



FLORENCE FARMERS MARKET
General Market Rules and Guidelines
2024 SEASON
May 21st thru October 15th

OUR PURPOSE:

The Florence Farmers Market (501c3) was established to create a marketplace for regional farmers to sell their locally grown/produced products in the community of Florence.

Community Benefits:

- Access to sustainably, locally grown food through farm-direct sale
- Ability to meet the farmers who grow/produce our food
- Establishment of a vibrant community gathering place, accessible to all community members
- Increased awareness of healthy food within our community, promoting equity in access
- Amplified support for the local economy through increased spending

Market Rules and Guidelines:

Market Location, Date and Times for the 2024 Season

The Market is located at the Port of Siuslaw boardwalk in Old Town Florence, (Bay Street meets Nopal Street).

The Market is open to the public from 3:00 to 6:00 pm on Tuesdays.

The 2024 season is from May 21 to October 15th.

Vendor Applications

1. Vendors must apply annually.

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

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.

Membership, Market Fees, City Vendor Fees

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.

In addition, each vendor must pay a daily booth fee for each day they are at the market. The daily fee is \$25 per 10x10 space. This fee must be paid to the Market Manager by the end of the market.

Full season price is a non refundable \$500 per 10x10, if paid in full at the first market and is expected to be paid at the first market the vendor attends.

The city of Florence requires a vendor application and fee. Applications can be obtained from the market manager or city hall. The market manager will collect applications and fees (\$29) and submit them under the Florence Farmers Market Master Vendor License after the first market. Price reflects the city of Florence Business License Classification 7, Master Vendor.

Market Procedures and Vendor Agreements

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

Setup

- Vendors may arrive as early as 1pm.
- Vendors should unload their vehicle, then park nearby so that others can access the loading area. There is no driving or parking of vehicles allowed on the sidewalk or grassy area of the Boardwalk.
- *Vendor vehicles are expected to be off the curb by 2:30 pm and beware of the safety of customers, volunteers, and vendors.*
- *Vendors must be set up and ready to sell by 3:00 pm.—There are to be no sales to customers before 3pm*

Space Assignment

- Spaces will be allocated by the Market Manager with consideration to seniority, local product, product category and cooperation. The FFM retains the right to reassign vendor space at any time if deemed necessary for the overall good of the Market.
- 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 to more vendors than others at the Market Manager's discretion.

Take down

- All vendors must stay set up until the close of the Market at 6:00 pm including at least one table, signage, and canopy.
- A “Sold Out” sign may be placed in the booth space if product(s) is/are sold out, but the display items, canopy, tables, etc., must remain in place.
- Vehicles may NOT be moved into loading areas until after 6 pm.
- Vendors, as a courtesy, should be ready to load when their vehicle is pulled up to the loading area.
- Vendors must leave their area clean at the end of Market day.

- Vendors must be packed and ready to leave by 7:00 pm.
- *Again, no driving or parking on sidewalks or grassy areas of Boardwalk.*

Vendor Rules and Guidelines

- 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.
- 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.
- With the exception of service animals, vendors and staff are not allowed to have pets in booths.
- **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.
- Sidewalls at this market are a hazard, if sidewalls are used to shade cloth or other porous material that allows the movement of wind.
- Internal combustion generators are not allowed. Non-noise producing batteries or solar battery generators will be allowed.
- No proselytizing, military recruitment or political campaigning is allowed at the Market.
- No product “hawking” allowed. No “attracting” shoppers who are not at your booth. No selling or giving samples outside the booth area.
- Use of tobacco products within the Market boundaries is prohibited. ● There will be no discrimination based on race, color, creed, gender, religion, sexual orientation, age or nationality.
- 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.
- Vendors may not sell baked goods unless they are an approved, dedicated baked

goods vendor.

- Vendors must display clearly visible signage indicating the name of farm or business and location.
- Items for sale should be clearly priced.
- Use of plastic bags, plastic clamshell containers, etc. is discouraged. Use of paper bags and reusable bags is encouraged.
- Vendors doing higher volume business are encouraged to provide appropriate staff and signage so customers can easily move through check-out area(s) that allow for proper flow of customers

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- Vendors are responsible for ensuring that their line of customers does not impact the visibility of other vendors or safety of the market.

Market Cancellations

Markets may be canceled due:

to safety concerns like weather, natural disasters, ect.

- The Market Manager (MM) will give notice of a possible closure warning by email by Sunday night at 6 pm.
- The final determination on cancellations will be made on Tuesday morning by 9 am through email.
- No sales on site allowed in the event of cancellation.

Offsite Vendor Representation in Product Sales

- Only vendors who have been at the Market for at least one year are eligible to co-vend and not attend the market through another vendor at the Market. Permission to vend without being present at the Market is at the discretion of the Market Manager.
Non-present vendors must have a firm agreement with another vendor for pick-up and distribution of their products to customers.
- All products within a booth have to be represented with clear signage including producer information.
- All vendors who are selling their products at the Market, regardless of their physical presence, will be subject to a membership fee, as well as \$29 for application and fee to be submitted under FFM Master Vendor Lic or prove one has a C of Florence lic.

Special Programs

Acceptance at our market is predicated on your willingness to participate in these

important equity programs.

SNAP/DU programs

All vendors are asked to accept SNAP and/or DoubleUp script where applicable. Vendors will sign agreements to assure their understanding of their eligibility for each program before the start of their first market. Vendors will be responsible to come to the Market Manager table during the last ½ hour of the Market to be reimbursed for that day's SNAP/DU by check.

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Rx program

This is a PeaceHealth Peace Harbor run program that supports patient health by making fresh fruits and vegetables accessible for folks who need financial assistance. All vendors who sell fresh fruits/vegetables are asked to accept Rx script. Reimbursement for these monies will be at the end of the month unless otherwise specifically requested by the vendor.

Guidelines for Non-Profit Tabling at FFM

- Nonprofits are invited to table at the Community Table as space allows. To inquire about reserving one of these slots, contact the Community Table manager.
- 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).
- Political candidates and religious organizations would not fit within the mission. ● The Market Manager (MM) will screen and decide on the appropriateness of a non-profit. The MM will monitor the actions of the non-profit and may ask them to leave if they are not as advertised. MM will ensure they have a copy of these guidelines.
- Each nonprofit will be scheduled for one Market only and would then need to wait until the following Market season to come back.
- Nonprofits 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.
- Each nonprofit 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.

- Nonprofits need to bring their own table and chairs.
- Nonprofits 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:

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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 Board of 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 an 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.

I agree to the above Rules and Guidelines

Signature _____

Date _____