



# 2019 MEMBER HANDBOOK

## CONTACT INFORMATION

Umpqua Valley Farmers' Market (hereafter referred to as "Market")  
Email: [uvfmmanager@gmail.com](mailto:uvfmmanager@gmail.com) Web site: [www.uvfarmersmarket.com](http://www.uvfarmersmarket.com)  
Market Manager – Amanda Pastoria, phone: 541-530-6200

## SECTION 1: INTRODUCTION

### MISSION

The Umpqua Valley Farmers' Market enhances the community by promoting small local farmers and producers, strengthening the local economy, and facilitating healthier nutrition, while bringing people together in a festive atmosphere.

### BIMONTHLY BUSINESS MEETING

Board of Directors meetings are held on the first Monday of each odd numbered month at the Douglas County Courthouse, Room 310, at 6 pm. Changes or postponements will be posted at the Market and on our website. Meetings are open to the public and all members are encouraged to attend.

### MEMBERSHIP

In order to participate in the Market, all vendors must attend an orientation, complete and sign the application form, and pay a membership fee. All fees are listed in Appendix A. The membership fee remains the same no matter when in the six-month time period a vendor joins—there is no prorating of membership fees.

All forms, including the application form, and certificates must be updated each year of participation at the Market and copies provided to the Market. This includes special licenses and certifications. To become a vendor you must agree to maintain compliance with the current Member Handbook. All vendors are responsible for seeing that their employees or other personnel staffing their booths are familiar with Market policy and adhere to the Market rules.

### Market "On the Spot" Vendor Checks

The Market Manager/Board of Directors may conduct periodic "on the spot" vendor checks to ensure compliance with the Market Handbook guidelines or health and safety issues.

### Site Visits

The Market Manager/Board of Directors reserve the right to make site visits to vendor farms to ensure compliance with all vendor guidelines.

### Farmspread

As a vendor of Umpqua Valley Farmers' Market, you have an account on [Farmspread.com](http://Farmspread.com). It is each vendor's responsibility to keep their information current, as this information is what displays in the Meet Our Vendors section of our website, and will be used as our primary means to contact you.

### DISCIPLINE

Market membership and/or vending/community booth privileges may be suspended or terminated due to failure to comply with current Market member handbook guidelines or other health and safety issues following a written warning issued by the Market Manager or the Board of Directors. The type of offense will determine the timing and severity of the discipline. A detailed chart related to our most common disciplinary issues is listed in Appendix B.

## **COMPLAINTS**

Any vendor or customer who has a complaint should file a written report of their complaint with the Market Manager. Timeliness is important when filing a complaint as certain things require immediate attention of the Manager/Board of Directors to protect customers and the integrity of the Market.

Complaints should contain specifics about the item or items that are in violation of Market rules as well as the name of the Vendor or Vendors involved, what type of violation is occurring and the date. Anonymous complaints will not be investigated.

Once a complaint is filed, the Manager/Board of Directors will gather information about the violation from the Complainant as well as the Vendor(s) involved. If the violation(s) is supported by the data gathered, the Manager/Board of Directors will issue a formal notice to the Vendor(s) detailing the violation(s) and the time-frame for the Vendor(s) to come into compliance in order to again participate at the Market. In the case of minor violations, this notice will be verbal and conveyed to the Vendor(s) by the Manager/Board of Directors.

Repeated offenses by any Vendor(s) will result in a letter of suspension from participation issued by the Board of Directors. This letter will also detail the time-frame of the suspension and the required actions for the Vendor(s) to regain their standing at the Market.

Any Vendor may appeal any of the actions detailed above by attending the next scheduled Board Meeting and explaining to the Board why they feel the violation(s) are not accurate. As long as the violation(s) do not affect health or regulatory infractions, the Vendor may state their desire to appeal and continue to operate until their appeal is heard at the next scheduled Board Meeting.

## **MARKET RULES CHANGES**

The Board of Directors reserves the right to modify the rules of the Market as circumstances warrant. Vendors will receive advance notice and a revised copy of the rules will be available on the web site as soon as changes are incorporated. Vendors are responsible to inform any personnel staffing their booth in their absence of any rule and guideline changes and guarantee their compliance.

I have read and understand Section 1 of the Umpqua Valley Farmers' Market Member Handbook (initial) \_\_\_\_\_

## **SECTION 2: GENERAL MARKET RULES**

### **MARKET AREA USE**

No vendor may use any Market area for a purpose other than regular retail sales on a designated Market day. If any temporary relocation of the Market for a special event is agreed upon by the Market membership, no vendor may use the regular Market area on that day for any reason, including personal use or retail sales of regular Market products.

