

# Aloha Community Farmers' Market 2016 Handbook

Serving Aloha, Reedville, Cooper Mountain and Beyond!



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## **A. Mission and Values**

**Aloha Community Farmers' Market mission:** The mission of the ACFM is to strengthen our local food system, economic vitality, and community identity. We do this by providing access to fresh, local and artisan food products sold directly from the farmers and producers themselves. We aim to serve the Aloha, Reedville, Cooper Mountain and Beyond!

### **Market Goals:**

1. Support local farmers, gardeners, artisans and food related entrepreneurs by providing an avenue for selling their products
2. Provide a direct marketing outlet for low-income community members who are establishing their own businesses.
3. Provide a space for multicultural exchange and community gathering.
4. Promote a healthy diet and work toward the alleviation of hunger by offering access to fresh, local produce and quality foods for all.

## **B. Hours and Location**

The 2016 market will be open every Thursday from 3pm-8pm RAIN OR SHINE from May 5, 2016 through September 15, 2016. This may be extended depending on weather and farmer participation

## **C. Market Management:**

**Market Manager:** Kody Harris [Alohacommunityfarmersmarket@gmail.com](mailto:Alohacommunityfarmersmarket@gmail.com)

**Board Secretary/Marketing Coordinator:** Joe Dittberner

### **To achieve our goals, the Market Management:**

1. Secures and manages the physical market site and daily operations of the market.
2. Accepts VISA, MasterCard, EBT, SNAP and WIC benefits in order to support vendor sales and promotes access to fresh foods for all costumers.
3. Works to maximize customer attendance by providing market entertainment and other special events.

4. Provides community booth space to allow local nonprofits and service-oriented organizations to share information with market customers and introduce their programs.

**Board of Directors:** The Aloha Community Farmers' Market Board of Directors consists of President, Secretary, Treasurer, and vendors who meet to determine the policies and procedures governing the market. More information available upon request.

**Volunteers:** Community volunteers play a key role in Market operations, including advertising, publicity, setup, cleanup and coordinating entertainment/activities.

### **Other Considerations:**

1. ACFM is not a forum for political, general commercial or religious activities. Our use of city property is governed by a license that restricts these activities on the premises.
2. The Aloha Community Farmers' Market Board of Directors reserves the right to make exceptions to these rules at its discretion.
3. The Aloha Community Farmers' Market does not discriminate according to race, color, creed, sex, religion, sexual orientation, age or nationality.

### **D. Product Guidelines:**

Locally grown/produced products that may be sold at the ACFM include:

- Baked goods
- Dairy products
- Herbs
- Meat
- Nursery products
- Seafood
- Crafts\* (\* See guideline #3)
- Berries
- Eggs
- Honey
- Mushrooms
- Nuts
- Specialty foods
- Cut flowers
- Fruits
- Juice
- Non-edible agricultural products
- Prepared foods
- Vegetables

While we strive for product diversity, ACFM reserves the right to prohibit anyone from selling and to prohibit any product from being sold at the market. All products must comply with the Oregon Department of Agriculture, Oregon Health

Department, and ACFM guidelines to ensure high quality products and consumer safety.

1. All products must have been 100% grown, produced, processed, handmade, and/or collected by the vendor (family and/or employee) in Oregon or Washington. Products not grown (or propagated and grown for plant/flower vendors) by the applicant vendor will be considered Secondary Farm Products (SFP). Vendors selling SFP must contact the Farmers Market Manager directly for special permission.

2. Vendors selling products as “organic” must be able to provide documentation of organic certification. This certification must be posted in their stalls on every market day.

3. Handcrafts are welcome on a juried basis but will not make up the majority of vendors. We are primarily an agricultural market and above all we are working to promote access to local foods. In order to accept Federal Nutrition Benefits, we must maintain a majority of vendors who are eligible to accept FNB, therefore we only have a limited number of Artisan/Craft vendors.

4. All products will be of good quality as determined by the Market Manager and the Advisory Committee. If the Market Manager determines a poor quality product is being sold and two staff or board members inspect the product and agree, the vendor will be asked to withdraw the product from sale. If a vendor continually violates quality standards, that vendor will be barred from the market.

5. The Market does not offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having choices for a specific product or similar products. However, if the Market Manager believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.

6. The sale of soda pop or bottled water is prohibited at the Market (see Product Guideline #1 above). Beverages made by the vendor are highly encouraged.

