



2016 Market Vendor Handbook

North Coast Food Web
577 18th St. Astoria, OR 97103
(503) 468-0921

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MISSION, GOALS AND MANAGEMENT

MISSION

To enable North Coast residents, visitors and businesses to purchase fresh produce, meat, and seafood and other related food products in season. This is primarily a grower-seller market.

GOALS

- To make available a variety of fresh farm products.
- To promote the local farmers, ranchers, fishermen and artisan producers of food and perishable farm products; only fresh, farm-grown produce and flowers, farm-raised meat and eggs, farm-grown plant starts, locally caught fish, and producer-made value-added or ready-to-consume food products will be sold.
- To foster a community activity promoting social and healthful lifestyles.
- To educate about fresh food preparation; recipes will be provided by the market information booth to encourage greater consumption of fresh whole foods.

STATEMENT OF PURPOSE

The River People Farmers Market brings to the community of Astoria and its surrounding communities a vital resource: a true farmers market focused on making fresh produce and local food products more available to North Coast residents.

There is a great need in our North Coast communities for more access to fresh, healthy food, especially for lower-income residents. As well, local small farms and ranches, part-time producers, fishermen, and other food producers need easier, affordable market access in an atmosphere that will foster business development and encourage economic growth.

MARKET LOCATION, DATES, TIMES FOR 2016 SEASON

The market will be at a NEW LOCATION this year: the lot at 12th and Exchange in Astoria, Oregon. The market is open to the public from 3 - 7p.m. on Thursdays from June 23rd through October 6th.

MARKET MANAGEMENT

To achieve our goals, the Market:

- Secures and manages the physical market site.
- Provides services to our customers that support Vendor sales and enhance the overall shopping experience.
- Works to maximize customer attendance by providing live acoustic music and other special events.
- Through the community information booth, enables local nonprofit, service-oriented organizations to visit with market customers and introduce their programs.

ADVISORY COMMITTEE

The River People Farmers Market Advisory Committee consists of the North Coast Food Web Board of Directors, who determine the policies and procedures governing the market. The Advisory Committee works collectively with their partners and community volunteers.

North Coast Food Web Board of Directors & Staff:

Merianne Myers, Board President	Rod Nichols
Mary Blake, Board Vice President	Miki'ala Souza
Jennifer Rasmussen, Board Secretary	Sharon Anderson
Norma Hernandez, Board Treasurer	Libby Silva
Wendy D'Agostino, Cooking Class Coordinator	

VOLUNTEERS

Community volunteers play key roles in performing the tasks of the market, including advertising, publicity, setup, cleanup and music coordination. Please see how to become a volunteer on our website at www.northcoastfoodweb.org

SOME OPERATIONAL CONSIDERATIONS

This is not a forum for political, general commercial or religious actions. We are a North Coast Food Web-sponsored program and operate at the discretion of North Coast Food Web a 501(c)3 non-profit organization.

VENDOR REGISTRATION AND PAYMENT

Vendors may reserve space for all season or on a week-to-week basis. All Vendors receive the same 10x10 foot booth space. Applications for all Vendors are due by June 1. If you miss the deadline, please call and speak to the Market Manager directly.

To become an all season Vendor: Prepayment of the entire Market season is required to reserve your space for all season. Cost is \$400 (inclusive of business license), and is due with your Vendor Application by June 1. This is a savings of \$160 if you reserve for the full season.

To pay in two installments: Installment plan vendor's rate is \$30 a week with \$240 due by June 1 and the 2nd installment due on August 1. This is a savings of \$80.

To become a week-to-week Vendor: Week-to-week Vendors pay \$35/week for a single space, and the earlier you reserve the better your chances of getting the space. Weekly space fees are to be paid directly to the Market Manager during market hours. The Market Manager will issue a receipt for payment the same day. Once the market is underway, a Vendor who wishes to sign up for a week-to-week space should call by the Friday prior to the desired Thursday market date. Week-to-week or weekly assignments are made on Fridays prior to the market date. Vendors are notified via phone or e-mail of availability and space assignment.

For First Year Vendors: You are invited to pay at a rate of \$25 per week. This is to fit with North Coast Food Web's goal to foster success among beginning farmers. Regular week-to-week Vendor regulations apply (see above).

NOTE: Priority in assigning spaces is given to week-to-week Vendors whose products are not already well represented in the market. Week-to-week Vendors do not have reserved spaces, and are not guaranteed that they will receive the same space they may have previously occupied.