### **RULES OF CONDUCT**

The following are the Market rules of conduct:

- Vendors shall be honest and conduct themselves at all times in a courteous and businesslike manner.
- Rude, abusive, offensive or disruptive conduct will not be permitted.
- Vendors must wear appropriate attire at all times while in the Market area.
- Vendors must avoid interrupting or interfering with other vendors sales activities.
- Vendors must leave their booth area free from damage and trash.
- No loud hawking, shouting or barking is allowed (defined as selling your wares in an overly aggressive manner, calling out to a shopper as they pass by your booth, or standing outside your booth to attract customers).

## **Social Media**

Social media is used by vendors and the Market to advertise and generate interest in our market. Social media can be a terrific platform for broadening our reach and helping to promote the products and offerings at the Market.

As powerful as Facebook, Instagram and other social media platforms can be for promoting businesses, misuse can create damaging impacts for individual businesses and those affiliated. It is always advised to communicate via social media just as you would in-person - you are portraying yourself and your business online, and for a long time to come and with very broad reach, regardless of privacy settings and/or the forum in which comments are made.

As a vendor, your social media presence is inherently linked to the broader Market community, which means:

- Any and all social media postings reflect on your business directly and on the Market as a whole.
- The Market expects that all social media postings reflect the same standards as in-person interactions. This means language should be family-friendly and professional.

Inappropriate use of social media may be reason for disciplinary action and even dismissal from the Market. Please refer to the Discipline Section beginning on page 1 for more details.

## **Smoking Policy**

There is absolutely no smoking allowed in the general Market area. There will be a designated smoking area removed from the main Market, where vendors/community booths participants and/or customers are allowed to smoke. The smoking policy of the Market location host will be observed at all times.

## **Children in the Market Area**

Vendors who bring children to Market must observe the following rules:

- Keep children confined to their own sales booth during Market hours.
- Provide quiet entertainment for children.
- Children may not run in the Market area.
- Children may not visit in other booths unless specifically invited to do so.
- Any vendor that has children and can comply with these regulations will receive a special certificate denoting their supreme achievement in parenting.

## **Animals in the Market Area**

Only service animals and police dogs are allowed at Market. This applies to vendors and customers. No live animal sales.

## **Service Animals**

Service animals are allowed at the Market. Vendors should discourage customers from holding service animals close to all food products including fruits, vegetables, prepared foods, and samples.

**Trash** - Vendors are responsible for removing their own trash and unsold product from the Market premises. Trash cans provided at the market are for customer use only, and vendors should haul their trash with them.

**Fire Extinguishers** - Vendors must have up to date fire extinguishers on site if their operation may pose a fire risk.

**Scales** - All scales used for weighing customer goods must be certified by the Oregon Department of Agriculture, Measurement Standards Division. Scales must be licensed annually.

**Noise** - Playing of radios or CDs inside the Market area is prohibited. Devices that produce noise, such as generators, shall be operated in a way and volume/ sound level that does not interfere with business interactions of other vendors and customers.

## **MEMBER LICENSING & INSURANCE**

Copies of all required licenses must be provided to the Market Manager to be kept on file with the Market records. All vendors are held responsible for informing themselves, and complying with, State and local health regulations and

licensing requirements governing the production, display, distribution, sampling, and sale of their products as outlined in Oregon Department of Agriculture's Direct Marketing Handbook, available online on their web site. Vendors may be suspended, or removed from the Market for failure to obey or conform to Market, Federal, State, or local regulations.

Vendors selling under the Farm Direct Exemption or egg producer licensing exemption must comply with all applicable requirements outlined by the Oregon Department of Agriculture. For more information visit the ODA [What Can I Do Without a License?](#) Webpage.

Vendors allowing sampling of their products must comply with the rules governing farmer's market sanitation and health issues as covered in Oregon Department of Agriculture's Farmer's Market Guidelines: Minimum Requirements for Food Safety.

## **INSURANCE**

All vendors are required to carry liability insurance as of April 1, 2017. Vendors must purchase product liability insurance and provide a copy of the policy, with Umpqua Valley Farmers' Market named as an additional insured, to the Market Manager.

I have read and understand Section 2 of the Umpqua Valley Farmers' Market Member Handbook (initial) \_\_\_\_\_

## **SECTION 3. MARKET OPERATIONS**

### **MARKET HOURS**

Year-round: 9 am to 1 pm, every Saturday

Holiday Hours: 9 am to 2 pm, every Saturday between Thanksgiving and Christmas.

### **SPACE ASSIGNMENTS**

Vendors/community booths **MUST** check in with the Manager or the Market Directory before setting up or they may be asked to relocate.

