Manzanita Farmers Market

2019 Vendor Handbook

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Manzanita Farmers Market
2019 Vendor Handbook

About Manzanita Farmers Market (MFM)

Market Dates
Friday evenings for 15-weeks from June 7 through September 13, 2019

Market Hours
- Friday nights from **5:00pm - 8:00pm June 7 through August 30**
- Early markets **4:00pm - 7:00pm September 6 & 13** due to early sunset dark.
- No sales before market opens. Market opens to the sound of a hand-drum.

Market Location
MFM is held in the City parking lot just south of the intersection of 5th Street South and Laneda Ave. The approximate street address is 175 Fifth Street South, Manzanita Oregon. Vendor booth spaces are located both in the gravel parking lot and on a section of the paved road of 5th Street South.

Vendor Product Guidelines

Product Criteria
All products must be grown, raised, produced, created, caught, or gathered by the vendor (or vendor business partners or immediate family members), with a strong preference for vendors/products from within a 100-mile radius of Manzanita, Oregon. Vendors are required to provide a complete list of all products they intend to sell at MFM each season they apply. Any additions to product offerings during the Market season must be pre-approved at least 7 days in advance.

As an exception to this product criteria, prepared-food vendors may offer pre-packaged commercially available drinks for sale (e.g., bottled water, soft drinks/sodas).

Product Compliance and Regulations
All products sold must be grown or prepared in compliance with Oregon Department of Agriculture, the Oregon/Tillamook County Health Department, all required regulatory agencies specific to the product and location, and in compliance with MFM guidelines, to ensure high quality products and Market safety.

Vendor Applications

Application Process
- The Manzanita Farmers Market will open vendor applications for 2019 on Friday, March 1st.
- **2-week Primary Application Period**
  All applications submitted during the first two weeks of applications opening will have full and equal consideration by the MFM Board, and vendor acceptance announced by late-March.
- **Rolling Applications, and Substitute Vendor List**
  After the 2-week Primary Application Period vendor applications will be reviewed on a rolling basis, and accepted vendors offered market dates as space allows. Vendors who apply after all market dates are full can still be placed on the MFM Substitute Vendor list for an opportunity at market dates that become available due to cancellations.

The vendor application and related documents are available online at:
http://www.manzanitafarmersmarket.com/apply/

Booth spaces are filled on a first come first serve basis. Most booth spaces are filled well in advance, but we generally have openings and cancellations here and there through the season and we fill those openings from our Substitute Vendor list.

No fees are due with the application. Only approved vendors will receive a payment invoice.

Vendor-acceptance and other communications and notifications will be made by email from info@manzanitafarmersmarket.com

Market Date Requests and Changes
Market date requests are made on the vendor application. Occasionally not all requested market dates are granted, and accepted dates will be confirmed as part of the vendor acceptance process.

To change or add market dates during the market season: make your requests at least one week in advance.

Vendor Application Checklist

- ✓ Review of Vendor Handbook. All prospective vendors and their on-site market staff must thoroughly review the current MFM Vendor Handbook and have working knowledge of the policies and expectations contained within.
- ✓ Signed Vendor Application and Agreement. Vendor applications are available online. Paper copies of the application are available by request. All prospective vendors must submit a complete and signed application (online application allows for electronic signature).
- ✓ (*If Applicable*) Organic Affidavit. Vendors identifying their product as Organic who meet the qualifications for the Organic exemption, including having gross sales less than $5,000 annually, may sign and submit the Organic Affidavit in lieu of posting proof of Organic certification at Market. **DUE 2 WEEKS PRIOR TO MARKET ATTENDANCE**
- ✓ (*If Applicable*) General Liability Insurance Certificate Naming MFM as an Additional Insured. Certain food vendors and vendors selling alcohol are required to provide proof of liability insurance with Manzanita Farmers Market as an additional named insured. For more information see "Liability and Insurance" in the Vendor Guidelines section of the MFM Vendor Handbook. **DUE 2 WEEKS PRIOR TO MARKET ATTENDANCE**

Shared Booth
Indicate on your vendor application if you want to apply to share a booth space. The second vendor would need to apply as regular vendor, also request the shared booth space, meet product criteria, and be approved. The shared booth incurs only the usual booth fee (no additional fees for presence of the second vendor). All shared booths must have signage detailing vendor name and location prominently displayed on each product, for customer clarity.

