



# UMPQUA VALLEY FARMERS MARKET

PO Box 224 Roseburg, OR 97470

## 2011 MEMBER HANDBOOK

### CONTACT INFORMATION

Umpqua Valley Farmers' Market (hereafter referred to as "Market")

Email: [farmers\\_market@hotmail.com](mailto:farmers_market@hotmail.com) Web site: [www.uvfarmersmarket.com](http://www.uvfarmersmarket.com)

Market Manager – Heather Barklow, phone: 541-530-6200

### CURRENT MARKET SEASON

April 16<sup>th</sup> – October 29<sup>th</sup>

### MONTHLY BUSINESS MEETING

Board of Directors meetings are held on the first Wednesday of each month at the Douglas County Courthouse, Room 310, 7pm. Changes or postponements will be posted at the Market and on our web site. Meetings are open to the public, and all members are encouraged to attend.

### MARKET HOURS

Market hours are 9am to 1pm, every Saturday during the market season. Vendors must be in place by 8:30am and make very effort to be broken down and their spaces cleaned up by 2pm. Early sales are discouraged due to the safety hazard this poses to shoppers as vendor vehicles are still moving within the Market area.

### ANNUAL MEMBERSHIP

Prior to participation in the Market, all vendors must attend an orientation, complete and sign the application form, and pay the annual membership fee. Annual membership fee is \$30 if paid prior to April 1<sup>st</sup>, and \$35 if paid after April 1<sup>st</sup>. The annual membership fee remains the same no matter when in the season a vendor joins—there is no prorating of annual membership fees.

### ORIENTATION

All past and potential vendors must attend an orientation prior to vending at the Market. Orientation is required only one time, but returning vendors are responsible for changes in Market procedure and policy, which are contained in the current year's handbook.

All forms and certificates must be updated each year of participation at the Market and copies provided to the Market. This includes special licenses and certifications. To become a vendor you must agree to maintain compliance with the current member handbook. All vendors are responsible for seeing that their employees or other personnel staffing their booths are familiar with Market policy and adhere to the Market rules.

### DAILY BOOTH FEE

Our Market accounting is operated on the honor system. The daily booth fee is 10% of your gross sales with a minimum of \$5 and a maximum of \$30 per day. Gross sales include any orders taken at the Market for a specific product sold to a specific customer, whether the money is exchanged at the market or at time of delivery. Gross sales do not include sales made off site from handing out business cards. This daily booth fee is due at the end of each day of participation at the Market. All gross sales must be reported, even if they are in excess of the amount subject to the daily booth fee. The gross income is kept confidential, and is necessary to track the overall impact of the market's activities.

Vendors who wish to use the Market site as the distribution point for their Community Supported Agriculture (CSA) activities, may only do so if they are also set up for retail sales on that same day. All CSA compensation, whether paid on the Market site or elsewhere, will be considered income on that Market day. All said income will be reportable as gross income and subject to the same rate and cap as the non-CSA members for each Market day.

All sales until the official closing of the Market (1pm) are subject to the daily booth fee. Any sales after that time are not subject to the daily booth fee and should not be included in the total on the vendor fees envelope.

Do not turn in your vendor fees envelope prior to the close of the Market as the daily booth fee must include all sales until the Market day officially ends. Participants are responsible to turn in their vendor fees envelope by 1:30pm. Please round all amounts \$.50 and lower down to the next lower dollar, and all amounts of \$.51 and greater up to the next dollar. **Please do not pay with coins.**

### **EXTRA SPACE FEE**

Additional space may be available with prior arrangement with the Market Manager. Each additional space used by the same vendor will be charged \$10 per day. This is payable at day's end along with the regular daily booth fees based on percentage of gross sales.

One check or cash may be used to pay your total fees. Please record your gross sales figure on the vendor fees envelope as usual and use the additional box on the vendor fees envelope to record the extra space fee.

### **BOOTHS**

Official booth size is 10' X 10' (additional space behind each booth may be used while available). All booths and tables must be provided by the vendor/community booth (*see Community Booth listed under General Regulations and Guidelines section*) and must be erected with concern for the safety of the public and other Market vendors.

All product and signage must stay WITHIN the assigned space. Your display may not interfere with the vendors around you or the customer traffic patterns in front of your booth.