7. The Market is committed to reducing waste by encouraging hot/prepared food vendors to serve on washable plates, forks and cloth napkins. Vendors are asked to offer durable/washable plates, forks and napkins before making disposable items available to customers.

If reusable serving items aren't available, vendors should offer recyclable substitutes. If customers request their meal be prepared "to go," vendors should first offer reusable or recyclable packaging.

If a customer is still requesting "to-go" and unwilling to purchase a reusable "To Go Box," the market will permit vendors to use these types of one-use materials:

- NO STYROFOAM-NO EXCEPTIONS
- Paperboard/cardboard
- #5 plastic (which is recyclable)
- Paper plates with plastic film and/or aluminum foil (not recommended)

### **Product/Vendor Type Definitions:**

#### **Growers**

ACFM defines a grower as someone who actively manages the production of crops and/or livestock on owned or leased land.

#### **Value-added Products**

Value-added vendors must be involved in the processing and production of food products. Examples include fresh baked goods, jams, salsas, cheeses, cider, wine, beer, juice, nuts, packaged foods and other preserved products. Non-farmer vendors (i.e. meat, cheese, honey, pickles, etc.) are not limited to using only local ingredients, but preference will be given to vendors who source as many ingredients as they can from local farmers. All value-added items must be produced in compliance with existing law.

Growers who wish to sell value-added products must have grown or produced the main ingredients in their value-added products. Those farmers interested in selling farm direct value-added products must abide by all laws. For more information, please refer to:

<http://oregonfarmersmarkets.org/mktmngr/docs/Farm%20Direct%20FAQ.FINAL.pdf>

### **Non-Edible Agricultural Products**

Growers wishing to sell non-edible agricultural products are required to have grown and processed (if applicable) the product. Non-edible agricultural products may include cut flowers, ornamental plants, organic compost or fertilizer, etc. and must be connected to a farm's existing operations.

### **Hot/Prepared Food**

ACFM defines Hot/Prepared food vendors as those who freshly prepare foods for on-site consumption. Preference is given to vendors who source as many ingredients as possible from local farmers

### **Community Booth/Non-profits**

A limited number of stalls that offer services and information relating to local non-profit organizations, food, nutrition, gardening, arts, and education will be allowed. These stalls will be available for \$15 a week. Products cannot be sold at these stalls without Market Manager approval. Free product samples will be allowed.

## **E. VENDORS RULES (SET UP AND OPERATIONS)**

1. All vendors shall receive a copy of these rules. Vendors are responsible for making sure that all persons working at their stalls are familiar with and abide by these rules.
2. Failure to abide by **ANY** of these rules will result in a written warning for the first offense and a \$25 fine for the second offense. A third offense may result in termination from the market.
3. Vendors must be ready for operation by 3 p.m. Vendor vehicles must be removed from the market area by no later than 2:45 p.m. unless the vendor has a pre-arranged agreement to display his/her products in his/her truck.

4. In order to make set-up and tear-down most efficient all vendors must adhere to driving in one direction through the Market. All vehicles entering the market area must enter in one direction from
5. Vendors are required to unload vehicles and immediately move vehicles from the Market area before completing set up. Vendors must pull to one side of the route to unload their equipment so as to leave space for other vehicles to pass.
6. After the Market, no vehicles shall enter the market until 15 minutes after the closing market bell. This means that vendors are not allowed to enter the market area with vehicles before 8:15 pm. This allows time for pedestrians to clear the street and promotes a safer operation. Vendors are required to completely pack their booth before retrieving their vehicle to load. THERE ARE NO EXCEPTIONS, except for on rainy days when vendors are allowed to leave their tents up while loading in an effort to protect products and stay dry.
7. Tents and tables shall be provided by the vendor and must not hazard the public or other vendors. **Tents must be weighted down.**
8. **Each stall space must display a sign identifying the farm or business by name and its location.** All descriptions of the products should be accurate and labeled according to applicable law(s).
9. All vendors must clearly display prices for products. It is highly encouraged to have a price tag on each item but at the minimum a white board with the day's prices must be displayed. Likewise, vendors selling products by weight must have their scale certified by ODA and provide the market manager with a copy of their certification.
10. Those who attend the stall must be the principle producer or a representative directly involved in the production in order to respond to customer's questions related to the products being sold. Someone must be present at the market booth for the entire market (3pm-8pm). Market volunteers may be available for 15 minute periods to stand in if you need to leave your booth for any reason.