Space assignments are at the sole discretion of the Market Manager, and may be based on seniority, product type, participant needs, season, site requirement, crafter/grower percentages, and Market ambiance. All reasonable requests for specific space locations will be attempted to be honored, but specific spaces are not guaranteed.

Seasonal changes, special events, and extenuating circumstances sometimes require restructuring of the Market arrangement.

Vendors should inform the Market Manager as early as possible of their intent to participate, or not participate, in the following week's Market by marking the appropriate box on the vendor fees envelope, by email, or by phone no later than Thursday prior to the next scheduled Market. Failure to do so may result in loss of space.

No adjustments of the Market map will be made to accommodate drop-in, late confirming or late arriving vendors. If unsure about your attendance for the next week, it is preferable to mark the vendor fees envelope with a "yes" and cancel closer to the next Market day. It is easier to erase a vendor's name rather than to add one to a potentially full Market map.

If you wish to confirm for multiple weeks by marking on the vendor fees envelope, in addition email or call the Market Manager prior to the next Market day you wish to attend. Be aware – to confirm for any given week on your vendor fees envelope – you must put YES in the box on the line **above** the week you plan to attend and not on the line with the date you will be absent.

**Community Booths** - A limited number of booths will be available for non-profit and community service organizations. The Market Manager/Board of Directors reserves the right to determine the number and use of these booths.

## **BOOTHS**

Official booth size is 10' X 10' (additional space behind each booth may be used when available). All booths and tables must be provided by the vendor/community booth (see *Community Booths* listed under Section 3. Market Operations) and must be erected with concern for the safety of the public and other Market vendors.

Canopies must be in good repair. Each leg of the canopy **MUST** be secured at all times with weights to ensure stability in all weather conditions. A minimum of 25 pounds per tent leg is required. Weights should be secured to the tent in a manner that does not pose a threat to customers or neighboring vendors. **Vendors whose canopies are not secure due to insufficient weight, may be asked to purchase additional liability insurance before being allowed to vend at the Market again.**

Vendors must be set up and ready to sell before the opening of the Market, and must remain set up for business and may not break down until the close of the Market. This is for safety reasons. If a participant sells out of product, notify the Market Manager, and place a "Sold Out" sign at the front of the booth. They must return before the close of the Market to fill out and turn in the vendor fees envelope before breaking down for the day.

When the Market is outdoors, Vendors are required to unload their vehicles into their space before setting up so as not to block access for other vendors. They are also required to break down their tents and products completely before they bring their vehicles over to load them at the end of the Market. See *Loading & Unloading* for more specific information.

All product and signage must stay **WITHIN** the assigned space. Your display may not interfere with the vendors around you or the customer traffic patterns in front of your booth.

Vendors/community booths may not distribute samples or literature outside their booth area.

## **DAILY BOOTH FEE**

See Appendix A for current fees.

Do not turn in your vendor fees envelope prior to the close of the Market as the Gross Sales Report must include all sales until the Market day officially ends. Participants are responsible to turn in their vendor fees envelope no later than 30 minutes after the close of market.

## **EXTRA SPACE FEE**

Additional space may be available with prior arrangement with the Market Manager. Please see Appendix A for the current fee.

Please include your Gross Sales Report in your Vendor envelope as usual and use the additional box on the vendor fees envelope to record the extra space fee.

## **LOADING & UNLOADING**

Vendors must be in place 30 minutes before the market opens and make every effort to be broken down and their spaces cleaned up one hour after market closes. Early sales are not allowed due to the safety hazard this poses to shoppers as vendor vehicles are still moving within the Market area.

Vehicle unloading will not be permitted prior to 7am without the consent of the Market Manager. Vendors/community booths may not drive a vehicle into or out of the Market during market hours. The Market entrance will be barricaded at the official opening of the market. Unload and move your vehicle **PRIOR** to set-up to avoid excess congestion in the Market area. At the end of the Market day, break down completely **BEFORE** retrieving your vehicle.

While the Market is outdoors, vendors must use the right lane (closest to the church) for parking and unloading/loading. The left lane will remain open for passing.

All Market vendors/community booths and their non-shopping guests **MUST** park in the designated vendor parking spaces away from the customer parking areas. In order to ease traffic congestion during Market set-up, those vendors (mostly plant and produce vendors) with booth spaces on the street side of the Market, should back up to their assigned space from the customer parking side to unload their supplies.

Vendors requiring a trailer or vehicle for their display may do so only with Market Manager approval.

