

Mount Hood Farmers Market

2017 Vendor Handbook



Mailing Address

AntFarm
39140 Proctor Boulevard
Sandy, Oregon 97055

Market Address

AntFarm Outdoor Building
38600 Proctor Boulevard
Sandy Oregon 97055

Contact Information

Market Manager
Two Foxes Singing

Telephone
971-275-2893

E-mail
mounthoodfarmersmarket@gmail.com

I. Mount Hood Farmers Market information summary

Market season

The market opens on Friday, April 28 and runs every Friday through October 27, 2017. The market opens each Friday at 3:00 p.m. and will close at 7:00 pm with the exception of First Friday in which the market will remain open until 8:00 pm

Market location

The Mount Hood Farmer's Market will be held at the AntFarm Outdoor Building, 38600 Proctor Boulevard, Sandy, Oregon (located between Dairy Queen and the Big Apple). There are entrances from both Proctor and Pioneer Boulevards.

Market products

We are excited to be reaching into our local community of farmers, artists, food vendors, and entertainers. There will be a great mix of fresh produce and farm products, foods, artisan products, and entertainment!

Market fees

The 2017 fees are \$15 per market which totals \$405. The reduced rate for vendors attending all markets is \$375. If a vendor would like to become one of the six (6) Market Assistants with prescribed duties, the cost for the season is \$200. There will also be a \$25 non-refundable fee to be used specifically for purchase of signs. All vendor fees are to be paid in full or with a payment plan of up to three payments.

Market Assistant

1. Vendor search, application, and acceptance: Review of application, handling applications, and reviewing the market guidelines with all vendors.
2. Set up and take down: This assistant directs traffic and helps with ensuring folks know here they are positioned; then supports easy and smooth set up and tear down.
3. Signs: Ensuring signs are put up and taken down.
4. Social Media: Managing posting weekly on Mount Hood Farmers Market Instagram, Facebook, and Twitter accounts.
5. Advertising and Publicity: This person works closely with the social media assistant to ensure that local newsletters, lists, and news outlets have Mount Hood Farmers Market announcements and schedules. It also helps with ensuring the flyers and posters are put up and passed out to local businesses and people.
6. Music: This person is in charge of planning, organizing, calling, and inviting musicians to plan.

Make out check to AntFarm and mail to 39140 Proctor Boulevard, Sandy, OR 97055 or pay with check or credit card at the AntFarm Café and Bakery. Please mark on your

payments your business name the vendor is operating under and a note "Mount Hood Farmers Market" in the memo.

Note: For the purpose of reimbursing vendors for the discount programs please let us know how checks should be written. (personal name, business name, etc.)

II. AntFarm Sponsorship

Introduction

AntFarm is a nonprofit organization supporting the health and well-being of youth, families, and community. Our mission is to provide opportunities for this growth. In 2011 we accepted responsibility for the AntFarm Community Garden. The first year we grew with the help of local youth 2,000 pounds and gave the fresh produce to the Action Center. The second year we grew 6,000 pounds and again, gave it to people in need. The third year we grew 10,000 pounds and gave it away. In 2014 we gave away over \$25,000 in fresh produce to those in need. The dream became reality in 2015 with opening the Mount Hood Farmers Market.

III. Market Vendors

Community intention

The Mount Hood Farmers Market is being designed to create a positive community environment supporting local farmers, artisans, entertainers, and community members. We value and strive to represent local vendors who grow, make, and produce their products. Strong support is given to those with produce, foods, artisan products, and entertainers representing these values.

Products

Products allowed to be sold at the Market are agricultural products such as fruits, vegetables, herbs, cut flowers, seafood, meat, poultry, value-added products, honey, fungi, cheese, processed foods, chickens, eggs, rabbits, goats, plants, trees, ready to eat foods and beverages, hard goods (homemade crafts) and selected services. The Mount Hood Farmer's Market is a place for a wide variety of choices!

Products must be grown, raised, produced or foraged in Oregon or Washington.

100% of all meat products must be from animals raised from weaning by the farmer/producer. Animals must be butchered or processed in compliance with all health ordinances and regulations. Meat sellers license required.

Eggs can only be sold by the owner of the chickens who lay them as per ODA rules and must be fresh, contained in clean, labeled containers, and kept in coolers.

Live animals must be in cages or completely contained by fencing and kept at least 20 feet from food. A tarp should be placed on ground to collect droppings. If public is to

have contact with animals then a hand-washing station is required. Please check with manager for guidelines on animals.