Substitute Vendors
Accepted MFM vendors may choose to be on the Substitute Vendor email list in order to receive notifications when booth space becomes available. Substitute vendors may claim an available booth space by contacting the Market Manager and paying the booth fee within 24 hours of receiving confirmation that a booth space is still available.

Vendor Selection Criteria
MFM evaluates a vendor product/producer with preference for the following characteristics when determining acceptance:

- Agricultural and food & beverage product offerings
- Locally sourced ingredients/materials (i.e., sourced direct from a local producer)
- Using environmentally responsible and sustainable production methods, packaging etc.
- Artisan production and uniqueness of product
- Products grown or created by the vendor within close proximity of Manzanita, Oregon
- Returning vendors that are in good standing with the Market

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Market Fees and Payment Process

Invoices and Receipts

All Market fees will be invoiced using PayPal. As such the invoices are available online at any time and can also be printed or downloaded. Payments made toward the invoice will also appear on the online invoice and will function as the payment receipt.

Vendors will receive their vendor-invoice, as well as payment reminders and updates by email from service@paypal.com.

For those who do not use email an effort will be made by the Market to work it out using other means.

Payment Options

Market fees can be paid online, by check mailed to the Market, and with cash or check at Market. Checks should be made payable to Manzanita Farmers Market. Checks can be mailed to MFM, PO Box 608, Manzanita, OR 97130

Booth Fees

Fees listed in the following chart are for a single market booth space (10 feet by 10 feet). Additional booth spaces are charged at the same rate.

Vendor Type	Vendor Fee Due Date	Vendor Fee
Business Vendors ***Farm, value added, wine/spirits, arts & crafts, prepared food vendors***		
Full Season Vendor *(15 markets)*	Due May 10 *(4 weeks in advance of 1st market)*	$300 for full season
Daily Vendor *(1 to 15 markets)*	Due 1 week in advance of market date	$30 per week *($450 for full season)*
Nonprofit Vendors ***Nonprofit or community organization.***		
Daily Nonprofit Vendor	Due 1 week in advance of market date	$25 per week

Full Season Vendors: Discounted Prepayment
Vendors wanting to attend most, or all, of the 15-market-season can pay at a discounted rate ($300 for a full season booth space) if they pay for the full season in advance, by May 10, 2019. This discount is for vendors who are confident that they will attend at least 11 markets since no refunds are given for cancelled dates if the vendor paid the discounted prepayment rate.

Daily Vendors: Weekly Prepayment
- Daily vendor booth fees ($30 per booth space) are due at least 1 week in advance of each Market date.

Refundable Cancellations
- Fees are not refundable unless specifically noted otherwise in this Vendor Handbook.
- To cancel a reservation and qualify for a refund (or be able to transfer the fee to a different Market date) vendors must notify the Market Manager, by phone or email, at least 7 days in advance, i.e., no later than 8:00 PM on the Friday prior to the market date in question. Refunds will not be issued for cancellations received after this deadline.

Market Day Logistics

Vendor Maps
The vendor map will be sent by email to all vendors and posted online approximately 2 weeks before the first market of the season.

Full-season vendors will stay in their booth locations for duration of the Market season, or on rare occasions will be notified in advance of changing their booth location.

Contact the Market Manager to request a different booth location. Requests will be considered with the intent of finding the most fair and mutually advantageous scenario for all vendors.

Daily vendors will need to check the vendor map for every Market date to know where their booth space will be. Daily vendors receive the weekly vendor map by email at the beginning of the week (usually on Tuesday). Vendor maps will be posted weekly on the MFM “Market Map” webpage.

Neighbors of Market Site
Please help us be especially respectful of the neighboring businesses and private residences bordering the MFM location. Inquire with the Market Manager if you have any questions related to neighbors/neighboring property of the Market location so that MFM can maintain good relations and streamlined communications with Market neighbors. Do not contact any of the neighbors directly.

Electricity, Water, Restrooms
- The electric power options at the Market site are limited and access to electricity at Market can only be granted to a few vendors. Vendors needing electricity will be asked for the amount of power needed, and what items exactly they want to power in order to match the electric load requested with the available power options and constraints.
- Use of gas powered generators is not permitted for any vendors, per requirement by the City.
- Bottled drinking water will be for sale at the MFM information booth.
- Small amounts of water from a hose bib is available from an outdoor faucet on the side of the old fire hall, adjacent to the Market.
- A public restroom maintained by the City of Manzanita is located adjacent to the Market.

