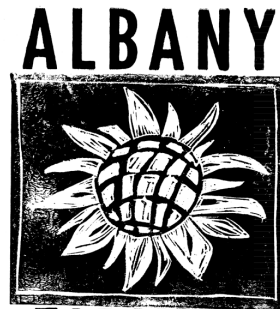
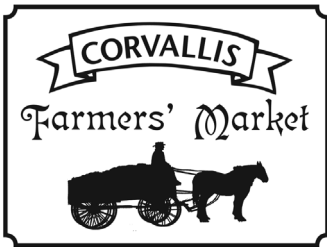


CAFM 2009 VENDOR HANDBOOK



**FARMERS'
MARKET**

P.O. Box 2602
Corvallis, OR 97339
Phone: 541-752-1510
Market day cell 541-740-1542
E-mail: landisr@peak.org
www.locallygrown.org

About Corvallis-Albany Farmers' Markets

Mission Statement:

The mission of the Corvallis-Albany Farmers' Markets is to provide highly visible centralized locations in Corvallis and Albany for mid-Willamette Valley and Coast Range agricultural producers and gardeners to market high quality agricultural products directly to consumers.

A brief history:

The Corvallis Saturday Farmers' Market was founded in 1991. In 1998 the association changed its name to Corvallis-Albany Farmers' Markets (CAFM) to mark the inclusion of the Albany Farmers' Market (founded in 1978) and the Corvallis Wednesday Farmers' Market (founded in 1981). Today we continue to operate the three distinct markets, giving nearly 150 local vendors an opportunity to market their agricultural products directly to consumers.

The markets are intended primarily to serve vendors from Benton, Linn, Lincoln, Lane, Polk and Marion counties. Vendors must list the county location of their farms on their applications. The board of directors will consider vendors from other

Oregon counties on a case-by-case basis. Criteria will include space availability and product mix.

Membership

Eligibility:

Membership in CAFM is open to any person interested in promoting the goals of the organization upon application and acceptance by the board of directors and the payment of annual membership dues.

Voting rights for our board, which is elected annually, are based on membership.

Certain consigners are now required to become members. Please see the consignment section for details.

Application:

Before participating in CAFM each year, interested parties are required to fully complete a CAFM membership application and pay a \$20 annual membership fee. The membership fee must be paid by March 31, 2008 for continuing vendors to maintain seniority for the current year. For all other vendors the membership fee is due at the first market attended. Only items grown or produced at locations

listed on the application are eligible to be sold. The market will review vendor applications and provide approval based upon satisfactory completion and submission of all copies of applicable licenses, certifications, etc. If there is no change in status from the prior year, returning vendors do not need to include copies of licenses, certifications, etc. with their application — with the exception of mushroom and fungi vendors, who must complete a separate application detailed later.

Regardless of vendor approval status, the market may suspend a vendor's ability to attend markets or to bring and sell specific products, if there is a breach of these guidelines, including failure to allow or assist with farm visits.

Market locations, dates, times and parking

The Albany Farmers' Market is in the City Hall parking lot at 4th and Ellsworth, plus the adjoining section of 4th Ave. (street closing). The market is held every Saturday April 18 through November 21, 9 a.m. to 1 p.m. Approved areas for vendor parking are bank parking lots across Ellsworth.

The Corvallis Farmers' Market site on Saturdays is at 1st Street and Jackson Ave. We close 1st Street 1/2 block south of Van Buren through Monroe, plus the adjacent 1/2 block of Monroe. The market is held every Saturday April 18 through November 21, 9 a.m. to 1 p.m. Vendor parking is prohibited: on Monroe between 1st and 2nd; on 1st between the market and Harrison Blvd.; south of the market to Madison; and any part of 2nd Street near the market.

The Corvallis Farmers' Market on Wednesdays HAS MOVED and has DIFFERENT HOURS. We will be in a parking lot at 2nd & B on the south downtown riverfront. The market is held every Wednesday April 22 through November 25, 3 p.m. to 7 p.m. (3-6 p.m. in November). Parking instructions are pending. **NEW: Violation of vendor parking rules will result in the following progressive penalties: 1st offense – warning; 2nd and subsequent offenses -- \$25 fine. Habitual violation may affect vendors' ability to participate in markets.**

Market fees

A \$20 membership fee must be paid by March 31

for continuing vendors to maintain their seniority for the current year. For all other vendors, membership is due by the first market attended.