### **BOOTH SHARING**

Booth sharing is permitted between Market vendors in good standing. There must be clear signage designating the producer of each product. Each Market vendor with product for sale must fill out a vendor fees envelope and enclose the daily booth fee *and* Gross Sales Report just as if each Market vendor had their own booth, however, the fees are ½ those stated in Appendix A for each vendor. The Market strongly encourages all vendors sharing booth space to be present at Market.

### **CSAs**

Vendors who wish to use the Market site as the distribution point for their Community Supported Agriculture (CSA) activities, may only do so if they are also set up for retail sales on that same day.

### **SIGNAGE**

All vendors must have signage with their business name and location displayed. All licenses and certifications must be up to date, and displayed within the booth for all applicable producers.

Only those vendors who are “Certified Organic” may display signage with the term “Organic” on it. Those vendors who do grow produce using organic methods may use other allowed language (*covered in the Product Labeling section*) such as “no synthetics applied”.

All signage must remain inside the assigned space without interfering with other vendors or customer traffic. Prices of products should be clearly and accurately posted. The Market conducts a retail market and vendors are encouraged to price their products accordingly.

### **PRODUCT SALES & GUIDELINES**

Products allowed for sale include juried crafts, locally-grown produce, plants, prepared foods, seafood, meat and eggs, and other food items with applicable licenses and permits. Service businesses will generally not be accepted, but may be admitted by vote of the Board of Directors.

All agricultural products sold at the Market must be grown by the Market vendor. Agricultural products must be locally grown, of high quality, displayed in a sanitary fashion and honestly represented (*see Product Labeling*). Local agricultural products shall be defined as: grown in Douglas County or any contiguous county. Exceptions will be made on a case by case basis by the Market Manager/Board of Directors when certain products are not available locally.

All crafts shall be limited to those made by a Market vendor residing in Oregon.

Marketing U-Pick produce from another farm is considered a form of resale and is prohibited.

Packaged food items/ prepared foods must be juried prior to sale. This includes but is not limited to value-added products such as pickles, jam, jellies, fermented foods, dehydrated foods, frozen foods (excluding packaged meats & fish), baked goods, and ready-to-eat foods.

Any non-agricultural, crafted or processed product must be of good quality, unique and juried by the Board of Directors at a Board of Directors meeting. Jury forms are available at the Market Information Booth or on our website. Please

schedule an appointment to have your item juried. The Board of Directors may limit the number of similar type craft items.

### **Nursery Regulations**

Plants must be grown by a vendor. The State of Oregon requires a Nursery License of anyone selling more than \$250 worth of stock per year.

### **Fungus (includes mushrooms and fungi of all types)**

In order to protect our patrons, the Market requires the following rules and procedures, be strictly followed:

- a. The vendor must submit documentation identifying the vendor's sources and training in mushroom identification. This documentation will be reviewed and approved by the Board of Directors before the vendor is allowed to sell any mushrooms or fungi at the Market.
- b. Copies of Collection permits are required (either commercial permits or written approval from private landowners).
- c. All fungi offered for sale, must be accurately labeled, positively identifying each by their generic and specific names.

### **Promotional Items**

In order to maintain the spirit of a producer-only market, the sale of promotional merchandise with the approved vendors' farm/logo/business name is only permitted for sale after approval is gained from the Market Manager and the Board of Directors through the application/application amendment process. Examples of promotional items include t-shirts, pens, bags, hats, magnets, etc.

### **SNAP, DUF, WIC & OTHER VOUCHERS**

The Market participates in the WIC and SNAP farmer's market nutrition programs. Any new or potential Market vendor can obtain information from the Market Manager. Vendors are encouraged to display signage indicating that they accept SNAP tokens and any other vouchers (WIC and Senior).

## **PRODUCT LABELING**

### **Organic**

All of the products with this label are produced by farmers enrolled in an Organic Certification program. Documentation of this certification must be produced to support and validate this claim and will be placed on file with the vendor's application. A copy of the Organic Certification must be posted in the booth. Producers who market less than \$5,000 worth (gross income) of organic products annually are not required to apply for organic certification. They must, however, comply with the organic production and handling requirements of the regulations, including recordkeeping (records must be kept for at least 3 years). Such noncertified products are not allowed to display the USDA certified organic seal or be marketed as "certified organic". Producers who fall under this exemption may sell, label, and represent products as "organic" or "organically grown".

### **No Synthetics Applied**

Formerly called "No Spray", products carrying this label are, generally, those that have had no synthetically derived pesticides, herbicides or fungicides applied but which may have had synthetically compounded fertilizers, botanically derived pesticides or naturally occurring fertilizers applied.

