

FLORENCE FARMERS MARKET
General Market Rules and Guidelines
2022 SEASON
May 10 through October 11

The Florence Farmers Market was established to create a marketplace for regional farmers (100 mile radius of Florence) to sell their locally grown/produced products in the community of Florence. Florence Farmers Market is a 501(c)(3) non-profit.

For the 2022 season, Florence Farmers Market will be an open air/walk in Market following the Oregon Health Authority requirements.

Community Benefits:

- Access to sustainably, locally grown food through farm-direct sale
- Ability to meet the farmers who grow/produce our food
- Creation of a fun and festive community gathering place
- Increased awareness of healthy food in our community
- Increased dollars spent in the local economy

Market Location, Date and Times for the 2022 Season

The Market is located at the intersection of Kingwood and Bay Streets on the river side of Bay Street.

The Market is open to the public from 3:00 to 6:00 pm on Tuesdays. The 2022 season is from May 10 to October 11.

Vendor Applications

1. Vendors must apply annually.

Selection of vendors is at the discretion of the Market Manager with concurrence of the Market Officers.

2. The Florence Farmers Market (FFM) reserves the right to prohibit anyone from selling at the Market or may prohibit the sale of any specific product.

3. All vendors must comply with federal, state, county and local rules and regulations related to the production and sale of their products. This includes, but is not limited to, compliance with (1) federal, state and local health licensing requirements, (2) the Farmers Market Guidelines prepared by the Oregon Department of Agriculture, and (3) standards governing labeling, packaging, display and weight, including scale certification with the Oregon Department of Agriculture Measurement Standards. Failure to conform to such rules and regulations may be grounds for removal from the Market and forfeiture

of fees. Copies of all licenses, permits, insurance and certifications must be included with vendor application.

NOTE: Licensing requirements change from year to year. It is the vendor's responsibility to check with the appropriate licensing authorities.

Visiting Vendors

The Visiting Vendors space is intended to accommodate two types of vendors either new vendors exploring the viability of their business with the FFM or businesses whose products are available for a limited time. *All rules and guidelines apply including FFM membership fees and City of Florence vendor application and fee, due upon acceptance to the Market. Market space fees will be due the day of the Market.*

Vending proposals will be considered with an interview by the Market Manager. Once your business and products have been accepted, approved Market dates will be confirmed. Visiting Vendors will commit to a minimum of three Market days. More Market days requested will be based on availability. Priority will be given on a first come first serve basis.

Vendors Who Sell but Are Not Present at the Market

There is a limit of four booths for vendors and farms who are not physically present at the Market. Permission to vend without being present at the Market is at the discretion of the Market Manager. Non-present vendors or farms must have a firm agreement with their host farm or vendor for pick-up and sales of their products to customers. Payment of the booth fee is the responsibility of the booth host.

Bakers, Canners, Preparers of Grab & Go Food:

Only vendors who have been at the Market for at least one year are eligible to vend without being present at the Market. Vendors in this category are bakers, canners and preparers of grab & go food. A booth sign or banner needs to list both vendor's names. How this is done is at the discretion of the host vendor.

Farms:

Farms that provide mutual assistance to one another toward a common goal and have worked together cooperatively over a period of at least two years are also eligible to vend together with only one farm being present. A Booth sign or banner needs to list both farm names. How this is done is at the discretion of the host farm.

Membership, Market Fees, City Vendor Fees

1. The annual membership fee for the Florence Farmers Market is \$20.00 and must be paid at the first market attended. The membership fee is for one season.

2. In addition, each vendor must pay a daily booth fee for each day they are at the market. The daily fee is \$20 for a 10x10 space, \$40 for a 10x40 space.

Vendors will be responsible to come to the Market Manager table during the last ½ hour of the Market to pay vendor fees weekly and be reimbursed for that day's SNAP/DU and Produce Rx.

3. The city of Florence has a vendor application and fee. Applications can be obtained from the market manager or city hall. The market manager will collect applications and fees (\$32) and submit them under the Florence Farmers Market Master Vendor License.

Space Assignment

1. Spaces will be allocated by the Market Manager with consideration to seniority, local product, product category and cooperation.

2. The Market Manager has the discretion to determine if a product category is sufficiently represented and acceptable at the Market. Some categories may be allowed more vendors than others at the Market Manger's discretion.

3. The FFM retains the right to reassign vendor space at any time if deemed necessary for the overall good of the Market.

Market Hours

1. Market hours are Tuesday, 3:00 to 6:00 pm.

Vendors may arrive and unload between 1:00 and 2:00pm.

Vendors are expected to arrive before 2:15 so that all canopies can be set up. The first time a vendor arrives after 2:15, they may be asked to wait until 4pm to setup.

Vendors should unload their vehicle, then park in vendor parking area only.

For safety, no vehicles should be in the Market area after 2:30pm

Vendors must be set up and ready to sell by 3:00pm.

All vendors must stay until the close of the Market at 6:00 pm. A "Sold Out" sign maybe placed in the booth space if product is sold out, but the display items, canopy, tables, etc., must remain in place.

2. **Check -in:** All Vendors will check in with the Market Management at the Informational Booth upon arrival prior to setting up. Vendors will receive current information for the day.

