



Salmon Creek Farmers' Markets and the Farmers' Market at Battle Ground Village

2018 Vendor Handbook

Mission

The Salmon Creek Farmers' Markets connect local farm vendors, producers of wholesome food and select artisans to the Salmon Creek community and its neighbors.

In doing so, Salmon Creek Farmers' Market offers to Salmon Creek and its neighbors access to healthy, real food, and serves to educate on the rewards of buying and consuming food produced within the local area.

The Salmon Creek Farmers' Market at Legacy Hospital is located at the entrance to Legacy Salmon Creek Hospital, on Tuesdays, from 11 a.m. to 3 p.m.

The Farmers Market at Battle Ground Village is located in Battle Ground Village, SE 14th Loop, in Battle Ground, Thursdays, 3 p.m. to 7 p.m.

Vendor Eligibility

Selection Criteria

A Vendor is eligible to participate in the Salmon Creek Farmers' Markets, subject to the following criteria:

+ Quality of product

The integrity of the products offered is ultimately most important and will 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 to Salmon Creek

The Salmon Creek Farmers' Market uses the phrase "local" to mean the State of Washington or adjoining Counties (Oregon and Idaho), which is consistent with Washington State Farmers Market Association guidelines. Farmers, Processed Food Vendors, Prepared Food Vendors, and Artisans are all subject to the same definition of "local". In order to guarantee freshness of products, support the economy of our local area, and maintain a balance of product mix, SCFM will give preference to those of closest proximity to our market location. When all else is equal, Quality will always trump Proximity.

When a Vendor meeting the selection criteria outlined in this section cannot be identified within the geography defined as "local", the SCFM retains the right to recruit from outside the "local" area.

Existing product mix balance

The SCFM maintains the right to determine the product mix and to execute 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 and this means offering an attractive mix of Vendors and products to customers.

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

History of positive business partnerships

The SCFM recruits Vendors who have good references from other markets and partnerships as much as possible. In the event of a Vendor applicant who has never sold before, an interview will take place to determine whether the possible Vendor has the integrity of product and customer service skills required.

Demonstrated excellent customer service skills

A Vendor at the SCFM is expected to be consistently able and interested in meeting his or her customers graciously and with a desire to share product information willingly. A history of contentiousness with customers, other Vendors or market management will rule out participation in this market.

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. No one Vendor will receive an exclusive right to sell a particular product, regardless of the category of Vendor.

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 Vendor’s business and products, and can speak truthfully and knowledgeably about its product and business practices.

Farmers

The SCFM values its identity as a true farmers’ market. The dominant category of Vendor at this market is “Farmers”; a Farmer is one who raises produce (fruit, vegetables, herbs, flowers, nursery crops), or animals for food items (meat, dairy, fish, poultry, eggs). 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.

✚ **Reselling**

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

Resellers are expected to be the only stop between the grower and the consumer.

Product that is being “resold” or sold on behalf of someone else must be labeled and identified with a Farm-of-Origin sign.

Co-ops, or groups of farmers who bind together to jointly sell their combined produce at a market, are allowed at the Salmon Creek Farmers’ Market.

✚ **CSA participation**

The SCFM welcomes those Farmers who are active SCFM Vendors (sell their products for the full 4 hours of the market day). The markets fully support local CSA’s. 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 days 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.

Processed Food Vendors (often referred to as Value-Added Products)

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 under the current State of Washington Cottage Law, must have been done in an approved kitchen; other food products, following the State of Washington Food Processing Regulations, must be produced in a locally-regulated commercial/approved kitchen.

Any value-added or processed food product must meet all Federal, State and County/local Public Health requirements. Documentation must prove this compliance. For further information, refer to the [WSFA Small Farm & Direct Marketing Handbook](#).

All Clark County Public Health regulations regarding food product sampling need to be strictly followed.

Vendors with a processed food product are required to have liability insurance.

Artisans

Artisan Vendors will be limited to a total of no more than 25% of the Vendor population on any given market day. Exceptions to this rule include any special events 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 naturally-produced material.

An eligible Artisan Vendor is an applicant whose “core” product meets the requirements listed below. A “core” product is that Artisan’s primary product; at least 50% of that Artisan’s craft inventory on any given day must be its “core”:

- ✦ Artisans must craft their products with their own hands and on their own property/leased property.
- ✦ 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 at the Salmon Creek Farmers’ Market

Prepared Food Vendors – Salmon Creek Farmers Market at Legacy Hospital only

Prepared Food Vendors (Concessionaires) are those who prepare and sell “ready-to-eat” (either hot or cold) food at a farmers’ market. Concessionary food will be limited to products that are in alignment with the market’s values 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 liability insurance and documentation.

Concessionaires are discouraged from selling prepackaged items in plastic wrappers, containers and bottles that are not compostable, recyclable or considered unfriendly to the environment, such as Styrofoam.

The SCFM’s prefer not to sell bottled water, or soda pop in aluminum cans. Exceptions to this preference are made in severely hot weather, days in which no other water source is available, and products made locally in glass containers.

Prepared Food Vendors are required to have liability insurance.

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 by both market management and Legacy Hospital. 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.

Ticket sales for community events will be allowed as long as the selling takes place within a booth space.

Community-based groups will be asked to donate in-kind hours of service to the SCFM in return for space at the market.

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

For-profit/Business Groups

The SCFM robustly supports business local to Salmon Creek and its neighbors. As space is available, local businesses, especially those immediately adjacent to the markets' sites and those whose business is in alignment with the mission of the SCFM, are allowed to participate in the SCFM. Each 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.