Nursery products and plants must be propagated by the vendor from plugs, seeds, cuttings, bulbs or plant divisions and sold in standard, non-decorative nursery containers. When non-traditional containers are appropriate such as Bonsai dishes, succulent dishes, baskets or planter boxes, the value of the container may not exceed the value of the plant material.

Bakery products must be made locally, from scratch, from quality ingredients. Preference is given to vendors who source ingredients locally. All products must be safe to consume and held at appropriate temperatures at all times. ODA License required.

Prepared food should be made from local products where and when available, and made under the direction of the owner. The owner is not required to raise any of the raw ingredients. However, priority is given to prepared foods that contain locally grown ingredients. ODA License required.

Valued added products are processed food products whose main ingredients are grown by the Vendor and come under the new ODA (2012 Direct Marketing) rules or grown by vendor and/or bought from local farmers or growers, in which case a ODA Certified Home Kitchen License is required.

Artisan products and crafts includes items that are non-food, non-nursery, or non-produce in nature such as items created by an artisan using materials such as fiber, clay, metal or wood, in which creative, manual or artistic skills are a major part of the product. Craft items must be handmade in nature (photography excluded), and must not be mass produced.

Hot foods and drinks are important for a successful market! The Market Board reserves the right to limit the number of food concessions at the market at any given time. Preference will be given to food vendors selling healthy foods and drinks made using local ingredients. Vendors must submit a menu with their application. No food or drinks containing high fructose corn syrup may be sold.

Sampling is allowed of products provided that sample size is very small and strict sanitary guidelines are followed. Boards, knives to be kept clean, and wiped frequently with bleach water. Handwashing station provided and samples should be bits-sized. If cooking equipment is used vendors need to have a fire-extinguisher in the booth at all times.

Products grown or processed using genetically modified seeds may not be sold. Vendors must submit a complete list of products that they wish to sell at the time they apply to the market. All products must be approved by the market manager prior to being sold. If an accepted vendor wants to sell an item not previously listed on original application, the Vendor must submit item for approval in writing and get pre-authorization before the new item may be sold.

It is preferred for vendors to grow/raise 100% of their product on land owned/leased by said farmer/grower. However, it is our intention to support small farms establish a presence at the market. Therefore, if a vendor can present a “shared booth” plan with the Market Manager, this may be approved at the Market Manager’s discretion. All Vendors must have, and prominently display, proper signage that identifies the farm/vendor name and location.

All products shall be of good quality, and must comply with any applicable regulations pertaining to their production and sale. All products must be on site for sale – subscription sales will be allowed only with pre-approval by the Market Manager. CSA’s must identify their status when applying to sell at the market.

All scales used for weighing customer goods must be certified by the ODA Measurement Standards Division annually and a copy of certificate provided to market.

It is important for the Mount Hood Farmers Market to follow all health, safety, and insurance requirements. For a full list of licensed and insurance requirements, see back pages of this manual.

Vendor application

For consideration in the upcoming market season, all vendors must complete an application that can be found at: <http://mounthoodfarmersmarket.org>

Before participation in the market, all accepted vendors are required to submit all necessary licenses and insurances. Vendors will not be allowed to participate unless all these requirements have been met.

IV. Community Education and Incentives

The Mount Hood Farmers Market has sought out activities, events, and programs to increase the community buying power and support local farmers in sales. These include:

1. Power of Produce – This is an educational activity for children (up thru 12 years old) focusing on fruits and vegetables. The children earn \$2market tokens to buy produce from vendors.
2. SNAP Benefits - These are benefits that allow Oregon Trail Card holders to purchase fresh vegetables and fruits with their EBT card.
3. First Friday Chamber Event - We will be having markets during the Chamber of Commerce First Friday events where there is a lot of participation. For those participating vendors, we will ask to donate a small item to be placed in the drawing for customers.
4. Double Up Food Bucks (up to \$10) - For community members shopping with Oregon Trail EBT (SNAP), the Mount Hood Farmers Market obtained a grant to double purchase of vegetables and fruits up to \$10 each market.
5. WIC Coupons - For mothers and young children working with this program, produce vouchers are provided by the USDA and honored by the Mount Hood Farmers Market.

6. Seniors Farmers Market Nutrition Program (SNFMP) - For local senior citizens supported through this program, the Mount Hood Farmers Market honors USDA vouchers to purchase fruits and vegetables
7. Music and performances– The goal for 2017 is acquiring a musician to perform at each market. We are encouraging vendors to assist with music search and planning.
8. Educational classes and activities – We plan to offer a class on sustainable living, food and cooking, home canning, and other food, garden, and health related topics.
9. Youth internships – We will be encouraging local youth to work with vendors this year as a method of learning. Would you be interested in having an intern?

