Weekly stall fees are to be paid upon request on the day of the market, usually toward the end of the market day. Payments can be made in cash, check, debit or credit card. A $25 fee will be imposed for checks returned for nonsufficient funds. ***\*\*Please note that we will not accept wooden tokens for booth fees. A fee of $1.50 will be charged for each debit/credit stall payment to cover the square fees.***

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**e. Tokens**

The market accepts the Oregon Trail Card (EBT, now known as SNAP) and debit and credit cards at the information booth.

● EBT users receive green $1 tokens and match tokens to be used for vegetable and fruit purchases only. $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. $1 tokens cannot be given as change to customers. Vendors may not use these tokens themselves at other vendors’ booths.

● Debit and Credit 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 (in cash) just as in a cash transaction.

● POP Kids Club- Children participating in POP kids club are regularly given $1 tokens that the market has dyed purple. These are meant to empower children to pick out and purchase their own fruits and vegetables. These tokens must exclusively be used to buy fresh fruits and vegetables. We encourage farmers to have some options for children that are in the $2 range to help them spend these tokens.

* DUFB and CASH DUFB vouchers can only be spent on Fruits, vegetables, fresh herbs, and mushrooms.

Sellwood Moreland Farmers Market tokens can be spent only at the Sellwood Moreland Farmers Market. We cannot and will not cash in tokens from other markets. Vendors may not pay their booth fees in tokens. Reimbursement checks for tokens turned in by the vendor will be issued twice per month. Vendors are encouraged to cash in tokens and vouchers every week. This helps keep the market books in order. No tokens will be accepted after the last regular market day (October 22, 2022).

II. Product Guidelines and Licensing Requirements

**a. Product Policies and Guidelines**

It is required that each grower grow, produce, gather, or make the product he/she sells. Only locally grown, made, caught and gathered products may be sold at the market. Examples include berries, fruits, grains, flowers, fish, meat, cheese, vegetables, nuts, plants, prepared foods, 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 containers (exceptions to this are large pumpkins and other large squash).

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If a farm wishes to sell a product from another grower, items must be approved by the manager and have clear signage informing customers of the farm name and location. Vendors are limited to one second farm/producer per market day. The second farm product cannot reflect more than 20% of the vendor’s product on any given day. Co-ops are an exception to this policy and may be considered on a case by case basis.

**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:

https://www.oregon.gov/ODA/shared/Documents/Publications/FoodSafety/FarmDirectMarketing%20AgProducts.pdf

Vendors shall provide the Sellwood Moreland Farmers Market with copies of any permits and licenses applicable to the sale of their products via upload in managemymarket.com. 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 (https://www.oregon.gov/ODA/shared/Documents/Publications/InternalServices/FarmersMarket GuideScales.pdf ). Copies of current scale certifications must be submitted before formal acceptance to the market can be made.

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**III. Processed Products and Nursery Stock**

**a. Processed and Value Added Agricultural Products Agricultural Products**

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 Food Products**

Nonagricultural 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. Ready to Eat Foods/Restaurant License Prepared food vendors must provide a copy of the current Temporary Restaurant License from Multnomah County and the onsite 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.

**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 onsite 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.

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**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 Rules

**a. Space Assignments** Vendor locations and other considerations are solely at the market manager’s discretion. The manager considers the vendor’s customer relationships, the product mix, customer flow, and other pertinent factors. Every effort will be made to accommodate the vendor stall of his/her preference, but no stall location is guaranteed on an ongoing basis. Vendors may be asked to change stalls or adjust spaces throughout the season.