This category of Vendor will be asked to donate an unspecified amount to the SCFM in support of the live music offered for the day, or the Rewards Program in place at Legacy's market.

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Fees FARMERS' MARKET

Membership Fee: None

Application fee: None

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Booth Pricing

Individual or select day rates for Vendors, SCFM at Legacy Hospital - 2018:

Standard booth Up to \$100 in sales for the market day, vendor pays \$10.

Between \$101 and \$250 in sales for the day, vendor pays 15% of sales.

If sales are \$251 or more, vendor pays \$25.

Fees are due at the end of market day and collected by Market Management.

Individual or select day rates for Vendors, Farmers Market at Battle Ground Village - 2018

Standard booth Flat fee of \$20

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 and product mix.

Fund Raising Income

Occasional income derived from sources such as sponsorships, SCFM marketing items (bags, aprons, water bottles, etc.), 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 Rules

Vendors are responsible for following the rules listed below; this list is not exclusive of rules that might be implemented, as circumstances arise, on any given market day:

- ✓ Familiarization with this Salmon Creek Farmers' Markets 2018 Vendor Handbook.
- ✓ Familiarization with relevant sections of the Washington State Department of Agriculture's Green Book (as applies to farm and processed food Vendors.)
- ✓ Completion of the SCFM application with required documents through the hardcopy application process OR through www.managemymarket.com. Note that completing and submitting an application through the www.managemymarket.com implies the applicant's signature and, therefore, agreement with all parts of the application and the Salmon Creek Farmers' Market 2018 Vendor Handbook.
- ✓ A Washington State UBI tax number and business license (for reporting sales tax, when applicable).
- ✓ Present 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.
- ✓ Canopies are used minimally at Tuesday's SCFM at Legacy Hospital.
- ✓ 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. The SCFM expects its Vendors to support its respect for the environment by limiting the use of plastic while vending.
- ✓ Prepared Food Vendors or Processed and Value-Added Food Vendors must have liability insurance. It is highly recommended that Vendors in this category also have property insurance to cover any accidental damage to any equipment while on-site.
- ✓ All Vendors are expected to have liability insurance as a part of doing business.
- ✓ No campaigning activity of any kind, including campaigning for office in person, handing out literature, petition solicitation, surveying, polling, will be allowed on-site at the farmers' market or in any part of the adjoining parking lots.
- ✓ No smoking within 30 feet of the SCFM.
- ✓ No alcohol or illegal substance use is permitted at the SCFM.
- ✓ Appropriate dress, including shirt and shoes; this includes no offensive or insensitive slogans or artwork on clothing.
- ✓ Pets of Vendors are not allowed outside a car or kennel at the SCFM.

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 markets:

- ✓ 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.

- ✓ Maintain current and appropriate licenses, certifications and permits as required by law for all products kept visible in the booth.

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 interests of the markets as a whole and not those of an individual Vendor.

Set-Up: Set-up begins no later than 10 a.m. on Tuesdays. Set-up must be complete and vehicles must be out of the market by 15 minutes before the markets open. 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.

Vendors are expected to be punctual and ready for the market opening at 11 a.m. on Tuesdays.

Space Assignments

The market, jointly with the Market Manager, assigns spaces to Vendors. Space assignments will be communicated within 24 hours of market day or available upon request the morning of market day by phone or email.

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!) – with the exception of an electrical storm or severe winds.

A Vendor may NOT pack up and leave the market during market hours (11 a.m. to 3 p.m. on Tuesdays) unless there are emergency circumstances or if prior arrangements with management have been made ahead of time.

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 can result in removal from participation in the SCFM.

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 tear-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

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 Tuesday’s SCFM is within a few feet of Legacy Hospital’s emergency entrance.

Displays must be placed within the booth area. No obstacles are to be left on ground outside of the booth area.

Power cords extending from booth into trafficked areas must be adhered to the ground with yellow duct tape.

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

Cleanliness

Each Vendor must:

- ❶ Bring trash and or recycling receptacles within their booth
- ❷ Keep their space area clean and free of obstacles
- ❸ Clean their space area to the satisfaction of the Market Manager at market day’s end
- ❹ Carry out all trash and anything brought into the market that day
- ❺ As a safety and environmental concern, there will be NO dumping of oil into garbage cans, on the grounds within or surrounding SCFM, or into storm drains (not allowed in Clark County).
- ❻ All food Vendors must use a covering under any cooking.

Pet Policy

Due to summer’s heat in the late afternoons, and to the potential for politically incorrect behaviors on the part of even the best of dogs, it is risky bringing one’s pet to the market. However, the market wishes to maintain flexibility regarding dogs for the enjoyment of all customers. Misbehaving pets will result in its owner being asked to leave the market area. Guide dogs and well-behaved dogs are welcome.

Signage and Marketing

Vendor: All Vendors must have and show signage that provides the name of the business. Hanging signs that extend out from the stall area must be at least 6' 5" from the ground to avoid potential injuries.

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.

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 and other marketing materials, upon request.

Salmon Creek Farmers' Market values:

The SCFM values its identity as a true farmers' market in unincorporated Clark County. In addition, we value:

- *Our community base*
- *Local growers and vendors who produce high-quality products*
- *Good, real food*
- *Our business partners*
- *Our participation in the local community of activists working on a secure food system*
- *Healthy neighbors*
- *Transparency in whatever we do*
- *Integrity in making decisions and plans*
- *Passion for who we are.*



The SCFM values environmental sustainability:

- *Market operations that are always mindful of the environment*
- *Managing the market using sustainable guidelines*

- *Contributing to and living in a healthy local economy.*

Salmon Creek

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