11. Vendors cannot sell anything\* before the official opening at 3 p.m. There will be a market bell to announce the official opening of the market.

\*Selling to other vendors, Market staff and volunteers is acceptable before and after market bell sounds.

12. Vendors offering samples of their products must comply with the rules governing farmers' market sanitation and health issues as covered in the Oregon Department of Agriculture's Farmers Market Guidelines: Minimum Requirements for Food Safety.

13. Vendors are expected to leave their stall space cleaner than it was found after market closes, including street sweeping if necessary. **NO EXCEPTIONS.** A \$25 refundable cleaning deposit is due upon market acceptance. The deposit will be refunded to the vendor if they kept their stall space clean throughout their time at the Market, and once they have submitted their deposit request by completing an end of the year market survey to the Market Manager.

14. Farmers' Market trashcans are strictly for use by the Market Staff for the purpose of disposing of trash left by our customers. **Vendors must take their trash with them at the end of the market day. NO EXCEPTIONS**

15. Vendors are expected to conduct themselves courteously. It is the intent of the Aloha Community Farmers' Market to make friends, and benefit vendors, customers and the community. We encourage the farmer to be present at their booth at least once a month to better build a better community relationship.

16. All vendors must complete and sign a Vendor Agreement. Vendor Agreements are accepted when approved by the Board of Directors.

17. Vendors are responsible for paying for and complying with state and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of their products.

18. Vendors shall provide the Market Manager with copies of any permits and licenses applicable to the sale of their products on or by the first day of their market participation. Examples include nursery licenses, organic certification and licensed kitchen for processed foods. Vendors who fail to comply with applicable state and local regulations may be subject to removal from the market and forfeiture of stall fees. All licenses must be current.
19. Vendors are not allowed to smoke in the market area. **ABSOLUTELY NO SMOKING/VAPING OF ANY KIND IN MARKET AREA.**
20. Vendors are not allowed to keep pets in the market area. Customers' pets are allowed on leash.
21. All Vendors must participate in the Token Program by accepting tokens as payment and completely filling out all associated paperwork. (See page for more information)
22. All eligible Vendors must participate in the WIC and Senior Farm Direct Nutrition Program and Cash Value Voucher Program. Vendors must attend training to participate in these programs.
23. All vendors must complete an end of the year market survey, which includes reporting their annual sales in order to receive their cleaning deposit and last token check. The ACFM depends on outside funding sources in order to support operations. Annual sales will be used solely for showing economic impact in order to appeal to funders, grant reporting, and will only be used in aggregate form.

## **F. STALL PRICES AND FEES**

1. Vendors may reserve stall space for the entire season, or pay on a week-to-week basis. A 10% discount will be given to those vendors who pre-pay for the entire season.

2. Stalls will be approximately 10'x10'. If the vendor exceeds the allotted area, he/she will be charged accordingly.
3. Fees are as follows for a 10'x10'stall:

<b>Vendor type</b>	<b>Weekly Rate</b>
Agricultural Products (including produce, grains, beans, honey, eggs, cheese, meat, and flowers)	\$30
Value-added/specialty foods	\$30
Bakers	\$30
Prepared (hot) Foods	\$35
Artisan/Craft Vendor	\$25
Community Booth/Non-profit	\$15

4. Vendor payment options:
  - A. Vendors may pay for the entire season at the All Vendor Meeting on Monday April 25<sup>th</sup>, 2016
  - B. At a minimum, vendors must pay for the first and last markets they plan to attend at the All Vendor meeting Monday April 25<sup>th</sup>, 2016, then one payment for each market day after that.
  - C. The stall fee must be paid directly to the Market Manager during market hours. The Market Manager will issue a receipt for payment the same day. Cash or checks will be accepted, NO tokens
5. Vendors must be present during the weeks to which they commit. Fees are non-refundable, but a credit will be given for stalls if the vendor is unable to attend the market and gives a minimum of 48-hours\* notice to the Market Manager. (\*No later than 2 pm on Tuesday before the Market. Notice

should be given via telephone. Acknowledged emails are acceptable but if not acknowledged a phone call before 2pm on the Tuesday before Market should be made).

6. Two or more farmers/businesses may occupy a stall together with Market Manger approval. Each farmer/business must submit an application via [www.managemymarket.com](http://www.managemymarket.com).
7. Vendors may request a specific location. Priority will be given to vendors who:
  - A. Pre-pay for stall space for the full season
  - B. Participated in the end of the year feedback session
  - C. Are consistent in their market participation.