Stall fees for all spaces at the Saturday site in Corvallis are \$18. At this site each space is 10 feet wide and 20 feet deep, except that spaces on Monroe Ave. are 15.5 feet deep and generally require unloading. Stalls at Corvallis Wednesday (10 by 20) and for Albany's deep spaces (10 by 23 or 25) are \$17. Shallower unloading spaces at Albany (10 by 15.5 and some double-frontage sidewalk spaces) are \$15.

Discounts no longer apply to fewer than 5 weeks. The discount is 5 percent for prepayment of 5 to 8 weeks and 10 percent for 9 or more weeks. Generally, these volume discounts are NOT shared among multiple market sites. Discounts apply to consecutive markets, unless vendors supply a written list of dates and number of stalls for each date and keep the list updated. In addition to the pay-ahead discounts, all stall fees are discounted by half in April and November. No discount is available for membership.

Refunds are possible with timely notice but will

be figured at the rate applicable to the number of markets actually attended.

Checks returned for non-sufficient funds will result in vendor reimbursement of any bank fees incurred, and repeated bounces will result in loss of check-writing privileges.

Product classifications and guidelines

Overview:

CAFM provides direct marketing outlets for the sale of locally grown agricultural products plus other processed foods grown or caught by vendors and processed on or off their farms. A few other categories of products are allowed within limits discussed in more detail below. Products not specifically addressed in these guidelines generally require board approval on a case-by-case basis. CAFM does not allow the sale of non-farm handicrafts. Sales of live animals generally are prohibited, but board authorization is available on a case-by-case basis.

Grown or raised by vendors:

The majority of items offered for sale at CAFM fall within this product category. Generally if you grow or raise it within our six-county

area, you can sell it at CAFM.

Produce sold must be of high quality and honestly represented. Produce vendors must include a complete list of all produce you intend to sell at market and the location where it is grown with your application.

Cut flowers must be of high quality, with a reasonable vase life. All cut flower vendors must include a complete list of all cut flowers you intend to sell at market and the location of where they are grown with your application.

Herbaceous and woody plants must be grown by the vendor from seed or vegetative material (cuttings, divisions, etc.). Any plant not started by the vendor must be grown by the vendor for at least two months prior to sale at market. Plant vendors must include a complete list of all plants you intend to sell at market and the location of where they are grown with your application. All plants must be sold in containers whose value does not exceed one-third of the value of the plant offered for sale.

Non-food value-added farm products, such as wreaths, must derive two-

thirds of their value from products grown by the vendor. Vendors selling non-food value-added products must include a complete list of items used in the final product (including cost information) and the location of where the agricultural products are grown with your application.

Wild/collected plants may not be sold.

Eggs may be sold at market without a license but only by the farm that produces the eggs. Eggs must be in a clean container showing vendor name. Egg vendors are encouraged to include a tracking date on the container.

Growers of tree fruits and other perennially grown foods are required to disclose additional details about the acreage OR number of bearing plants, plus varieties of these products. Vendors may be prohibited from bringing or selling these products until adequate information is supplied.

Grown and Processed:

Processed foods made primarily from products grown or raised by the vendor in one of our six counties can be sold at CAFM. A processed item

is one that is transformed from its natural state. Typical examples of processed foods include jams, jellies, dried fruit, wine, cider and salsa. All processed food items in this category must be approved by the board prior to selling at the market.

Processed food items must be approved each year. Processed items must be made in a licensed kitchen. Vendors planning to use kitchens licensed under ODA by other licensees should contact ODA and CAFM for legal details.

Meat and poultry products must be 100% from animals raised for 50% or more of the animal's life under direct supervision of the vendor on property owned or leased by the vendor. Animals may be butchered or processed off farm. Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the market management.

To be included in this category, milk must be from the farmer's own herd and cheese and other dairy products must be made by the farmer. Production must comply with state and federal dairy

requirements and licensing, and the farmer must supply documentation of such compliance to the market management.

Other items processed but not grown or raised by the vendor are addressed below.

Collected or Caught:

Items in this section are highly regulated. Products that may be sold include fish, mushrooms and other fungi. Wild/collected plants may not be sold.

Fish must be caught by the vendor in Oregon waters. All processing must be in licensed facilities in accordance with all state and federal requirements.

Mushrooms and fungi of all types require a separate application identifying the vendor's sources and training in mushroom collection and identification.

Copies of collection permits and/or written approvals from private land owners must be supplied with the vendor's application. All mushrooms and fungi must be accurately signed with both the Latin and common name and be collected from within our six-county area unless an exception has been granted by the board

of directors.