3. Vehicles may be moved into loading areas after 6:15 pm.
Vendors should pack their booth first; then get their vehicle to load.
Vendors must be packed and ready to leave by 7:00 pm.
4. Vendors must leave their area clean at the end of Market day.
5. Vendors must notify the Market Manager via email by 3:00 pm on the Monday prior to the Market opening if they will not be attending the Market. Failure to notify the Market Manager may result in the vendor being charged for that day the following week. The vendor will not be allowed to set up until the fine is paid.
Cancellations due to emergencies will be considered an exception. Please call, text 630-888-4645 or email contact@florencefarmersmarket.org to notify the Market Manager before 1:00pm on Market day.

Rules

1. Vendors are solely responsible for product liability. Food and agricultural vendors must carry general and product liability insurance. Florence Farmers Market is not responsible for any loss or damage incurred by vendors.
2. Vendors are expected to behave courteously to customers, other vendors, Market staff and volunteers and to conduct themselves professionally at all times. Vendors may not publicly disparage other vendors, employees, volunteers, products or the Market.
3. With the exception of service animals, vendors and staff are not allowed to have pets in booths.
4. **Winds** – Florence frequently has strong, dangerous winds. All vendors with canopies are responsible for adequately anchoring their canopy, either with a minimum **25 pound weight on each canopy leg**, or stakes.
5. Internal combustion generators are not allowed. Non-noise producing battery or solar battery generators will be allowed.
6. No proselytizing, military recruitment or political campaigning is allowed at the Market.
7. No product “hawking” allowed. No “attracting” shoppers who are not at your booth. No selling or giving samples outside booth area.
8. Use of tobacco products within the Market boundaries is prohibited.
9. There will be no discrimination based on race, color, creed, gender, religion, sexual orientation, age or nationality.

Vendor Guidelines

1. Vendors must submit a list of goods to be sold as part of the Vendor Application process. Any changes or additions to previously agreed upon goods must be proposed/presented to the Market Manager for approval at least a week in advance of the next market.
2. Vendors may not sell baked goods unless they are an approved, dedicated baked goods vendor.
3. Vendors must display clearly visible signage indicating name of farm or business and location.
4. Items for sale should be clearly priced.
5. Use of plastic bags, plastic clamshell containers, etc. is discouraged. Use of paper bags and reusable bags is encouraged.
6. Vendors doing higher volume business are encouraged to provide appropriate signage so customers can easily find check-out area(s).

Volunteer Guidelines

1. Volunteering to work at the Market or supporting the Market in other ways is strongly encouraged. Information regarding volunteering and Market needs for volunteers can be obtained from the Market Manager.
2. Volunteer registration is required.
3. The Market relies on its volunteers, so volunteering needs to be a commitment.

Guidelines for Tabling at FFM

Note: For the 2022 Market season there will be no space available for Tabling. We hope to have space available for the 2023 Market season.

1. One community Service organization at a time may be selected to table.
2. Space and canopy will be shared with Master Recyclers.

3. The subject matter needs to be appropriate to FFM's mission statement, "To create a marketplace for regional farmers (100 mile radius of Florence) to sell their locally grown/produced products in the Community of Florence." (i.e. issues about food, health, air and water for example).
4. Political candidates and religious organizations would not fit within the mission.
5. The Market Manager will screen and decide on the appropriateness of a tabler. She will monitor the actions of the tablers and may ask them to leave if they are not as advertised. She will ensure they have a copy of these guidelines.
6. Each tabler will be allowed to come for two consecutive weeks and would then need to wait until the following Market season to come back.
7. Tablers are required to arrive at the Market no later than 2:15pm, have their table set up and ready by Market opening at 3pm. They will need to remain at the Market until closing and help with the takedown of the canopy they are sharing with Master Recyclers.
8. Each tabler is responsible for their own leaflets and making sure they are "wind" secure. They are also responsible for keeping the Market site clear of their leaflets should they blow around or be dropped.
9. Tablers need to bring their own table and chairs. They may share the Master Recyclers canopy.
10. Tablers are required to stay at their own table, remain low key, not intrusive and not be aggressive in going out into the crowd.

Management

1. The Market Manager shall have the authority to enforce all rules. Should a vendor fail to abide by FFM rules the following consequences may occur:
A major violation, such as committing an unlawful or violent act, or physical or verbal abuse will result in the immediate termination of Market participation. No refund of any fees will be given.
Minor violations will result in the following series of actions:
 - First violation: verbal warning
 - Second violation: written warning
 - Third violation: immediate temporary or full-season suspension of Market participation with no refund of any fees.
2. Market Manager may, at any time, request to conduct a farm, kitchen or business inspection. Failure to comply can be cause for termination from the Market.

3. Anyone wishing to appeal an action of the Market Manager may document the problem on the Concern Form in writing and request a hearing by the FFM Directors. Within two (2) weeks of receiving the concern, the Directors shall render a decision on the merits of the grievance and any remedies. During the grievance process, the violator must adhere to the original penalty with no right to restitution for any losses. Decisions of the Directors are final.

4. Vendors may submit a Product Challenge Form if they believe another vendor is misrepresenting their product. There is a \$100 filing fee which can be shared by a group of vendors. This fee is returned to the challenger(s) if the claim is verified. Submit the Product Challenge Form to Market Management on the day of the market or within a week of the market day that the alleged violation occurred. The FFM will not reveal the challenger(s) identity to anyone. The FFM will conduct such investigation as conditions permit to make a determination on the product challenge. If the challenged vendor is found to be in violation with these rules, that vendor may be warned, suspended, or removed from the market at the discretion of the Directors.