The Market Manager will make the final determination of stall assignments.

8. Reserved spaces may be occupied upon arrival. Reserved spaces not occupied 30 minutes prior to opening may be reassigned to another vendor. Stall Assignments are subject to change.

## **G. MARKET RULE ENFORCEMENT & DISPUTES**

1. The Market Manager or designee who has ultimate onsite authority and who is responsible to the Board of Directors enforces all rules of the market. Complaints or problems should be directed to the Market Manager in a manner that is not disruptive to the market. Written complaints will receive a written response, verbal complaints will be tracked but no response will be given.
2. If a vendor does not abide by the rules of the Aloha Community Farmers' Market, the Market Manager may take any action deemed appropriate, including barring the vendor from selling at the market for that day and any future market days.
3. The Market Staff may visit each farm during the course of the Market season. If there are questions about products/quantities, Market staff will

inspect the farm with another on-site visit or hire an outside contractor to do so. The Market reserves the right to inspect any farm/business.

4. A vendor may appeal any decision of the Market Manager concerning violation of these rules. Both the Market Manager and the vendor shall present disputes in writing to the Board of Directors. An appeals committee will resolve any continuing disputes between the Market Manager and a vendor. The appeals committee shall consist of three members of the Board of Directors. Agreement by two of the members of the appeals committee shall constitute a final decision of any appeal.

## **H. VENDOR LICENSING & INSURANCE**

**Licenses:** Copies of any permits and licenses applicable to the sale of vendors' 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 stall fees. Contact information for government agencies is listed at the end of this handbook.**

**Insurance:** Vendors are required to obtain general liability insurance and present a copy to the market manager. The ACFM is not responsible for any loss or damages incurred by the vendors.

The Aloha Community Farmers' Market accepts SNAP/EBT, Visa, and MasterCard debit and credit sales. These transactions come in the form of wooden tokens. The market staff oversees all transactions. Vendors are supplied with a Vendor Reimbursement Form\* to record all token sales. All tokens must be counted, recorded and turned into the Market Manager by the end of each market day. Vendors will be reimbursed for token sales at the end of each month.

\*Please see page 17 for an example of the Vendor Reimbursement Form.

Abbreviations:

**SNAP** (Supplemental Nutritional Assistance Program, formerly known as food stamps)

**EBT** (Electronic Benefits Transaction)

**WIC** (Women, Infants, & Children)

**FDNP** (Farm Direct Nutrition Program)

**All growers eligible for participation in the WIC & Senior FDNP must apply with the Oregon Department of Agriculture before the start of each season and be authorized. Authorized vendors must learn and follow all Farm Direct Nutrition Program rules.**

## **I. TOKEN SALES & SNAP PROGRAM**

### **Token Sales:**

Customers may use their SNAP/EBT or debit cards to purchase wooden tokens at the Information Booth. These tokens bear the ACFM logo and may be used to purchase items at the market. Tokens from other markets that do not have the ACFM logo on them will not be accepted. All vendors accepted into the ACFM are required to participate in the token program.

### **Token Types:**

**\$5 Blue Credit/Debit Tokens** – All vendors are required to accept the red credit/debit \$5 tokens. These tokens are purchased with a credit or debit card and must be treated as cash. If change is given, it must be given in cash. Vendors are not permitted to give \$1 EBT tokens as change at any time.

**\$1 Green SNAP Tokens** – Green tokens are purchased with a SNAP/EBT card. Green tokens may only be used to purchase SNAP eligible foods.\* Vendors may NOT make change for green tokens. If a sale is for less than \$1.00 or a multiple, the difference will be made up with additional products of the customer's own choice.

**\$1 Orange Fruit & Vegetable Tokens** – As a part of our Federal Benefits Match

Incentives program, SNAP, WIC, & Senior FDNP customers are awarded matching orange tokens to purchase fresh fruits and vegetables each week. Vendors may NOT give change for these tokens. Vendors are encouraged to tell SNAP, WIC, & Senior FDNP customers about the ACFM matching program. These tokens are awarded at the ACFM Information Booth. Vendors who accept the \$1 Orange Fruit & Vegetable tokens who do not sell fruits or vegetables will NOT be reimbursed for those sales.

**WIC & Senior FDNP Vouchers** – Some vendors may be eligible to accept WIC & Senior Farm Direct Nutrition Program Vouchers. These vouchers come in \$4, \$5, \$6, and \$10 denominations and may only be used to purchase fresh fruits and vegetables. These vouchers are eligible for matching funds at the Market Information Booth. Vendors may NOT make change.