Processed But Not Grown or Raised:

Items in this section are highly regulated. A limited amount of processed foods, such as baked goods and restaurant style food, that are made largely from products NOT grown by the vendor are allowed for sale at CAFM. Products must be produced by the vendor from scratch. Items brought to market for sale must be made in a licensed kitchen. Vendors planning to use kitchens licensed under ODA by other licensees should contact ODA and CAFM for legal details. Restaurant style food vendors must obtain a license from the county health department before selling at market.

CAFM allows a limited amount of processed/ restaurant style food vendors per market site. The number of such vendors is subject to at least annual review by the CAFM board of directors, who will set the number to preserve our markets' characters as farmers' markets. All processed food items in this category must be approved by the board prior to selling at the market. Processed food items must be approved each year.

Approval of processed items is influenced by the market's support for the development of local agriculture. Priority will go to vendors based upon sourcing of ingredients. Items processed from ingredients purchased or u-picked from CAFM vendors will receive priority followed by local u-pick, purchased locally grown, purchased Oregon grown and finally grown out of state. CAFM has a strong long-term commitment supporting local agriculture. Items grown out of country are strongly discouraged. Vendors are encouraged to display signs touting local ingredients. Processed/ restaurant style food vendors must complete a separate application listing items they would like to sell at CAFM and the sourcing of ingredients.

Consignment:

- √ Resale is prohibited at the markets.
- √ Products not grown by vendors must be accepted on a consignment basis so that risk is born by producers.
- √ All consignments must comply with all CAFM rules and are subject to farm inspections to verify compliance.

- √ **Agricultural producers and gardeners who wish to participate in the markets but do not have enough product to warrant renting a stall can sell by consigning their products through one of the recognized Community Tables.**
- √ **Consigners who sell through individual vendors (i.e., other than the Community Tables) are required to complete a consigner application and, if they exceed \$100 in such consignments during a market season, must pay the association's annual membership fee of \$20. Consigners who sell solely through the Community Tables are not subject to these requirements. Vendor members who consign need not pay an additional membership.**
- √ **Consignments conducted through individual vendors are subject to the following additional rules:**
 - ⌘ **Each vendor's total consignments cannot exceed the following limits: 10 percent of products offered for sale over the market season; 25 percent of products offered for sale on any market day; and \$300 worth of products offered for sale on any market day. Exemptions for certain products may be granted.**
 - ⌘ **Vendors consigning products for others must maintain sufficient records so that they are able to document compliance with our consignment rules within one week of a request by market management.**
 - ⌘ **Consigners may not be represented at more than one booth, including Community Tables, at each market site during the same market day.**
 - ⌘ **Vendors consigning for others are required to display signs identifying the producers of such items so that customers know which farm grew which products. Signs must be readable and comparable in size and location to those identifying vendors' own products and must say "Grown by (the consignment growers' farm name, nearest city/town" plus identification of the consigned products. Signs must be in place one half-hour after the start of market.**
 - ⌘ **Because of the difficulty involved in enforcing the consignment percentage**

rule, proper signing is essential. Failure to comply with consignment policies will result in the following penalties. First offense: verbal warning; second offense: written warning; third offense: fines up to \$100 and/or possible revocation of consignment privileges.

Vendor Obligations

All products offered for sale at CAFM sites must comply with state and federal standards governing weight, packaging, display and labeling.

Vendors must learn and follow Farmers' Market Guidelines issued by the food safety division of the Oregon Department of Agriculture.

All items offered for sale should be of high quality and must be honestly represented.

Vendors are responsible for keeping their application information current.

Vendors must disclose all partners and growing locations and must provide lease agreements on request.

Vendors are responsible for obtaining all necessary licenses, permits and certifications, which must be

available upon request.

Vendors are encouraged to obtain general liability insurance and are required to do so if potentially hazardous foods, as defined in OAR 603-25-010(22), are sold. Eggs are included in this definition. All processed and restaurant style food vendors are required to carry such insurance. CAFM is not responsible for any loss or damage incurred by vendors.

Vendors will be charged a stall fee for markets they do not attend when expected if they do not notify market management by noon Monday for Wednesday markets and noon Thursday for Saturday markets. Please no calls before 8 a.m. or after 9:30 p.m.

All canopies or other booth covers are required to have weights sufficient to keep the coverings in place during windy conditions, even if it is not windy during set-up.