VENDOR REGISTRATION

VENDOR VISITS: the Market Manager and/or their representatives will visit all Vendor farms and producers prior to the opening date of the Market in the first year of their participation. Thereafter, visits are made on the odd years of a Vendor's participation or if location changes or product mix changes significantly.

A complete Vendor application, with copies of all licenses relevant to that business, must be submitted for Market review by June 1. Market Manager approval is required in order for two or more Vendors to share a booth. Each Vendor's name must be on the application.

The Market's approval of selling privileges for a Vendor is always for a specified period, which never exceeds one market season. If unable to attend on a given market day, a Vendor must notify the Market Manager as long in advance as possible, and at least by the preceding Friday. Repeated non-appearances may result in loss of Vendor status. Vendor quality, display and decorum must be maintained. A Vendor who fails to meet these obligations may be asked to leave. A \$25.00 fee is charged on all returned checks. Vendors may not sublet stall space to others. Prepaid fees are not transferable to other market dates or Vendors.

Vendor applications are considered by the Farmers Market Committee. Based on the Product Definitions and Guidelines section of the Market Handbook, and on considerations of product mix in the Market, they either accept an application as is, deny it or accept it with conditions. Appeals to their decisions may be made to the River People Farmers Market Advisory Committee, in writing and within 10 business days of the Support Staff's decision, and sent to: River People Farmers Market Advisory Committee; 577 18th St., Astoria, Oregon 97103. The Advisory Committee shall render a final decision within 10 business days of the vendor's written appeal.

VENDOR LICENSING

Vendor licensing—and copies of any permits and licenses applicable to the sale of their products—are required. Vendors are responsible for complying with State and local licensing requirements governing the production and sale of their products. Failure at any time to conform to local, State or Federal requirements is grounds for removal from

the Market and forfeiture of space fees. Contact information for government agencies is listed at the end of this handbook.

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.

Cider

If you make your own cider, a Food Processor's License from ODA Food Safety is required.

Cheese Products

A Dairy Processor's License, available from ODA Food Safety, is required.

Fish

If you are processing the fish yourself, a Food Processor's License from ODA Food Safety is required. If you are selling whole fish or having the fish processed by another processor, a Retail Food Establishment License is required. This is available from ODA Food Safety. Oysters, clams or mussels require a Shellfish Shipper's License, available from ODA Food Safety.

Meat

A Meat Seller's License, available from ODA Food Safety, is required.

Organic Products

The Vendor must post a copy of this license in the booth, in addition to filing a copy with the market.

Herb Plants

If your plant sales are over \$250 per year, a Nursery License from the ODA Plant Division is required.

LIABILITY INSURANCE

Vendors are encouraged to obtain general liability insurance. Vendors of potentially hazardous foods¹, as defined by ODA Food Safety Division, are required to have general liability insurance and submit a copy with their Farmers Market application. This includes all Vendors of eggs and all processed foods.

AT THE MARKET (MARKET DAY)

WHAT TO BRING ON MARKET DAY (FIRST TIME MARKET VENDORS)

- Your space number and directions to the River People’s Farmers Market—write down your space number when you receive your assignment. Market staff or volunteers will direct you to your space.
- Your space fee if you are a week-to-week Vendor (pay the Market Manager)
- Your products
- Canopy
- Canopy weights sufficient to hold your canopy in place—Astoria can be windy.
- Tables, tablecloths, racks and/or shelves and other display equipment
- Signage—you must bring a sign telling customers the name and location of your business.
All of your products must have their prices clearly signed.
- Plastic and/or paper bags, boxes, flats for customer purchases
- Broom and dustpan for clean up
- A certified scale (if appropriate)
- Cash box and plenty of change
- Promotional materials and business cards
- Hand washing station and appropriate supplies if you are sampling
- Trash bags or cans (you must take your garbage with you at the end of the day)
- Pens, pencils, chalk, markers, calculators, white boards
- Personal comfort items such as hats, scarves and drinking water—for those of you who don’t live on the North Coast, bring extra fleeces, rain jackets, shoes for

¹ Potentially Hazardous Food, as defined by the Oregon Department of Agriculture
(a) “Potentially hazardous food” means a food that is natural or synthetic and that requires temperature control because it is in a form capable of supporting:

(i) The rapid and progressive growth of infectious or toxigenic microorganisms; (ii) The growth and toxin production of *Clostridium botulinum*; or (iii) In raw shell eggs, the growth of *Salmonella* Enteritidis.