V. Market Operations

Market Manager

The Market Manager and six assistants are responsible for the daily operations of the Mount Hood Farmer's Market. All decisions will include consideration of vendor information, customer and vendor comments, needs, safety, and fairness within the market.

Market tokens

- **EBT Oregon Trail Cards (SNAP)** Mount Hood Farmers Market is a part of a Debit and EBT Token Program that benefits vendors and customers alike. If approved thru USDA and you are accepted into our market, you are required to honor the Markets currency. \$1 EBT wooden tokens are for customers who receive the Oregon Trail Electronic Benefits Transfer Card (SNAP Benefits) There is no charge for this service.

EBT tokens can ONLY be used to buy certain food items:

- Good for: Fruits, Vegetables, Meat, Fish, Poultry, Dairy Products, Seeds, Baked Goods to be taken home and Plants for food growing.
- Not good for: non-food items, ready-to-eat foods, hot foods and flowers.

By law no change can be given for \$1 EBT tokens. Vendors must increase or decrease product amount to match dollar amount. Misuse of the \$1 EBT Tokens compromises the Markets eligibility to have this program. Please follow guidelines and help us keep this program!

At the end of each market day, the vendor will turn the tokens in to the Market Manager for reimbursement the following week. Please be sure to give the market manager the name that the checks should be written to.

- **Debit Card cash withdrawal service** \$5 Debit wooden tokens are for customers who use regular debit cards. There is a 2% service fee that will be charged to the reimbursement check. They are used just like a \$5 bill and change for them is

allowed. The debit machine and tokens are located at the Market Information Booth. Please advise customers as to the availability of this service. At the end of each market day, the vendor will turn the tokens in to the Market Manager for reimbursement the following week. Please be sure to give the market manager the name that the checks should be written to.

- Power of Produce (POP) These are tokens that can be spent on produce and vegetable starts. At the end of each market day, the vendor will turn the tokens in to the Market Manager for reimbursement the following week. Please be sure to give the market manager the name that the checks should be written to.

Farm Direct Nutrition Program (FDNP) Checks

The Oregon Farm Direct Nutrition Program gives checks to low-income, nutritionally at-risk women, children and infants and to low income seniors and people with disabilities. Mount Hood Farmers Market has applied for this program and the approval is pending. Please check with the Market Manager as to the status of this application. These funds are distributed as tan colored WIC (Women Infants and Children) checks for young families or green checks for Seniors or Disabled people.

To accept these checks you must be a grower registered with the Oregon Department of Agriculture and display a sign. The Market strongly suggests all farmers register. For information call ODA at 503-872-6600.

Booth size and upkeep

Standard booth size is 10 foot x 10 foot, but may vary based on location in the market and availability of space. Vendors must sell within the boundaries of the assigned space. All vendors are responsible for keeping their booth areas clean during market hours, and leaving their space clean, free of debris, and disposing of trash before they leave. Produce vendors must remove produce waste off site. Vendors whose product sales generate waste must provide receptacles for litter at their stalls.

Booth assignment

Booth space requirements are specified in the initial application, and are assigned according to seniority, type of product, power requirements, and market layout. It is the market's intent to assign regular stall spaces, although situations may occur in which it is not possible to guarantee stall assignments. Permanent booth assignment will occur for vendors committed to attending every market.

Set up and take down

Vendors are expected to set up by 2:45 pm and be prepared to be open at 3pm. Vendors agree to not take down their booth until the market closes at 7:00pm.

Securing equipment and canopies

Vendors are responsible for setting up and securing their equipment properly. Securing canopies and equipment is required to protect and prevent injury to other vendors and sites. Each cover must be flame retardant (required by Fire Marshall) and secured at each corner with enough weight to prevent it from moving. A minimum of 20 lbs. of

weight per corner are required for a 10 x 10 foot canopy. Any alternative means of securing a canopy must be approved by the Market Manager.

Vehicles and parking

Vendors may drive into the market area to unload set up and products. All vendor vehicles must have vehicles moved out of market area by 2:45pm and booths set up by 3:00pm. Vendors arriving after this time may be assigned a booth site on the outer areas of the market at the discretion of the Market Manager. All vendors must stay at the market until 7:00 pm; this includes vendors who sell out prior to closing hours.

It is recommended that Vendors utilize the city of Sandy parking less than one block away from the market site. This allows for on street parking on Pioneer and Proctor for patrons.

Vendors are not to enter the general market area with their vehicles until 3:15 pm, and only if their site is broken down to the point of being ready to load.