For the safety of our customers, all vehicles must be in place or removed from the market site 30 minutes before the start of market. Late arriving vendors will be denied vehicular access and will be required to pack in their booth set up. Late arriving vendors may lose their regular space for the

day.

All vendors must be ready to sell at the opening of market.

Vendors wishing to leave early must inform the market management and in most cases will be required to leave their vehicle in place until the close of the market.

To minimize congestion before and after markets, unloading vendors should unload and move vehicles before focusing on set-up. Likewise, breakdown should be accomplished before vehicles return.

Vendors are encouraged to display signs identifying them by personal or business name and nearest city. Customers also may find useful signs relating to certification or other growing practices and information on other places where vendors' products are available.

Vendors must keep sidewalks clear, except where use of sidewalk space is specifically authorized by market management.

Vendors are responsible for keeping their space clean and attractive during the market and for leaving their stall clean and free from trash and debris at the end of each market. All trash and debris must

be packed out by vendors. Market trash cans are for customer use.

Vendor smoking is prohibited at the market.

Vendor pets are not allowed at the market.

Vendors may not sublet their space. **NEW:** All booth-sharing arrangements require approval by the market director.

Vendors must bring their own tables, canopies and weights.

Vendors must allow and assist with farm visits. CAFM's authorized representatives will work to accommodate specific needs of vendors and any landowners from whom they lease land.

Enforcement and Disputes

The market manager has ultimate onsite authority to enforce all market rules. The market manager is responsible to the board of directors.

Challenge Procedure

This is a formal procedure for vendors and others to make complaints alleging that another vendor is not complying with CAFM rules, including our requirement that vendors comply with local, state and federal standards.

Challenges must be

made before the end of the market day the alleged violation is observed, in writing and signed, on a form provided by CAFM. Each challenge should indicate which part of the CAFM rules may have been violated.

The market director will convey the nature of the complaint to the challenged vendor as soon as practical in person, by phone, or by mail.

Challenged vendors' responses must be received within seven days of receiving the challenge to admit or deny the challenge with appropriate evidence. Failure to respond to a challenge may result in the determination that the challenge is valid.

The market director and/or members of the board of directors will determine what kind, if any, of investigation is required and will conduct such investigation as conditions permit. Investigations may include farm visits as authorized on the vendor application.

Market management will attempt to resolve most challenges without formal board action but will notify the board of all unresolved challenges. For situations that cannot

be resolved by market management, CAFM will follow its bylaws procedure for board consideration of suspension and termination of membership.

Seniority and Space Assignment

The overall management needs of the market will guide decisions with regard to space assignment and may supersede the seniority of an individual vendor in particular circumstances.

CAFM will calculate seniority using a formula that weighs number of years and number of markets attended equally. For number of markets attended, only the prior two years' worth of data is to be used. Seniority is calculated separately for each of the three market sites. For each market site that each vendor attends, we calculate the number of years attended as a percentage of all years that market has been in existence (updated each season) and then calculate number of market days attended as a proportion of all markets held during the last two market years at that site. There are 64 possible market days at every site. To get rid of the decimal points, we multiply

each part by 100, so the highest possible score is 200. Seniority data is not considered confidential and is available upon request.

Consigners who become regular vendors may, upon request, be granted seniority for the number of years consigned only; no credit for market days attended will be granted. Consigners who also sell as regular vendors will not be granted consignment credit for years in which they sell both ways.

CAFM will transfer membership to buyers of vendors' businesses and will honor transfers of up to two preceding years' worth of seniority, at the seller's discretion. This policy applies to business sales regardless of whether a land sale is involved. Sellers who elect to transfer seniority cannot retain partial seniority. Transferred seniority will lapse if new owners fail to participate or pay membership for two years following the transfer.

Paying membership, even without attending markets in a given year, maintains the number of years attended portion of seniority, but only at markets previously attended.

Returning vendor space requests are made on the vendor application. Fully completed, signed applications must be received by March 31 each year for vendors requesting space assignments based upon seniority. A vendors' seniority cannot be used to displace another vendor of lesser ranking once the market season has begun.

Incomplete or unsigned applications will be returned, which may jeopardize requests for space assignments.

For new vendors, particularly those who contact CAFM after markets have started for the year, CAFM prioritizes placement based on the date they request a space (not just investigate the possibility) to encourage timely planning and communication.

For the Corvallis Saturday site, the board has capped the number of spaces per vendor at three. Additionally, market management has the authority to allocate the number of spaces per vendor based on the general health of the market, including factors such as seasonal demands for space and optimizing vendor participation.

