Florence Farmers Market
Vendor Rules and Guidelines

2026/2027 Winter Season
Oct 27th 2026 - May 11th 2027
This document is subject to change
Last Updated September 8th, 2026

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 Details

Florence Farmers Market Winter Season is located at [TBD].

The market season runs from Oct 27th 2026 - May 11th 2027.

The Market is open to the public from 4:00 to 5:00 pm every other Tuesday during market season (skipping December 22nd, 2026 for a winter break).

Vendor Applications

1. Vendors must apply seasonally, by submitting an application form on the Market's website.
2. To be eligible, a vendor must:
    a. Be a farm or food producer
    b. Grow, raise or produce the products for sale within a 100 mile radius of the Market site
        i. A vendor outside this radius, with a product or service not currently represented at the Market, may apply for approval with the understanding that if product(s) of equal quality become available within the 100 mile radius, they will be allowed to finish the season but may not be approved for the following year.
    c. Submit a list of goods to be sold at the Market. Any changes or additions to previously agreed upon goods must be proposed/presented to Market Management for approval at least a week in advance of the intended sale date.

3. Approval of vendors is at the discretion of the Market Management.
4. The Market Management determines if a product category is sufficiently represented at the Market. Some categories may be allowed more vendors than others at the Market Management's discretion.
5. Florence Farmers Market reserves the right to prohibit anyone from selling at the Market or may prohibit the sale of any specific product.
6. Vendors are solely responsible for product liability. Vendors are to maintain a commercial general liability insurance policy that does not exclude products - completed operations coverage. The policy limit should be a minimum of 1,000,000 per occurrence with a 2,000,000-aggregate limit. The policy must list Florence Farmers Market as an additional insured or contain a blanket additional insured endorsement. Vendors must provide Florence Farmers Market with a certificate of insurance confirming coverage no later than one week prior to their first date of vending. Florence Farmers Market is not responsible for any loss or damage incurred by vendors.
7. All vendors must comply with federal, state, county, and local rules and regulations related to the production and sale of their products. Failure to conform to such rules and regulations may be grounds for removal from the Market and forfeiture of fees. This includes, but is not limited to, compliance with
    a. Federal, state and local health licensing requirements,
    b. The Farmers Market Guidelines prepared by the Oregon Department of Agriculture,
    c. Standards governing labeling, packaging, display and weight, including scale certification with the Oregon Department of Agriculture Measurement Standards.
8. Copies of all licenses, permits, and certifications must be included with vendor application
9. **NOTE: Licensing requirements change. It is the vendor's responsibility to stay compliant with the appropriate licensing authorities at all times.**

Membership and Fees

The seasonal vendor fee for Florence Farmers Market is $30, and must be paid within two weeks of application approval. The vendor fee is valid for one season. (Main season and Winter season requires a separate seasonal vendor fee.)

In addition, each vendor must pay a booth fee for each day of vending at the Market. The fee is $15 per 6’x8.5’ space. (Width x Depth). This fee must be paid to the Market Management by the end of the market day or by enrolling in ACH withdrawal.

The City of Florence requires each vendor to hold a City of Florence Vendor License under the Florence Farmers Market’s Master Vendor License. Florence Farmers Market will submit applications under Florence Farmers Market’s Master Vendor License on behalf of all approved vendors. The vendor must submit their payment for the City of Florence Vendor license fee to Florence Farmers Market within two weeks of application approval.

The current City of Florence Vendor License fee is $39, subject to change without notice at the discretion of the City of Florence.

Market Procedures and Vendor Agreements

Setup

1. Set up starts at 3 pm.
2. Vendors must unload their vehicle from the parking lot.
3. Vendors should be aware of the safety of customers, volunteers, and other vendors when driving in the parking lot.
4. Vendors must be set up and ready to sell/distribute by 4:00 pm
5. There are to be no sales to customers before 4:00 pm

Space Assignment

1. Spaces will be allocated by the Market Management with consideration to seniority and product categories.
2. Vendors may voice their wish for booth locations to the Market Management, but no guarantees can be made that such wishes can be honored.
3. Florence Farmers Market retains the right to reassign vendor space at any time if deemed necessary for the overall good of the Market.