Canopies must be in good repair. Each leg of the canopy MUST be secured at all times with weights to ensure stability in all weather conditions. One milk jug per leg may not be sufficient in gusty conditions. **Vendors whose canopies are not secure due to insufficient weight, may be asked to purchase additional liability insurance before being allowed to vend at the Market again.**

Vendors must be set up and ready to sell before the opening of the Market at 9am, and must remain set up for business and may not break down until the close of the Market. This is for safety reasons. If a participant sells out of product, notify the Market Manager, and place a "Sold Out" sign at the front of the booth. They must return before the close of the Market to fill out and turn in the vendor fees envelope before breaking down for the day.

Vendors/community booths may not distribute samples or literature outside their booth area.

### **SIGNAGE**

All vendors should have signage with their name and location displayed. All licenses and certifications must be up to date, and displayed within the booth for all applicable producers.

Only those vendors who are "Certified Organic" may display signage with the term "Organic" on it. Those vendors who do grow produce using organic methods may use other allowed language (*covered in the Product Labeling section*) such as "no synthetics applied".

All signage must remain inside the assigned space without interfering with other vendors or customer traffic. Prices of products should be clearly and accurately posted.

### **SPACE ASSIGNMENTS**

Vendors/community booths **MUST** check in with the Manager or the Market Directory before setting up or they may be asked to relocate.

Space assignments are at the sole discretion of the Market Manager, and may be based on seniority, product type, participant needs, season, site requirement, crafter/grower percentages, and Market ambiance. All reasonable requests for specific space locations will be attempted to be honored, but specific spaces are not guaranteed. Spaces are assigned as participants arrive at the market. Additional space may be available for an additional fee of \$10, by prior arrangement with the Market Manager.

Seasonal changes, special events, and extenuating circumstances sometimes require restructuring of the Market arrangement.

Vendors should inform the Market Manager as early as possible of their intent to participate, or not participate, in the following week's Market by marking the appropriate box on the vendor fees envelope, by email, or by phone no later than Thursday prior to the next scheduled Market. Failure to do so may result in loss of space.

Confirmed vendors must check in by 8:30am or they will be considered a no-show and will relinquish their reserved space. Drop-in and late confirming participants must check in and wait until 8:30am (if space is limited) at which time unclaimed spaces may become available. Unclaimed spaces are available on a first come, first served basis. At 8:30am all unclaimed spaces will be available for waiting participants. Confirmed vendors who arrive after 8:30am have relinquished their reserved space and will be assigned a space from those remaining unclaimed spaces.

No adjustments of the Market map will be made to accommodate drop-in, late confirming or late arriving vendors. If unsure about your attendance for the next week, it is preferable to mark the vendor fees envelope with a "yes" and cancel closer to the next Market day. It is easier to erase a vendor's name rather than to add one to a potentially full Market map.

If you wish to confirm for multiple weeks by marking on the vendor fees envelope, in addition email or call the Market Manager prior to the next Market day you wish to attend. There has been much confusion between the intention of the vendor and the confirmations on the vendor fees envelope. Be aware – to confirm for any given week on your vendor fees envelope – you must put YES in the box on the line **above** the week you plan to attend and not on the line with the date you will be absent.

## **LOADING & UNLOADING**

Vehicle unloading will not be permitted prior to 7am without the consent of the Market Manager. Vendors/community booths may not drive a vehicle into or out of the Market after 9am or prior to 1pm. The Market entrance will be barricaded at the official opening of the market. Unload and move your vehicle PRIOR to set-up to avoid excess congestion in the Market area. At the end of the Market day, break down completely BEFORE retrieving your vehicle.

All Market vendors/community booths and their non-shopping guests **MUST** park in the designated vendor parking spaces away from the customer parking areas.

In order to ease traffic congestion during Market set-up, those vendors (mostly plant and produce vendors) with booth spaces on the street side of the Market, should back up to their assigned space from the customer parking side to unload their supplies.

Vendors requiring a trailer or vehicle for their display may do so only with Market Manager approval.

## **CONSIGNMENT**

The Market does not have the staffing at this time to operate its own consignment booth. Market vendors may enter

into a consignment arrangement and assume the accounting responsibilities for other paid Market vendors. Market vendors may enter into a consignment arrangement and assume liability for some products from producers who are not Market vendors. Check with the Market Manager for guidelines.

## **BOOTH SHARING**

Booth sharing is permitted between Market vendors in good standing. There must be signage designating the producer of each product. Each Market vendor with product for sale must fill out a vendor fees envelope and enclose the daily booth fee just as if each Market vendor had their own booth.