(b) “Potentially hazardous food” includes an animal food (a food of animal origin) that is raw or heat-treated; a food of plant origin that is heat-treated or consists of raw seed sprouts; cut melons; unpasteurized juices; and garlic-in-oil mixtures that are not modified in a way that results in mixtures that do not support growth as specified under Subparagraph (a) of this definition.

the possible inclement weather. The weather in the Valley is often 20 to 30 degrees warmer than it is at the Coast!

- Smiles and a good attitude!

PRACTICE MAKES PERFECT

Practice setting up your booth at home! Work out all the logistics before you come to the Market. Do not come to Market and try to put up your canopy for the first time. Practice in advance. This will help your first real Market day to run smoothly and be less stressful.

PARKING

Vendors and their employees will park in the designated parking areas as directed by market volunteers.

LOADING/UNLOADING/SET-UP & TEAR-DOWN

- Vehicle unloading will not be permitted before 1:00 PM without the approval of the Market Manager.
- We anticipate that the setup time is going to be very congested. A lot of vehicles need to move in and out of the market in a short time. Vendors need to arrive and quickly unload the parts and contents of their booth, move their vehicle to the designated parking area, and then return to their booth to set up. Do not set up as you unload—this is time consuming, and your vehicle may be blocking another Vendor.
- Vendors may not drive a vehicle into or out of the Market after 2:45p.m., at which time Market entrances will be barricaded. Any Vendor arriving after 2:45p.m. must carry their booth, tables and product into the Market. Vendors must be set up and ready for customers by 3:00p.m. Vendors must stay for all hours of the Market and will not disassemble booths before 7:00p.m. without the Market Manager's approval.

SIGNAGE

- Each Vendor will post a sign at least 11 in. x 17 in., with letters at least 3 in. high, identifying the name and location of their farm or business. All signs must be approved by the Market Manager.
- Signage indicating that food is "organic" must comply with the federal and state statutes regarding the use of this word, and all organic Vendors must post a copy of their certifications in their booths.

PRICES

All Vendor prices must be clearly marked or posted. Prices are to be set at the sole discretion of the individual Vendors. Collusion or any pressure among sellers to alter prices is strictly forbidden.

BOOTH REGULATION

- Vendors will not have tables, product, boxes, signs or any part of their booths outside their space boundaries as marked on the pavement. Vendors must stay within their allocated space while selling.
- Booths and/or tables must be supplied by the Vendor, and must be erected with concern for the safety of the public and other Market Vendors.
- Each leg of a Vendor's canopy must be secured at all times with enough weight to keep it anchored to the ground, no matter the weather.
- Vendors are responsible for keeping their spaces attractive during the Market, and for cleaning them up thoroughly after the Market. Before leaving, all litter and product debris in the Vendor's booth must be collected and the ground swept clean. **PACK IT IN—PACK IT OUT!**
- Vendors are responsible for removing their own refuse and unsold products from the market premises. The Market trashcans and dumpster are for the use of the public only!
- Vendors may not have pets in the booth.
- All Vendors must comply with the ODA Farmers' Market Guidelines.
- Playing of radios or CDs inside the Market is prohibited.
- Vendors may be fined, suspended, or removed from the Market, or have selling privileges revoked, for failure to obey or conform to market, federal, state or local regulations.
- All scales for weighing goods being sold must be certified by the Oregon Dept. of Agriculture, Measurement Standards. Scales must be licensed annually.

VENDOR SCALES

- ODA Scales Certification is required for each scale an Oregon Vendor intends to use. Certification is available from ODA Measurement Standards.
- Washington Vendors must have a current sticker from WDA affixed to their scale.

RULES OF CONDUCT

- Vendors shall be honest and conduct themselves at all times in a courteous and businesslike manner. Rude, abusive, offensive or other disruptive conduct will not be permitted.
- To maintain a positive atmosphere, Vendors should bring concerns about the Market to the staff or to the Market Advisory Committee, not to customers or other Vendors.
- Vendors who wish to smoke must leave the Market grounds to do so and comply with 2009 public smoking regulations
- No loud hawking, shouting or barking is allowed.
- Vendors are responsible for the actions of their employees.

CHALLENGE PROCEDURE

A Vendor who wishes to lodge a complaint alleging that another Vendor is not complying with the River People Farmers Market rules as laid out in this handbook, or with municipal, state or federal standards, can file a challenge with the Market Manager. Challenges must be made before the end of the market day that the violation is observed, in writing and on a form provided by the Market staff. Challenges should indicate specific violations. The Market Manager will convey the nature of the complaint to the challenged Vendor as soon as possible.