Take down

1. All booths must stay set up until the close of the Market at 5:00 pm including at least one table, signage, and canopy, even if products are sold out or picked up.
2. Vendors must load their vehicle from the parking lot.
3. Vendors must remove all garbage and leave their area clean at the end of the market day.
4. Vendors must be off site by 6:00 pm.

Booth

5. Vendors will be responsible to maintain personnel for their booth space at all times during public market hours, except if they are sold out and have placed appropriate signage to indicate that.
6. With the exception of service animals, vendors and staff are not allowed to have animals in booths.
7. Vendors are responsible for ensuring that their booth area and the immediate surrounding space - is safe for customers and clear of tripping hazards.
8. Internal combustion generators are not allowed. Non-noise producing batteries or solar battery generators will be allowed.
9. Vendors must display clear signage indicating the name of the farm or business and its location.
10. All products must be presented with clear price signage

11. Use of plastic bags, plastic clamshell containers, etc. is discouraged. Use of paper bags and reusable bags is encouraged.
12. 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
13. Vendors are responsible for ensuring that their line of customers does not impact the visibility of other vendors or safety of the Market.

Conduct

1. 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.
2. No proselytizing, military recruitment or political campaigning is allowed at the Market.
3. No product “hawking” allowed. No “attracting” shoppers who are not at your booth. No selling or giving samples outside the booth area.
4. Use of tobacco products within the Market boundaries is prohibited.
5. There will be no discrimination based on race, color, creed, gender, religion, sexual orientation, age or nationality.

Online Ordering Platform

1. Florence Farmers Market (Winter Season) offer online orders prior to the market date through our Local Food Marketplace storefront
2. All participating vendors must update their inventory no later than Wednesday at 8 am the week prior to the Tuesday of Market Operation
3. Online ordering is open to shoppers from Wednesday at Noon to Sunday at 11.59 pm prior to the Tuesday of Market Operation
4. Vendors will have access to pick and pack lists from the online ordering platform
5. The market will send pick-up reminders to all shoppers by email and/or text on the day of the market, and will make efforts to call all shoppers with uncollected orders by 4:45 pm.
6. Vendors will not be reimbursed for unpaid, uncollected orders, but will remain in possession of the unsold products.
7. Vendors may bring additional product for day-of sales, but is not required to do so.

Weather

1. In case of adverse weather or unsafe road conditions there may be changes to hours of operation or cancellation at the discretion of Market Management.
2. As this is a new market location, the impact of various weather conditions is still unknown, and as such, no explicit Wind and Weather policy is instated for the 2026/2027 winter season. However, market management is committed to clear and open communication about weather-caused changes to our market day operation.

3. If conditions are predicted to be adverse, Market Management will send a warning email to vendors alerting them to the possibility of adjusted hours of operations or cancellation for the upcoming market no later than 48 hours prior to market opening.
4. If a warning has been issued, Market Management will follow up with a final decision email to vendors no later than 24 hours prior to market opening. This email will state any changes to hours of operation or cancellation.
5. In the event of cancellation due to adverse weather, no booth fees will be charged to vendors. In the event of changes to the hour of operations, no refunds or adjustment of the booth fees will be made, but vendors may decide to cancel their participation until the opening of the market, with no booth fees charged.
6. The public market community will be notified of any cancellation or changes to the hours of operation as soon as possible, and no later than 12 hours prior to Market Opening. Announcements will be made through Florence Farmers Market's newsletter, social media pages, other relevant channels, and directly by email/phone to anyone who has placed an active order.
7. No sales on site are allowed in the event of cancellation.

Booth Sharing

Vendors may share a booth space at Florence Farmers Market. All vendors participating in a shared booth space must submit a vendor application, be approved by the Market Management, pay all seasonal and annual fees, and hold a valid City of Florence Vendor license.