Market Booths

- Booth spaces are 10 feet by 10 feet.
- All vendors, including nonprofit vendors, must bring all materials they need for their booth space, including canopy and tables, and are responsible for set-up and operation of their booth.
- MFM does have a couple of canopy tents that can be reserved ahead of time by request for nonprofits or other vendor with only a few market dates. MFM cannot guarantee a canopy will be available.
- Vendors are expected to take all reasonable precautions to provide a safe environment at their booth space. For example, canopy tents with weights on each leg of not less than 10 pounds are less likely to blow over on customers or other vendors. This is an important safety issue since the market location frequently has surprise wind gusts.

Set Up for Market

- Vendor set-up time is two hours long. Booth set up starts at 3 pm from June through August. Booth set up will start at 2 pm for the two September markets since they are held an hour earlier.
- Contact the Market Manager in advance of your Market date if you think you may need more time for set up.
- Vendor traffic is allowed only ONE WAY on 5th Street South from Dorcas Lane**,** flowing North toward Laneda Ave.
- Vendors must move their vehicle out of the Market as quickly as possible to make space for others to get through. Vendors pull in, unload, and then park their vehicle before returning to set up.
- Vendors are encouraged to use a cart or carry in materials in order to reduce the vehicle traffic congestion (if they do not need a vehicle to bring their materials into the Market).
- The US Bank parking lot is NOT available for use before 6 pm, except for temporarily unloading for Market set-up along the western edge of their parking lot.
- All vendors must have booth set-up and be ready to sell by opening of Market.
- Vendors will not sell before Market opens and will not depart before end of the Market.
- Vendor vehicles may not be driven through the Market for the final 15 minutes before Market opens (i.e., not after 4:45pm).

Packing Up

- No vehicles are allowed in the market for at least 15 minutes after the close of Market for customer safety. Please pack up first and be ready to load your vehicle before driving in.
- The US Bank parking lot may be used after 6 pm for parking, which allows vendors to use that location as part of packing up after the end of Market.
- Vendors are responsible for cleanup of their booth space, including removing all debris at the end of each Market.

Weekly Gross Sales Reporting

Every vendor offering anything for sale at the MFM will be required to report their gross sales for each market date they attend. These gross sales receipts will be kept strictly confidential. All vendor data will be made anonymous and will never be shared or made public in an individually identifiable way. Only the MFM Market Manager and two Oregon State University researchers will interact with a form of the data that will have coded identifiers associated with vendors. We recognize the sensitivity around gross sales reporting. The MFM is committed to making this process as easy on vendors as we can, as well as being highly conscientious and respectful. Only summary results of aggregate data will be made public.

Alternative Currencies

Please review the chart at the end of the Vendor Handbook explaining the valid alternative currencies, which include: SNAP (Supplemental Nutrition Assistance Program, formerly referred to as Food

Stamps), Double Up Food Bucks (DUFB), Farm Direct Nutrition Program checks (FDNP), Veggie Vouchers from Rinehart Clinic, and Gift Certificates from the Tillamook County Library. These alternative currencies brought more than $2,000 in additional sales to Market vendors in 2018.

- Vendors will receive token reimbursements by check on a weekly basis.
- Do not give change back to the customer for any of the alternative currencies.
- Make sure you only accept alternative currencies for eligible items. The market cannot reimburse vendors for non-eligible sales.

At Market

- Vendors are to refrain from circulating through the Market and soliciting sales, donations or signatures from Market visitors outside of the immediate vicinity of their vendor booth.
- MFM strives to be environmentally conscious and reduce landfill waste. MFM asks that vendors use recyclable materials for serving, packaging, or covering products whenever possible.
- MFM does not permit political activity or the gathering of signatures for political reasons.
- No dogs or pets allowed in Market area.
- No smoking within 50 feet of Market boundaries.
- MFM encourages musicians to play original music. If a musician performs copyrighted music, the musician is responsible for ASCAP (American Society of Composers, Authors and Publishers) fees.
- Busking (to entertain by dancing, singing, or reciting on the street or in a public place) at the market requires MFM approval one week prior to market appearance. There is a fee of 10% of gross receipts, due to Market Manager at close of Market.

Durable Silverware for Prepared Food Vendors

- The MFM will provide clean metal silverware at the beginning of each Market.
- Prepared food vendors will provide their own serving plates, bowls, boats, or wrappings (the Market will not provide re-usable plates). No Styrofoam allowed.