## Token Eligibility

Token Type	Fruits, Veggies, Herbs	Plants for growing food, and seeds	Packaged baked goods, honey, dairy products, eggs, fish, meat, poultry, value-added edible	Ready-to-eat and hot foods intended for consumption at the market.	Crafts, flowers, non-edible agricultural products	Change given?
\$5 Blue Debit Tokens	✓	✓	✓	✓	✓	✓
\$1 Green SNAP Tokens	✓	✓				
\$1 Orange Fruit & Vegetable Tokens	✓	✓				
WIC Fruit & Vegetable Vouchers FVV (Blue Voucher)	✓					
Senior & WIC Farm Direct Nutrition Program Checks FDNP (Green Voucher)	✓					



# Vendor Reimbursement Form Example

At the end of each market day please fill out this form with the total amount of each of the tokens you received (even if it is zero). Then turn in the form, tokens and blue pouch to the information booth. You will receive your check at the first market of the month or by mail.

Vendor name/Make checks payable to: Aloha Community Farmers' Market or ACFM.

Date	# of \$1 EBT (Green) Tokens	# of \$1 MATCH (Orange) Tokens	# of \$5 DEBIT (Blue) Tokens	Total Amount Due	Verified by Market	Amount to be Paid
Aug. 6th	84	56	2=\$10	\$150	KH	\$150

## **J. RESOURCES**

These resources are not an exhaustive list, however, they are meant as a starting point for vendors.

### **Certified Kitchens & Food Handling**

Washington County Health & Human Services

Phone: 503-846-8881

<http://www.co.washington.or.us/HHS/>

### **Farm Direct Nutrition Program (WIC/Senior)**

Oregon Department of Agriculture

Phone: 503-872-6600

<http://www.oregon.gov/DHS/ph/wic/farmer.shtml>

### **Farm Direct Marketing Resources**

Oregon Department of Agriculture

[www.oregon.gov/ODA/pub\\_fd\\_ventures.shtml](http://www.oregon.gov/ODA/pub_fd_ventures.shtml)

### **License Database**

Oregon Department of Agriculture

[www.oda.state.or.us/dbs/search.lasso](http://www.oda.state.or.us/dbs/search.lasso)

### **Licensing & Food Safety Guidelines**

ODA Food Safety Division

Phone: 503-986-4720

[www.oregon.gov/ODA/FSD/index.shtml](http://www.oregon.gov/ODA/FSD/index.shtml)

### **Nursery Regulation**

ODA Plant Division

Phone: 503-986-4644

[www.oregon.gov/ODA/PLANT/index.shtml](http://www.oregon.gov/ODA/PLANT/index.shtml)

### **Oregon Central Business Registry**

Oregon Secretary of State Corporation Division

Phone: 503-986-2200

<https://secure.sos.state.or.us/ABNWeb/>

**Oregon Department of Agriculture  
Organic Certification Program**

Phone:

<http://www.oregon.gov/ODA/CID/organic.shtml>

**Scale Certification**

ODA Measurement Standards

Phone: 503-986-4670

[www.oregon.gov/ODA/MSD](http://www.oregon.gov/ODA/MSD)

**SNAP Program**

USDA Food & Nutrition Service

Phone: 503-326-5971

<http://www.fns.usda.gov/snap/>

**Washington State Department of Agriculture  
Organic Food Program**

Phone: 360-902-1805

<http://agr.wa.gov/FoodAnimal/Organic/>

**Washington State Department of Licensing**

<http://www.dol.wa.gov/forms.html>

**Oregon Farmers Market Association**

Phone: 503-525-1035

<http://www.oregonfarmersmarkets.org/>

**Certified Humane**

Phone: 703- 435-3883

<http://www.certifiedhumane.org/>

**Food Alliance**

Phone: 503-493-1066

<http://foodalliance.org/>

**Monterey Bay Aquarium's Seafood Watch Guide**

[www.mbayaq.org/cr/seafoodwatch.asp](http://www.mbayaq.org/cr/seafoodwatch.asp)

**National Organic Program, USDA**

Phone:

<http://www.ams.usda.gov/AMSV1.0/nop>

**Oregon Tilth**

Phone: 503-378-0690

<http://tilth.org/>

**Salmon Safe**

Phone: 503-232-3750

<http://www.salmonsafe.org/>