Vendor attendance

Vendors are to make schedule changes (adding or cancelling market days) through the Market Manager, and are to email or call the Market Manager before 3pm Thursday of each week in which they will be absent. Adverse weather and emergencies will be dealt with on an individual basis.

Dogs

Our four legged friends (dogs) are welcome at the market as long as they are on leashes and well behaved. We aim to maintain a family friendly environment where safety and a calm environment is important.

Smoking

The market is a No Smoking area. Those wishing to smoke need to do so well outside Market perimeter so no smell can be detected in the market.

Trash

Vendors are responsible for removing their own refuse and unsold product from the market site. The trash cans at the market are for the use of the public only. Vendors must provide their own broom and leave their space swept and clean.

Music

The market arranges for 3 hours of live music each week. The market will be open to buskers when the featured musicians are not playing. A signup sheet will be at the Market information booth. Playing of radios or CD'S inside the market is not allowed.

Vendor conduct

While vendors occupy the premises of the market, they are expected to conduct themselves in a professional manner. Vendors may not publicly disparage or place other vendors, products, staff, volunteers or customers at risk of, or fearful of, harm. The

Market Manager will request an immediate stop to such conduct. Failure to immediately comply with this request will result in an order to leave the market.

Complaints and disputes will be handled professionally and in a respectful manner. All complaints will be addressed by the Market Manager.

Market insurance and licenses

Mount Hood Farmers Market maintains a liability insurance policy covering the market in general, as required by the city of Sandy. Produce and food vendors (ready to eat, processed, and prepared foods) are required to provide proof of liability insurance which releases, indemnifies, and holds harmless MHFM, its Board Members, and the City of Sandy, and names them as additional insured. Based on vendor type, licenses are required as regulated by the State of Oregon.

Vendors are to bring any safety issues to the immediate attention of the Market Manager.

Licenses and certification for approval

Vendors must assure that all products offered for sale at the market comply with all state and city regulations governing weight, packaging, display and labeling. Oregon State Regulations are extensive. It is the responsibility of the market participant to seek out information on all applicable product and production regulations, and to remain in compliance with all licenses and declared certification.

The market manager will review vendor applications and provide an approval based on satisfactory completion and submission of copies of all applicable licenses, certifications, etc. This process may include inspection of the applicant's operations, confirmation of compliance with regulatory agencies and on-farm visits throughout the year.

Vendors must present documentation of all certifications, including Organic and Oregon Tilth, and state and federal licenses and permits required for regulatory compliance, at the time of application to the market.

Mount Hood Farmers Market has determined the following resources may be helpful to vendors in meeting all licenses, certifications, and insurance needs.

Government agencies:

Clackamas County Public Health Administration

2051 Kaen Road
Oregon City, OR 97045
(503) 742-5300
(503)655-8430

Oregon Department of Agriculture (ODA)

635 Capitol Street NE
Salem, OR 97301

www.oregon.gov/ODA

ODA Food Safety Division

(503)986-4720

ODA License Database

Various ODA divisions

ODA Measurement Standards Division

(503)986-4767

ODA Plant Division

(503)986-4636

Farm Direct Nutrition Program (FDMP)

Oregon Dept. of Human Services &
Oregon Department of Agriculture
Women, infants & children coupon program
(WIC)

and coupon reimbursements

For FDMP application packet call

(503)872-6600

FDMP - Senior Eligibility & Coupon Distribution

Department of Seniors & People with
Disabilities

1-866-299-3562

Senior Farm Stand Participation

Oregon Department of Agriculture
Farm Stand List: www.oda.state.us

(503)872-6600

Oregon Dept. of Human Services (DHS)

500 Summer Street NE

Salem, OR 97301

(503)945-5944

dhs.info@state.or.us

Certification Organizations

Food Alliance

1829 NE Alberta, Suite 5

Portland, OR 97211

(503)493-1066

www.foodalliance.org

Oregon Tilth

470 Lancaster Drive NE
Salem, OR 97301
(503)378-0690
organic@tilth.org
www.tilth.org

Salmon-Safe Inc.
805 SE 32nd Avenue
Portland, OR 97214
(503)232-3750
www.salmonsafe.org

National Organic Program
www.ams.usda.gov/NOP/indexIE.htm
(202)720-3252

Liability Insurance

Pacific Insurance Partners
2328 Pacific Avenue
Forest Grove, OR 97116
(503)357-7111
www.PacificInsPartners.com

What kind of license do I need?

Vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products, and for acquiring the necessary permits and licenses. The following is a list of common permits and licenses required; however, it is not exhaustive. For more information contact the issuing agency.