Excused Absences

- Vendors who need to cancel a Market date must advise the Market Manager as soon as possible.
- As unforeseen do events occur, if vendor cancels with less than 1 week notice, an excused absence may be granted to a vendor by the discretion of the MFM Board.
- Repeated non-appearance however may be cited according to the Enforcement process described in the Vendor Handbook. Contact the Market Manager to communicate extenuating circumstances.

Inclement Weather Cancellations

MFM is open rain or shine. Market cancellations are rare, but in the event of extreme weather conditions, MFM reserves the right to cancel the Market and retain prepaid booth fees. Cancellation may occur without advanced notice if the safety of vendors or customers is compromised. The Market Manager will contact all vendors by email and then individually by phone in the event of a cancellation prior to opening.

Vendor Parking

Please carefully review the Vendor Parking Map at the end of the Vendor Handbook. These parking allowances and restrictions are an important part of the Market's annual Special Event Permit with the City of Manzanita, allowing the Market to be held on City property with certain limitations.

There is a very limited amount of parking in downtown Manzanita. In order to maintain parking options for customers, vendors are required to park at least 3 blocks away from the Market, or in one of the designated vendor parking areas.

Per MFM's agreement with the City of Manzanita there is no street-side vendor parking within 3 blocks of the market location, and no vendor parking along Laneda Avenue, nor along Dorcas Lane.

Parking is not allowed in the US Bank parking lot until after 6pm. Their parking lot is for US Bank customers to use while they are doing business in the bank or at the ATM. As such the US Bank has posted signs notifying that they have the right to tow vehicles from their parking lot if the driver is not actively using their ATM or inside using branch services.

Vendor Guidelines

Permits and Licenses

Vendors are responsible for complying with local, state, and federal rules for sale and production of their product, which includes acquiring the necessary permits, certificates and licenses. Therefore MFM may at any time request a market vendor to submit current copies of all required documents (unless publicly accessible online).

Liability and Insurance

- MFM is not responsible for any loss or damage incurred by vendors.
- Vendors are highly encouraged to obtain general and product liability insurance.
- Vendors selling alcohol (wine, liquor, spirits etc) are required to provide MFM with proof of their liquor liability coverage that names the Manzanita Farmers Market as an additional named insured.
- Food vendor proof of liability insurance requirements:
    - **Proof of insurance *not* required**: Vendors selling only foods and beverages that: fall under the Oregon Cottage Food law, or the Oregon Home Baking bill, or other foods and beverages that are considered low-risk are not required to submit proof of insurance. Examples include:
        - Oregon Cottage Food law: jellies, canned fruit, pickled vegetables, relishes
        - Oregon Home Baking bill: Baked goods include bread, rolls, cakes, pies, doughnuts, pastries, cookies, biscuits, crackers and all similar goods made for human consumption. Confectionary items are candy or sweets, such as salted caramels, marshmallow bars, chocolate covered marshmallows, and hard candy.
        - Other: Coffee, tea, chocolate, honey
    - **Proof of insurance required**: Vendors selling alcohol, or any food, or beverage not specifically excluded above will be required to submit proof of liability insurance with the Manzanita Farmers Market as a named insured in the following amount: $1 million single occurrence / $1 million general aggregate.
      Examples include vendors selling any:
        - **Fruit, vegetables, meat, cheese, prepared food, hot food, wine, or "potentially hazardous" baked goods**. "Potentially hazardous" baked goods require temperature control (e.g., refrigeration) to prevent the rapid growth of infectious or toxic microorganisms, and examples include: Baked goods that require refrigeration after production, such as pies, cakes, or pastries containing cream, custard, meringue, or cream cheese icings or fillings. Focaccia-style breads containing vegetables or cheese. Candied fresh fruit products, including caramel and candy apples. Baked goods containing fresh, frozen, or dried meat, or fish or shellfish products (e.g., potpies or pastries with those ingredients).

Scale Certification
All vendors who sell by weight are required to have their own state-licensed scales. Unit pricing is an accepted alternative to licensed scales.

Organic Certification
Vendors must post proof of certification in their booth if they describe a product as organic in their signage, labeling, and verbal claims. Organic certificate exemption is available if the vendor's gross sales are $5,000 or less annually, in which case the Market requires a signed Organic Affidavit.

Other Certified Claims
Vendors must post proof of certification in their booth if they state any certifications (e.g. Certified Naturally Grown, Animal Welfare Approved, etc.) in their signage, labeling, and verbal claims.

Selling Privileges
Approval of selling privileges for a vendor is always for a specific period and never exceeds one Market season. MFM does not offer exclusive rights to any one vendor to sell any one product. Market customers benefit from having a choice. However, if MFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry at time of application.