**b. Cancellation** Sellwood Moreland Farmers Market takes the dates you have signed up for through Manage My Market seriously. Consistency is key to good customer relationships and establishing return customers. **Once you choose your dates and we accept you, you have a legal contract with us to fulfill your days at the market.** We do however offer you the option to cancel for the season with the penalty of paying for each of the days you agreed to be at the market. In special cases, the farmers market manager will offer you the option to opt out of the full financial responsibility by giving you the possibility of paying for only the minimum required number of weeks. The minimum number of weeks is four (4) for the wellness booth, art and handcrafted booth and children’s booth. The minimum number for all other vendors is six (6) weeks. We highly recommend a back up plan in case of sickness or emergency. This back up plan should include a staff member to bring your business to the market. It is required that your business be at market and be represented even if you, the primary business owner, cannot come. Cancellation notice must be received by the end of market the previous week. Note this is 7 days prior to the market being canceled. Canceling within that time period frees you from responsibility to pay the booth fee. However, this exception will only be made on a very limited basis. The vendor must notify the manager by phone, text or email or the vendor will be responsible to pay the regular booth fee for that market. Even cancellations within that guideline

may result in exclusion to this and possibly other farmers markets. So please, do not cancel unless there is simply no other option. Any exceptions are at the managers discretion.

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**c. 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 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.: 800-45SHADE.

There is no electricity or running water available on site. Any generators used must be of the quiet type or have a sound dampening feature.

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.

**d. 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.

**e. Safe Sampling Sampling**

Sampling is encouraged and 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 trash can 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 handwashing 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

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**f. Market Setup**

Admittance to and set up for the market begins at 8:30AM. The market manager or other team member will assign and direct each vendor to his or her space. The market must be fully assembled by 9:30AM. No vehicles will be allowed in the market area after 9:15AM.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 setup. Vendors are not allowed to leave the market before the end of market day unless arranged with the manager. If the vendor must leave due to an emergency, they must notify the market manager so that safety precautions can be taken.

**g. Opening-Closing Bell**

There will be no selling before opening bell to customers; however vendor to vendor selling, if done discreetly so as not to confuse the customer, may take place before opening bell. Sales may not be started after the closing bell in order to ensure safety of the customer. YOU MAY NOT BRING A VEHICLE ONTO THE STREET BEFORE 2:15PM. THERE IS NO EXCEPTION TO THIS.

**h. 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. Do not leave us your trash as we have very limited trash can space. Failure to clean up your space may result in exclusion from the market. Vendors must wait 15 minutes after the closing bell to retrieve their vehicles and bring them onto the lot. This is for the safety of everyone. If a vendor has sold out they are expected to leave their booth fully intact with a sign indicating that they are sold out.

**i. Manager Compliance Checks**

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:

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✓ All legs of canopy are weighted appropriately

✓ Booth is setup with regard to public safety, and all components of the booth are contained within its boundaries

✓ Walkways are free of vendor’s product, boxes, garbage, etc.

✓ Proper signage indicating the name and location of the business

✓ Price of product clearly and accurately posted

✓ All license and certifications up to date for all applicable products

✓ Proper use of scale with a current certification

✓ Organic or other certification posted if applicable

✓ Vendor has a Second Farm/producer application on file for all products not grown or produced by the selling vendor

✓ Employee present in the booth, with a food handler's card if applicable ✓ All food off the ground at least 6” or proper containers

✓ Hand washing station present and ready for use (if applicable)

✓ Samples are handled according to ODA guidelines

✓ Fire extinguisher present, if applicable

If a vendor fails to comply with these rules in the random check, the market manager will issue a warning that will list the violations, this is usually done verbally or through email. If a vendor breaks the Second Farm/producer 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.

V. Vendor Behavior and Appearance

Vendors are expected to behave courteously at all times and not to publicly disparage customers, other vendors, other 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.

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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 onsite 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 setup and clean up, organizing equipment and peripherals, assigning stalls, collecting fees, ensuring vendor compliance with clean up and display, and answering questions.

VII. Enforcement and Disputes

All rules of the market are enforced by the market manager and assistant manager who has ultimate onsite 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.

VIII. 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.

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There shall be no discrimination regarding race, color, creed, sex, religion, sexual orientation, gender identity, age, political perspective, immigration status or national origin.

Vendors are responsible for making sure that all persons working at their booth are familiar with the content of this handbook and the rules of the market.

Volunteers- Green Shirts/Green Vests: Sellwood Moreland Farmers Market has the help of many volunteers throughout the season. Usually these volunteers are wearing green shirts with the MFM logo. Volunteers are here to help both the vendors and the market as a whole. Feel free to ask a green shirt if you have a question, need a task done or are in need of someone standing in your booth while you grab food or use the restroom. We are happy to help.

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