Produce	License	Issuing Agency
Scales (Each scale used)	ODA Scales Certification	ODA Measurement Standards Division
Plant & Nursery Growers (for annual sales over \$250)	OG Certification Nursery License	ODA Plant Division ODA Plant Division
Organic Growers	OG Certification	Varies
Processed Foods (See ODA Farmers Market Guidelines for details)	ODA Certified Kitchen Processors License	ODA Food Safety ODA Food Safety
On-premise prepared foods (see above)	ODA Certified Kitchen Temporary Restaurant License	ODA Food Safety Clackamas County Public Health Dept.

	Food Handlers Permit	Clackamas County Public Health Dept.
Cheese/Dairy	Dairy Processor's License	ODA Food Safety
Meat	Meat Seller's License Processor's License	ODA Food Safety ODA Food Safety
Seafood	Food Processor's License Retail Food Establishment License	ODA Food Safety ODA Food Safety
Oysters	Shellfish Shipper's License	ODA Food Safety
Eggs	Eggs can only be sold by the owner of the chickens who lay them per ODA rules and must be fresh, contained in clean, labeled containers, and kept in coolers.	
Native American Vendors	The treaty rights of Native American vendors allow them to sell product without licensing. The vendor's tribal identification card will need to be submitted with the application to confirm Native American status.	

New ODA Farm Direct Rules: Farmers/growers are now allowed by ODA (since Jan. 1st 2012) to direct market high-acid preserved fruits, nuts and vegetables that they grow themselves as per the new Farm Direct rule. Items include: syrups, jams, preserves, jellies and canned fruit. Other products that may be produced and sold under the exemption include: pickles, chutneys, relishes, sauerkraut, and some salsas. The foods above must be producer-processed, acidic and labeled with the statements, "This product is homemade and is not prepared in an inspected food establishment," and "Not For Resale."

Please visit the ODA web site:

http://www.oregon.gov/ODA/FSD/faq_2336.shtml#Attachments_A_B

Vendors must use safe, science-based recipes from the National Centre of Food Preservation or equivalent. <http://nchfp.uga.edu/> and supply the Market with a copy or link to recipe.

Product liability insurance

All vendors selling bakery, prepared food or value added food as well as all produce,

meat, cheese, and fish MUST present to the Market all relevant licenses plus a copy of \$1,000,000 Product Liability Insurance naming the AntFarm as Additional Insured before being allowed to sell at the Market. Food, Business, and Culinary Insurance (FLIP) is a reasonable and knowledgeable insurance vendor that works specifically with farms and farmers markets.

Organic regulations

All produce and farmers enrolled in an organic certification program produce plants labeled 'organic'. Evidence of Organic Certification must be supplied in order to be considered and to sell as an 'Organic' vendor.

Health code regulations

A certified kitchen license is required for any product that is cooked, baked, heated, mixed, ground, churned, separated, extracted, cut, frozen, canned or packaged. Processed food vendors must be approved by the Market Manager. As well as any new product a vendor adds.

Food/Produce Safety Check

1. Hand washing stations present and ready to use.
2. Employee present in the booth with a food handler's card (if applicable)
3. All food at least six (6) inches off the ground or in plastic tubs.
4. Samples are being handled in accordance with ODA Farmers' Market, and Clackamas County Health Department Guidelines.

Market Manager support for meeting regulations

The Market manager will periodically review with vendor's appropriate health and safety regulations. The checks are a "quick" assessment of the vendor's compliance with food safety, health and general rules that the market considers of particular importance.

Other general rules

1. All applicable licenses and certificates are up-to-date.
2. Each canopy leg is secured with weights 25lbs or greater, to hold canopy regardless of weather.
3. Booth is set up with regard for public safety. All components of the booth are contained within the boundaries of the booth.
4. Proper signage indicating the name and location of grower.
5. Organic, WIC, and Senior Voucher ID certificates properly posted.
6. Prices of product clearly and accurately posted.
7. Fire extinguishers present (if applicable)
8. Vendor's booth free of boxes, garbage, etc.
9. Proper use of scale with current certification.
10. NO Selling before opening horn without specific permission.
11. Vendors must remove refuse and/or unsold product from market premises. The market trash cans are for public use only.
12. Vendors must pick up litter and clean booth area at end of day.
13. All products for sale are listed on application and approved by the market.
14. Vendor and employees must be parked in spaces designated for vendors.
15. Vendor vehicles must be moved out of market 15 mins before opening.
16. Vendor vehicles must not return to market site until 15 mins after closing.