On-site Vendor Compliance Reviews
The Market Manager will conduct ongoing on-site vendor reviews to evaluate compliance with the vendor rules contained within the Vendor Handbook.

Enforcement and Disputes
All vendors and their staff have a responsibility be familiar with the market policies, and to behave in a courteous, professional manner.

The Market Manager has the ultimate authority on-site to enforce all of the vendor rules contained within the Vendor Handbook. The Market Manager will use the following guidelines for enforcements:

> **1st Offense**: Verbal reminder of rules, with infraction corrected.
>
> **2nd Offense:** Verbal and written reminder of rules, with second infraction corrected.
>
> **3rd Offense:** Dismissal of vendor or incursion of a $50 fine, with infraction corrected, as determined by the MFM Board. All fines must be paid by the Thursday prior to the next market to be attended.

While these guidelines will be observed, the Market Manager has discretionary authority to impose an appropriate disciplinary action for any infraction, including barring the vendor from selling at the Market for that day. The MFM Board makes all final decisions relative to the MFM policies and their enforcement.

The MFM Board reserves the right to approve exceptions or changes to these rule with good cause determined to be in support of the mission of the Market.

Suggestions for changes or improvements to the Market should be in writing to: Manzanita Farmers Market, P.O. Box 608, Manzanita, Oregon 97130 or by email to info@manzanitafarmersmarket.com.

Thank you!

March 1, 2019

PO Box 608, Manzanita, OR 97130
www.manzanitafarmersmarket.com

Dear Manzanita Farmers Market vendors,

As we prepare for the 2019 market season, we are excited to share with you some good news:

The Manzanita Farmers Market (MFM) is one of 5 Oregon farmers markets that has been selected to participate in the Beginning Vendor Support Network, a 3-year grant-funded program organized by the Oregon Farmers Markets Association. This program aims to study and support the role of farmers markets as small business incubators for their beginning vendors. Through participation in this program, the MFM will spend the next three years (2019 – 2021) learning from experts, farmers market peers, and from taking a closer look at our own market, in order to create and implement customized support initiatives for MFM vendors.

With the goal of improving MFM's support of its vendors, and as part of this grant program, the MFM will be collecting information via surveys and other means. In particular, every vendor offering anything for sale at the MFM will be required to report their gross sales for each market date they attend. **These gross sales receipts will be kept strictly confidential.** Collecting this sales data will help the MFM to better support its market vendors. The MFM is committed to making this process as easy on vendors as we can, as well as being highly conscientious and respectful.

Why are we asking for this information? The data collected for this grant project will be used to evaluate how the MFM, and other farmers markets, may be better able to support vendor businesses. Also, vendor sales data is extremely useful in writing persuasive grant applications for obtaining funding, and for describing the positive economic impact the MFM has on local vendor businesses.

Who will see this data? All vendor data will be made anonymous and will never be shared or made public in an individually identifiable way. Only the MFM Market Manager and Oregon State University researchers Dr. Mallory Rahe and Dr. Lauren Gwin will interact with a form of the data that will have coded identifiers associated with vendors. This data will be used to analyze how businesses and the farmers markets that support them change during the 3-year project. Only summary results of this analysis will be made public.

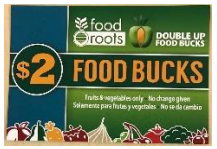
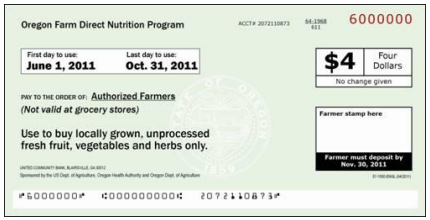
Your cooperation, accuracy, and honesty in responding to any surveys this season is critical to helping the MFM better support all of its vendors, understand its impacts, and communicate its value. We really appreciate your cooperation and look forward to working with you to make this year the best season yet!

Please feel free to contact me with any questions, and I'll be happy to help.