### **Conventional**

Products carrying this label are grown using conventional farming methods which allow the use of a number of synthetically-derived pesticides, fungicides and fertilizers. These growers may also use botanically-derived pesticides and naturally occurring fertilizers.

### **Wildcrafted/Wildgathered**

Products carrying these labels are gathered and/or crafted from uncultivated natural or forest lands. This collection/crafting method cannot insure the contents of these products. Permits or private lands approvals are required.

### **Certified Naturally Grown**

Products with this label were grown using the same standards as those for organic, but not on a farm actually certified by the National Organic Program of the USDA. In this alternative, non-governmental certification system, other farmers act as third party inspectors. Products have been certified to be free of synthetic fertilizers, synthetic pesticides, synthetic herbicides, synthetic fungicides and GMO seeds.

### **SAMPLING**

Sampling is allowed provided the following conditions are met:

#### **1. Hand Washing**

Each vendor who prepares samples at the sales location must have portable hand washing facilities at the sample preparation site. Minimum requirements would include a container of water which contains an adequate supply of water which flows freely from a tap or spigot. The spigot must be a type which will stay in an open position without being held, so that both hands can be washed at once. The facilities also must include a catch bucket for the water, soap and single service towels.

Hands must be washed whenever the sampler uses the restroom, any time the hands becomes soiled, or upon return to the work station after leaving for any reason. Hands must be washed at the sampling station in addition to using the hand wash facilities at the toilet facilities. This double washing requirement is consistent with hand wash requirement in all other food establishments. Hand sanitizers and moist towelettes may be used, but are not permitted as a substitute for these hand washing requirements.

#### **2. Equipment and Utensils**

Equipment and utensils must be easily cleanable and in good condition. Materials must be impervious and free of cracks and crevices. Smooth hardwood is acceptable for cutting boards. When not in use, utensils must be stored covered or in a sanitizing solution.

#### **3. Wiping Cloths**

Wiping cloths used for wiping food contact surfaces must be stored in a sanitizing solution consisting of an approved sanitizer at an acceptable concentration. Household bleach may be used at a concentration of one tablespoon per gallon (100 parts per million). Sanitizer concentration should be checked throughout the day with a paper test strip.

#### **4. Sample Protection**

Unwrapped samples must be covered when they are not actively sampled by customers. Samples of potentially hazardous foods that are prepared in advance must be kept refrigerated (40 degrees F) while in storage. Potentially hazardous food samples must be discarded after two hours out of refrigeration. Samples should be set-up to avoid cross contamination by customers. Tableware used by customers from sampling product must be single service. Individual sample cups, toothpicks, or disposable utensils are encouraged. Tongs or other utensils should be provided

#### **5. Vendors providing samples must have a container for trash disposal clearly visible and accessible for customers to use.**

I have read and understand Section 3 of the Umpqua Valley Farmers' Market Member Handbook (initial) \_\_\_\_\_

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I have read and understand the Umpqua Valley Farmers' Market Member Handbook and agree to abide by all rules & regulations outlined.

Vendor Business Name: \_\_\_\_\_



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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Appendix A

## **Member Fees:**

Membership fee for April – September is \$35.00.

Membership fee for October – March is \$35.00.

An Annual Membership (allowing the vendor to vend April – March) is \$60.00.

Becoming a Member gives the Vendor the right to vote at the Annual Meeting.

Member Fees must be paid in full prior to Vending at any Market. This includes 6-month Memberships which have just expired.

## **Daily Booth Fee:**

The Daily Booth Fee is currently \$20.00 per day.

## **Extra Space Fee:**

Each additional space used by the same vendor will be charged \$20.00 per day.

## **Payments:**

Daily Booth Fees and Extra Space Fees are paid each day at the end of the Market day.

## Appendix B

The following chart outlines our general practice related to disciplinary issues. Fines apply to all vendors, including non-profits.

<b>Violation</b>	<b>1<sup>st</sup> Offense</b>	<b>2<sup>nd</sup> Offense</b>	<b>3<sup>rd</sup> Offense</b>
No show w/o calling to cancel	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	Suspension from the Market
Selling products not pre-approved by Manager and/or Board	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	\$40 fine and possible suspension from the Market
Failure to tie down and secure shades and shelters	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	\$40 fine and possible suspension from the Market
Required permits and/or certifications not on hand	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	\$40 fine and possible suspension from the Market
Noncompliance with local health dept. regulations	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	\$40 fine and possible suspension from the Market
Arriving late or leaving prior to approved times	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	\$40 fine and possible suspension from the Market
Any other violation of the Market rules	Verbal Warning and daily booth fee	Written Warning, \$20 fine, and daily booth fee	\$40 fine and possible suspension from the Market