## **MARKET AREA USE**

No vendor may use any Market area for a purpose other than regular retail sales on a designated Market day. If any temporary relocation of the Market for a special event is agreed upon by the Market membership, no vendor may use the regular Market area on that day for any reason, including personal use or retail sales of regular Market products.

No off site sales (such as special orders or CSA sales) will be permitted at the market without offering products for retail sales. Any such sales are subject to the Market daily percentage fees.

## **RULES OF CONDUCT**

The following are the Market rules of conduct:

- Vendors shall be honest and conduct themselves at all times in a courteous and businesslike manner.
- Rude, abusive, offensive or disruptive conduct will not be permitted.
- Vendors must wear appropriate attire at all times while in the Market area.
- Vendors must avoid interrupting or interfering with other vendors sales activities.
- Vendors must leave their booth area free from damage and trash.
- No loud hawking, shouting or barking is allowed (defined as selling your wares in an overly aggressive manner, calling out to a shopper as they pass by your booth, or standing outside your booth to attract customers).
- Everyone who wishes to smoke MUST leave the Market area to do so, or smoke in the designated smoking area.
- Tobacco smoke may not drift into another vendor's booth area.

## **GENERAL REGULATIONS & GUIDELINES**

### **Nursery Regulations**

Plants must be grown by a vendor. The State of Oregon requires a Nursery License of anyone selling more than \$250 worth of stock per year.

### **Smoking Policy**

There is absolutely no smoking allowed in the general Market area. There will be a designated smoking area removed from the main Market, where vendors/community booths participants and/or customers are allowed to smoke.

### **Children in the Market Area**

Vendors who bring children to Market must observe the following rules:

- Keep children confined to their own sales booth during Market hours.
- Provide quiet entertainment for children.
- Children may not run in the Market area.
- Children may not visit in other booths unless specifically invited to do so.

### **Animals in the Market Area**

Live animals will not be sold at the Market. Vendors may not bring pets to the Market.

Vendors doing demonstrations are welcome to bring live animals contained in cages, and kept at least 20 feet from food. If the animals used in demonstrations will be touched by the public, the vendor is required to provide a sanitary washing station. Demonstrations must be scheduled in advance with the Market Manager.

### **Market “On the Spot” Vendor Checks**

The Market Manager/Board of Directors may conduct periodic “on the spot” vendor checks to ensure compliance with the Market Handbook guidelines or health and safety issues.

### **Site Visits**

The Market Manager/Board of Directors reserve the right to make site visits to vendor farms.

### **Trash**

Vendors are responsible for removing their own trash and unsold product from the Market premises. Trash cans provided at the market are for customer use only, and vendors should haul their trash with them.

### **Fire Extinguishers**

Vendors must have up to date fire extinguishers on site if their operation may pose a fire risk.

### **Scales**

All scales used for weighing customer goods must be certified by the Oregon Department of Agriculture, Measurement Standards Division. Scales must be licensed annually.

### **Sounds**

Playing of radios or CDs inside the Market area is prohibited.

### **Community Booth**

A limited number of booths will be available for non-profit, governmental, and community service organizations. The Market Manager/Board of Directors reserves the right to determine the number and use of these booths.

## **MEMBER LICENSING**

Copies of all required licenses must be provided to the Market Manager to be kept on file with the Market records. All vendors are held responsible for informing themselves, and complying with, State and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products as outlined in Oregon Department of Agriculture’s Direct Marketing Handbook, available online on their web site. Vendors may be suspended, or removed from the Market for failure to obey or conform to Market, Federal, State, or local regulations.

Vendors allowing sampling of their products must comply with the rules governing farmer’s market sanitation and health issues as covered in Oregon Department of Agriculture’s Farmer’s Market Guidelines: Minimum Requirements for Food Safety.

## **PRODUCT SALES & GUIDELINES**

Products allowed for sale include juried crafts, locally grown produce, plants, prepared foods, seafood, meat and eggs, and other food items with applicable licenses and permits. Service businesses will generally not be accepted, but may be admitted by vote of the Board of Directors.

All produce sold at the Market must be grown by a Market vendor. Produce must be locally grown, of high quality, displayed in a sanitary fashion and honestly represented (*see Product Labeling*). Local produce shall be defined as: grown in Douglas County or any contiguous county.

All crafts shall be limited to those made by a Market vendor residing in Oregon. Vendors may sell items crafted or grown by other Market members in good standing.

Marketing U-Pick produce from another farm is considered a form of resale and is prohibited.