The challenged Vendor's responses must be received by the Monday before the next Market. Failure to respond to a challenge may result in the determination that the challenge is valid. The Market Manager, with input from the Staff and Advisory Committee if she/he deems necessary, will determine what, if any, investigation is needed to properly assess the challenge. Any challenges will be resolved as quickly as possible. A challenge resolution could result in the loss of the challenged Vendor's space at the River People Farmers Market should it be determined that violations have occurred.

OREGON FARM DIRECT NUTRITION PROGRAM AND SENIOR FARM DIRECT NUTRITION PROGRAM

These programs are completely administered by the Oregon Department of Agriculture. It is strongly suggested that all farmers who qualify participate in them. Not only will this increase sales for you but it also benefits the market as a whole. For application or eligibility questions, call the ODA office at (503) 872- 6600.

SNAP (Supplemental Nutritional Assistance Program), CREDIT, DEBIT

The River People Farmers Market accepts SNAP/EBT (Emergency Benefits Transfer), Visa and MasterCard sales. All transactions are overseen by the market staff. The RPFM uses a token system for credit, debit and EBT transactions. \$1 tokens are issued for EBT sales and \$5 tokens are issued for credit or debit sales. Vendors must turn in their tokens to the information booth by the end of market day to be reimbursed by check the following week.

PRODUCT DEFINITIONS AND GUIDELINES

All products must be grown, raised, produced or collected in Oregon or Washington (but see exception below under Seafood). Allowed agricultural products are fruits, nuts, vegetables, herbs (in pots, dried or cut), edible flowers and edible plant starts, cheeses, dairy-based foods, seafood, meat, poultry, honey, eggs and grower- or artisan-made preserved foods such as jams, ciders, pickled vegetables, salsas, chutneys, relishes, dehydrated fruits and hand-crafted baked goods. All products shall be of good quality, and must comply with any applicable regulations pertaining to their production and sale. Vendors must submit a complete list of products that they produce and wish to sell at

the time they make application to the market. The Market Manager must approve all products prior to their being sold. If a Vendor wants to sell an item not previously approved, the Market Manager must approve the new item before it can be sold at the market.

PRODUCE

It is required that each Vendor grow 100% of the product s/he sells. With permission, a Vendor may sell produce for a friend or neighbor, so long as the sales not take place on a regular basis or consist of more than 25% of a Vendor's offerings. No reseller or Vendor representatives are allowed. Vendors may share a booth with approval of the Market Manager. Only locally grown, extracted and gathered products may be sold at the Market. Examples include: farmed berries; fruit; grains; vegetables; nuts; herbs; honey; mushrooms; wild berries. A farm visit by Market representatives is required prior to approval as a market Vendor. Farm visits are not required the second season for returning Vendors unless their location or product mix changes. Vendor visits are required every odd-numbered season of their participation.

ARTISAN HANDCRAFTED PROCESSED FOOD & VALUE ADDED FOOD PRODUCTS

- Artisan handcrafted products are made locally, from scratch and from high quality ingredients such as baked goods, noodles, pastas, hummus, chutneys, relishes, salsas, and pestos.
- Priority consideration is given to products containing locally grown ingredients.
- Manufactured foods are produced from raw ingredients, by or under the direction of the Vendor, in Oregon and/or Washington. The Vendor is not required to raise any of the raw ingredients. Examples are dried or fresh pasta, pesto, and barbeque sauce.
- Value Added Products are processed food products whose main ingredients are raised by the farmer. They are made and handled in accordance with the ODA Farmers' Market Guidelines. Examples of foods in these categories include: baked goods, cheese and artisan dairy products, jams, jellies, preserves, ciders, vinegars, salsas, pestos, chutneys, relishes, rubs, oils, dehydrated fruits and vegetables. All such foods must be produced in accordance with the Farm Direct Law passed in 2012 (please see FAQ at the end of this Handbook for more information.)

SEAFOOD

- Only fish caught by the fisher in Oregon, Washington or Alaskan waters can be sold at the Market. A Vendor representing Oregon and Washington fishers can sell on their behalf.
- Most other types of seafood require either a processing license or a retail food establishment license, depending on whether products are processed by sellers

or in other licensed facilities. Please check with the Culinary Liaison or Market Manager about the particulars.

MEAT, POULTRY AND GAME

- Meat, poultry and game products must be 100% from animals who spent half or more of their lives under direct supervision of the Vendor on property owned or leased by the Vendor. Animals may be butchered or processed off farm.
- Vendors selling farm-raised organic fowl, lamb, beef, and pork must have a license from the ODA. Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the Market management.