Events

CAFM puts on dozens of events each year, mostly with the help of volunteers recruited by our volunteer coordinator. Occasionally we will ask vendors to donate small amounts of product to help promote it in the market. We appreciate your generosity, and we will offer to compensate if the amount is significant.

Coupons, gift certificates, wooden nickels

Vendors at CAFM markets may receive a number of different coupons, gift certificates and even wooden nickel tokens in payment from customers. Here's the general rule: if it has the CAFM, Corvallis Farmers' Market or Albany Farmers' Market logo on it, the market association will reimburse you for it. If it does not have one of our logos on it, check before you say yes. Customers will accept either answer if you are courteous. Taking a moment to pay attention to these things will help the market while protecting your own interests.

Other sorts of coupons require that vendors sign up in advance. These include the WIC and Senior programs, operated by the

state of Oregon, and the local church effort called That's My Farmer.

WIC and Senior have product limits, and That's My Farmer is not able to accommodate all vendors at this point. Please do not accept these coupons if you have not signed up for them.

Wireless services

Corvallis-Albany Farmers' Markets last year fully implemented a program that allowed our customers to use both the Oregon Trail Card (also known as food stamps, EBT or electronic benefit transfer) and bank debit cards at all three market sites. CAFM received a number of grants and gifts to pay upfront costs of the system, and we charge a \$1.50 surcharge to debit customers to fund the monthly fees involved.

Vendors will receive this service at no additional charge, and it is our expectation that all vendors will participate whenever tokens are lawfully presented in payment. Oregon Trail recipients can now spend their money for the healthful food at farmers' markets. And other customers who run out of cash at a farmers' market

may not return that day if they must leave the market area to find an ATM.

Here are your responsibilities as a vendor:

- Ø Look for our logos on tokens presented to make sure they come from CAFM.**
- Ø Accept the \$1 Oregon Trail tokens (red ink) only for eligible products, which generally are fruits, vegetables, meat, poultry, fish, eggs, cheese or other dairy, bread or cereal, plus seeds and nursery plants intended for growing food. Honey, salsa and most other processed foods at the market are eligible.**
- Ø Do not accept the \$1 Oregon Trail tokens for alcoholic beverages, non-food items (other than seeds and plants intended for growing food) or for any hot or ready-to-eat foods. (Baked goods other than bread and cereal may be eligible if wrapped so that it's evident they are not in a ready-to-eat form – no plate, utensils)**
- Ø Do not give change for any Oregon Trail purchase, and no minimum purchase**

can be required apart from the no-change requirement. Oregon Trail cannot be used for payment on credit accounts, and cash refunds are not permitted. None of these rules apply to debit purchases.

- Ø Accept \$5 debit tokens (green ink) for any market purchase.**
- Ø Treat all customers with respect and without discrimination – regardless of the method of payment. The presence of debit tokens in the market should make it easy to serve Oregon Trail customers without unnecessarily calling attention to them.**
- Ø Turn in the form and tokens to the Market Booth during market or immediately at the end of the market day. We log tokens received, but you may wish to record your own tokens before turning them in. Vendors will receive reimbursement by check, generally on the following Saturday. Those who attend only Wednesdays will receive a check on their next market day. Compliance is a joint responsibility of CAFM and**

its vendors. By signing your regular vendor application, you agree to abide by the rules described herein as they relate to the processing Oregon Trail and debit transactions and further agree to follow all USDA Food Stamp Program rules, as outlined in this agreement and as otherwise provided.

Board/Staff

CAFM is directed by a ten-member board that includes farmers, gardeners and community members. The board of directors is elected annually. All ten board positions are up for election each year. Board members as of Jan. 2009: John O'Sullivan, president
Tom Denison, vice president
Allison Blount, secretary
Cheryl Phillips, treasurer
Other directors: Bob McCain, Kris Krabill, Jennifer Olsen, Jan Heron, Susan Massey and Ethan Bennett.

The market director is Rebecca Landis. The following is contact information for Rebecca: home/office 541-752-1510; market day cell phone 541-740-1542, email landisr@ peak.org., mailing address P.O. Box 2602 Corvallis, OR 97339,

website www.locallygrown.org.

To reach volunteer coordinator Vonda Peters, email volunteercafma@aol.com or call 541-990-5474.

CAFM reserves the right to modify these guidelines at any time to clarify issues or circumstances that may not have been addressed directly in these guidelines.

CAFM
P.O. Box 2602
Corvallis, OR 97339