1. A maximum of 3 vendors may share a booth.
1. Signage of all sharing vendors needs to be posted clearly in the booth space
2. All displayed products must be marked with signage indicating the respective vendor.
3. Each vendor will need to turn in a separate tally sheet for their individual sales.
4. All Market Rules and Guidelines apply to vendors who participate in booth sharing.
5. The booth fee of $15 will be divided equally amongst the sharing vendors.
6. Where applicable, vendors sharing a booth may take responsibility for distributing each other's product, and are not required to all be present within the booth. Such agreements must be made explicitly between vendors themselves and are not administered by Florence Farmers Market. It is the responsibility of the physically present vendors to ensure they follow all applicable local, state, and federal rules in general and as they apply to direct-to-consumer sales.

Consignment Sales

A vendor may sell consignment products from another vendor who is not themselves present at the Market, with permission from Market Management.

1. A vendor application must be submitted by the non-present vendor, and approved by the Market Management prior to consignment sale of their products.
2. The non-present vendor must pay all seasonal and annual fees prior to consignment sales of their products.

3. The non-present vendor must hold a valid City of Florence Vendor License.
4. All rules for vendor approval laid out in this document apply to approval of non-present vendors.
5. All relevant laws regarding products and consignment sales apply. It is the responsibility of the present consigning vendor to ensure that all local, state, and federal rules about consignment sales are followed.
6. All consignment products must be represented with clear signage including producer information and price.

Equity Programs

Florence Farmers Market is a proud participant in multiple important food equity programs, such as Double Up Food Bucks and ProduceRX.
Vendors must agree to participate in the markets' equity programming, be good representatives and stewards of these programs, and to accept payment by all program currency types that apply to their product categories.
Vendors will sign agreements to assure their understanding of their eligibility for each program before the start of their first market date.

Program Reimbursements

The Market Management will distribute a pouch and tally sheet during the market day. Vendors are responsible for counting all collected program currencies and filling out their tally sheet. Vendors must return their pouches with all program currencies and the completed tally sheet to the Market Management between 5-5:15 pm.
Vendors will receive reimbursement for all program currencies and credit/debit card payments placed through the online ordering platform by ACH deposit (no later than 7 days after the market date) or by check mailed through the markets' online banking system (may take approximately 14 days to arrive).
Vendors may request that the Market Management perform a day-off face-to-face counting to confirm their token tally at the Market. To do so, let the Market Management know when you hand them your pouch. Please be patient. The Market Management may not be able to confirm the count on the spot, but will do so as soon as possible, and no later than 7 pm.
The Market Management will inform vendors of any possible discrepancies in tallies by email within five business days.

Farm Direct Nutrition Program (FDNP)

All eligible vendors are encouraged to participate in the Farm Direct Nutrition Program program. Florence Farmers Market is not responsible for reimbursements relating to this program, but will maintain an active listing as a participating Market Site with the program organizers. It is the responsibility of each eligible vendor to enroll at this website: www.oregon.gov/oha/ph/healthypeoplefamilies/wic/fdnp/pages/index.aspx.

Management

The Market Management shall have the authority to enforce all rules. Should a vendor fail to abide by Florence Farmers Market rules, the following consequences may occur:

1. **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.
2. **Minor violations** will result in the following series of actions:
    a. First violation: Verbal warning
    b. Second violation: Written warning
    c. Third violation: Immediate temporary or full-season suspension of Market participation with no refund of any fees.
3. The Market Management may, at any time, request to conduct a farm, kitchen, or business location inspection. Failure to comply can be cause for termination from the Market.
4. Anyone wishing to appeal an action of the Market Management 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 Board of 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 Board of Directors are final.
5. 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. Florence Farmers Market will not reveal the challenger(s) identity to anyone. Florence Farmers Market 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 of these rules, that vendor may be warned, suspended, or removed from the Market at the discretion of the Board of Directors.

☐ I have read and agree to abide by the 2026/2027 Winter Season Market Rules and Guidelines of the Florence Farmers Market.

Business Name: _____

Printed Name of Business Owner: _____

Date: ____/_____/_____

Signature (Business Owner): _____