EGGS

- Eggs may be sold at market without a license, but only by the farm that produces them. Eggs must be in clean containers, preferably showing Vendor name and date of packing. Egg Vendors are encouraged to include a packing date on the container. Chefs purchasing eggs for their businesses are required to buy only from certified, licensed farms. We strongly encourage that eggs be kept cold.

CHEESE AND ARTISAN DAIRY PRODUCTS

- Cheese and artisan dairy products must be made from milk from the farmer's own herds and processed by the farmer or by an artisan producer under agreement with a specific farm in Oregon or Washington. Examples of artisan dairy products include: butter, yogurt; sour cream; mascarpone; ricotta; cheesecake; milk-based products; and flavored cheeses.
- Milk(s) can be sold only by the farmer who raised the herd and collected the milk, and only if it is non-homogenized and sold in bulk containers.
- Milk production must comply with state and federal dairy requirements and licensing for pasteurization, and the farmer must supply documentation of such compliance to the Market.

MUSHROOMS AND FUNGI

- Mushrooms and fungi require additional information on the River People Farmers Market Application identifying the Vendor's general areas of harvest and training in mushroom collection and identification.
- Copies of collection permits and/or written approvals from private landowners must be supplied with the Vendor's application.
- All mushrooms and fungi will preferably be labeled accurately with both the Latin and common names, and the names of the collection places in Oregon or Washington.

PREPARED FOOD

The River People Farmers Market encourages applications from vendors selling Prepared/Ready-to-Eat foods. RPFM has the capacity for up to 25% of its booths to be Prepared/Ready-to-Eat vendors and will consider new applications using the following preferences:

- Use of organic, whole-food ingredients
- Local sourcing
- Handmade/hand crafted and small batch products
- No artificial ingredients
- Consistent with the vision/mission of NCFW

RPFM prohibits the sale of beverages not manufactured by the vendor out of raw materials. Vendors and products will be re-evaluated every year. Applications are ultimately subject to NCFW Board approval.

AGRICULTURAL NON-FOOD PRODUCTS

RPFM allows vendors to sell non-food agricultural products that they have grown/wild-harvested so long as they are in their raw state. Non-food agricultural products that have been processed/crafted into other items are not permissible at this time. For instance, a vendor may sell roving from wool, but wool that has been spun into yarn is not permissible. Products must be listed on your vendor application before you may sell them. If you have any questions about a product you would like to sell, please ask the RPFM committee.

COMMUNITY INFORMATION BOOTH

The community information booth enables local nonprofit, service-oriented organizations to visit with Market customers and introduce their programs. Sales of approved items may be allowed in accordance with Market Manager approval.

CONTACT INFORMATION FOR STATE AGENCIES

The following information is provided to aid Vendors in complying with regulations concerning their product. It is not a comprehensive list and Vendors should contact the appropriate State agency for more detailed information. Whenever a specific agency is not mentioned below, as in the case of most produce and food items, the contact is:

Oregon Department of Agriculture, Food Safety Division
635 Capitol St., N.E.
Salem, OR 97301-2532
(503) 986-4720 phone (503) 986-4729 fax www.oda.state.or.us

Oregon Department of Agriculture, Plant Division
635 Capitol St., N.E.
Salem, OR 97301-2532

(503) 986-4644 phone (503) 986-4786 fax www.oda.state.or.us

Oregon Department of Agriculture, Measurement Standards
635 Capitol St., N.E.
Salem, OR 97301-2532
(503) 986-4670 phone (503) 986-4784 fax www.oda.state.or.us

Women, Infants & Children Coupon Program (WIC)
[www.dhs.state.or.us/public health/wic/countyinfo.cfm](http://www.dhs.state.or.us/public%20health/wic/countyinfo.cfm)

List of ODA Food Safety Specialists www.oregonfarmersmarkets.org

ODA License Database (various ODA divisions) www.oda.state.or.us/dbs/search.lasso

Oregon Department of Human Services
800 N.E. Oregon St.
Portland, OR 97232
(503) 731-4012 phone
www.ohd.hr.state.or.us

Clatsop County Department of Health & Human Services
820 Exchange Street, Suite 100 Astoria, OR 97103

Oregon Tilth (Organic Certification)
470 Lancaster Dr.
Salem, OR 97301
(503) 378-0690 phone
www.tilth.org

Information for Market Customers, Vendors and Managers / Boards
www.oregonfarmersmarkets.org