Any non-agricultural, crafted or processed product must be of good quality, unique and juried by the Board of Directors at a monthly Board of Directors meeting. Jury forms are available at the Market Information Booth or on our web site. Please, schedule an appointment to have your item juried. The Board of Directors may limit the number of similar type craft items.

Vendors are encouraged to purchase product liability insurance, and are required to do so if selling potentially hazardous foods, as defined in OAR 603-25-010(22). All vendors selling processed and restaurant style food are required to carry such insurance.

The Market participates in the WIC and SNP farmer's market nutrition programs. Any new or potential Market vendor can obtain information from the Market Manager. The Market conducts a retail market and vendors are encouraged to price their products accordingly.

## **PRODUCT LABELING**

### **Certified Organic**

All of the products with this label are produced by farmers enrolled in an Organic Certification program. Documentation of this certification must be produced to support and validate this claim and will be placed on file with the vendor's application. A copy of the Organic Certification must be posted in the booth.

### **No Synthetics Applied**

Formerly called "No Spray", products carrying this label are, generally, those that have had no synthetically derived pesticides, herbicides or fungicides applied but which may have had synthetically compounded fertilizers, botanically derived pesticides or naturally occurring fertilizers applied.

### **Conventional**

Products carrying this label are grown using conventional farming methods which allow the use of a number of synthetically-derived pesticides, fungicides and fertilizers. These growers may also use botanically-derived pesticides and naturally occurring fertilizers.

### **Wildcrafted/Wildgathered**

Products carrying these labels are gathered and/or crafted from uncultivated natural or forest lands. This collection/crafting method cannot insure the contents of these products. Permits or private lands approvals are required.

### **Fungus (includes mushrooms and fungi of all types)**

In order to protect our patrons, the Market requires the following rules and procedures, be strictly followed:

- a. The vendor must submit documentation identifying the vendor's sources and training in mushroom identification. This documentation will be reviewed and approved by the Board of Directors before the vendor is allowed to sell any mushrooms or fungi at the Market.
- b. Copies of Collection permits are required (either commercial permits or written approval from private landowners).
- c. All fungi offered for sale, must be accurately labeled, positively identifying each by their generic and specific names.

## **SAMPLING**

Sampling is allowed provided the following conditions are met:

### **1. Hand Washing**

Each vendor who prepares samples at the sales location must have portable hand washing facilities at the sample preparation site. Minimum requirements would include a container of water which contains an adequate supply of water which flows freely from a tap or spigot. The spigot must be a type which will stay in an open position without being held, so that both hands can be washed at once. The facilities also must include a catch bucket for the water, soap and single service towels.

Hands must be washed whenever the sampler uses the restroom, any time the hands becomes soiled, or upon return to the work station after leaving for any reason. Hands must be washed at the sampling station in addition to using the hand wash facilities at the toilet facilities. This double washing requirement is consistent with hand wash requirement in all other food establishments. Hand sanitizers and moist towelettes may be used, but are not permitted as a substitute for these hand washing requirements.

### **2. Equipment and Utensils**

Equipment and utensils must be easily cleanable and in good condition. Materials must be impervious and free of cracks and crevices. Smooth hardwood is acceptable for cutting boards. When not in use, utensils must be stored covered or in a sanitizing solution. Tableware used by customers from sampling product must be single service.

### **3. Wiping Cloths**

Wiping cloths used for wiping food contact surfaces must be stored in a sanitizing solution consisting of an approved sanitizer at an acceptable concentration. Household bleach may be used at a concentration of one tablespoon per gallon (100 parts per million). Sanitizer concentration should be checked throughout the day with a paper test strip.

### **4. Sample Protection**

Unwrapped samples must be covered when they are not actively sampled by customers. Samples of potentially hazardous foods that are prepared in advance must be kept refrigerated (45 degrees F) while in storage. Potentially hazardous food samples must be discarded after two hours out of refrigeration.

## **DISCIPLINE**

Market membership and/or vending/community booth privileges may be suspended or terminated due to failure to comply with Market current member handbook guidelines or other health and safety issues following a written warning issued by the Market Manager or the Board of Directors at the market on the day of the offense. The type of offense will determine the timing and severity of the discipline.

## **MARKET RULES CHANGES**

The Board of Directors reserves the right to modify the rules of the Market as circumstances warrant. Vendors will receive advance notice, and a revised copy of the rules will be available on the web site as soon as changes are incorporated. Vendors are responsible to inform any non-Market personnel staffing their booth in their absence of any rule and guideline changes and guarantee their compliance.