Sincerely,

Emily Vollmer
Manzanita Farmers Market Manager
info@manzanitafarmersmarket.com

Alternative Currencies for Manzanita Farmers Market

Currency Image	Description	Accept for	Note!	Eligible Vendors	To Redeem
	SNAP tokens Wooden tokens with Market logo on back. $1 and $5 tokens	All SNAP eligible foods, such as: • **Fruits and Vegetables,** either fresh or processed • **Breads and Cereals** • **Meats, Fish and Poultry** • **Dairy Products** • **Seeds and Plants** which produce food	Can NOT be used for ready-to-eat foods, hot food, alcohol, tea, coffee, or non-food items (crafts, flowers).	Vendors selling SNAP eligible foods.	The Manzanita Farmers Market will reimburse vendors.
	**Double Up Food Bucks** (SNAP Match) Colorful, look and feel of a playing card. $2 per card. & **Veggie Vouchers** Quarter-page size. $5 per voucher	**Fruit and Vegetables Only:** • Fresh, dried, or frozen whole or cut Fruits and Vegetables *without* added sugars, fats, oils, or salt • Mushrooms • Cut Herbs • Dried Beans • Nuts • Edible plant starts & seeds	Can NOT be used for anything other than eligible fruit and vegetables.	Vendors selling eligible fruit or vegetables.	The Manzanita Farmers Market will reimburse vendors.
	**Farm Direct Nutrition Program** (for Seniors and WIC) Green pre-printed checks. $4 per check.	• Fresh or frozen whole, unprocessed **Fruits and Vegetables.** The produce must be grown by the farmer selling it. • **Mushrooms** • Fresh cut **Herbs**	Make sure check is for the current year.	Farmers with current authorization from the Oregon Department of Agriculture (ODA). Farmer must first fill out a Farm Direct application form and be approved by ODA.	Use your ODA issued unique Farmer Stamp to stamp, and properly endorse each voucher and then deposit in your business bank account.
	Tillamook Library gift certificates Size of large check. $10 each	All products sold at the market	Make sure gift certificate is for the current year.	All vendors at market.	The Manzanita Farmers Market will reimburse vendors.

Vendor Parking Maps for Manzanita Farmers Market

Vendor Parking for Manzanita Farmers Market

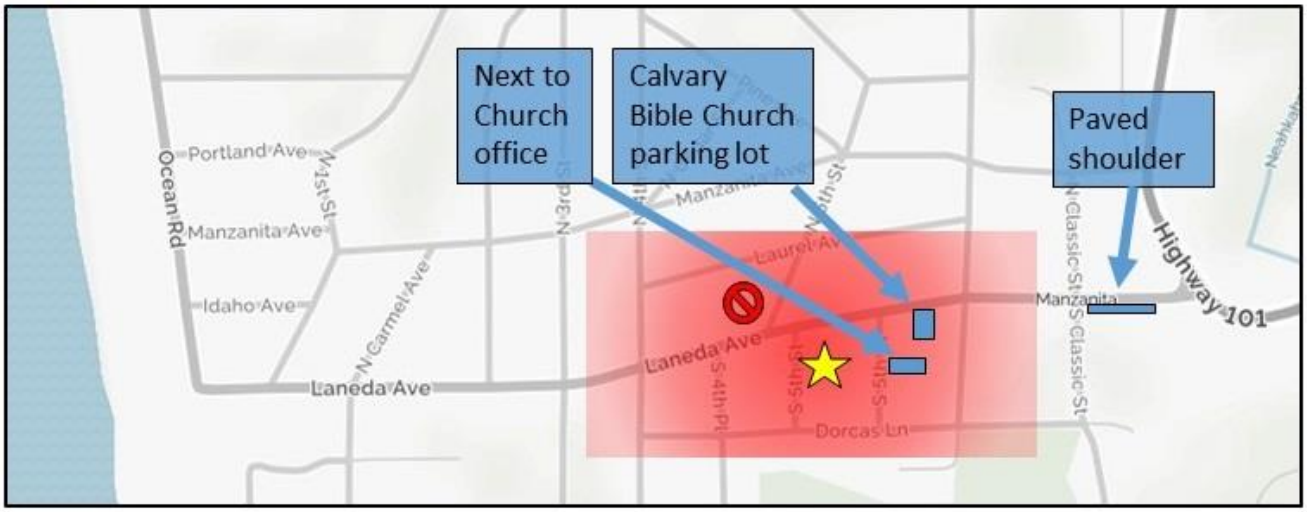
Vendor parking allowed street-side outside of No Parking Zone.

Vendor No Parking Zone. No parking within 3 blocks of the Market. No parking on Laneda Avenue, or Dorcas Lane.

Former MFM location

MFM location

Blue rectangles show exceptions to No-Parking Zone where vendor parking is allowed.



Detail of allowed vendor parking EXCEPTIONS to the No Parking Zone