



2018 VENDOR HANDBOOK

**MONTAVILLA FARMERS MARKET
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www.montavillamarket.org



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Handbook Highlights

The Vendor Handbook is your guide to a successful market experience. All prospective vendors and their on-site market staff must review and understand it. Here are some highlights you should be aware of:

- How do I apply to be a vendor at MFM? *Application Checklist (pages 4-5).*
- What do I need to know about selling processed products or ready-to-eat foods? *Processed Products, Processed Products Ingredient Sourcing; New-to-market Processed Products Jury (pages 6-7).*
- Can I share a booth with another vendor? *Secondary Products; Shared Stall (page 7-8).*
- Can I sell someone else's product at Market? *Secondary Products; Shared Stall (page 7-8).*
- Now that I'm accepted what is due and when? *Application Checklist (pages 4-5).*
- I'm an accepted vendor with additional products I want to sell; what do I do? *Product additions (page 7).*
- How do I let my staff know what the rules are on-site at Market? *Site & Market Day Logistics (pages 13-15).*
- What do all the different tokens used at Market mean, and what are the rules for vendors for accepting these currencies? *Market Currency (Page 16)*
- How do I get reimbursed for the tokens I've accepted at Market? *Token Reimbursement and Direct Deposit (page 10).*
- What if I've prepaid and I can't come to this Sunday's Market? *Refunded Cancellations (page 11).*
- Am I reimbursed for products that guest chefs/Taste of the Market staff request for their demo? *Chef Demo/Taste of the Market Product Donations (page 15).*
- The ingredients for my processed products/ready-to-eat foods aren't available locally. How can I satisfy the 20% local requirement? *Processed Product Ingredient Sourcing (page 7).*



ABOUT MONTAVILLA FARMERS MARKET

Market Mission

The mission of the Montavilla Farmers Market is to provide a vibrant marketplace where our diverse community has access to high quality, local, healthy food. We create opportunities for our vendors and customers to support and learn from each other, which strengthens our local economy.

Market Values

The Montavilla Farmers Market values the following principles for our vendors, volunteers, board and staff:

- Respect, dignity and equity
- Nourishment, wellness and health
- Sustainability
- Creativity, innovation and an entrepreneurial spirit
- Professionalism
- Celebration, gratitude and recognition
- Volunteerism and partnerships
- Fairness and affordability

Market History

Montavilla's Stark Street Business district has experienced a resurgence of locally-owned shops, services and eateries. Montavilla residents now enjoy a coffee shop, movie theater, pet supplies store, community acupuncture, bike shop, international grocery, diverse restaurants and bars, custom clothiers and housewares, and other small shops which are creating vibrancy on our main street. This revival of the historic Montavilla neighborhood was the impetus for the creation of the Montavilla Farmers Market (MFM) in 2007.

2018 marks MFM's 12th season! The Market was founded by a grassroots collection of neighbors who were inspired by visions of a fresh, local, food market in a shared community space within the growing SE Stark Street business district. This dedicated group opened the Market in just 10 short months with a small amount of grant funds and a generous outpouring of donations from local businesses, friends and neighbors. The tireless energy of these un-paid visionaries and countless other volunteers allowed MFM to open its first Market on Sunday, July 22, 2007 with 17 vendors and over 2000 visitors! Last season in 2017, there were 57 vendors on our roster for the year and over 42,500 shopping trips were made to the Market.

2018 Dates

For the upcoming 2018 season, our 30-week season will run every Sunday from May 6th through October 28th, with our Thanksgiving market on Sunday, November 18th, and our Winter Stock-Up Markets on Sundays, December 23rd, 2018 and January 13th & February 10th 2019.

2018 Location

Currently the market is at the 7700 block of SE Stark Street in the gravel lot across from Mr. Plywood, where it has been for 12 seasons. The property was sold in May 2018, but the new owner has invited the market to stay through 2019. The market's board of directors and management are exploring options for moving the market to a new location that can be permanent. Vendors will be kept up to date as information and timelines develop. Questions about location are welcome and can be sent to the market manager at manager@montavillamarket.org, or the market's board of directors at president@montavillamarket.org.

Coming in 2018

This season we look forward to highlights such as Taste of the Market, kids activities, the loaner bag program, EBT and debit/credit card services, our weekly e-newsletter and social media posts, the MFM blog, informational tabling by community groups & non-profits, Music at the Market, a robust volunteer program, the Everybody Eats \$10 SNAP match program, and much more. In Montavilla we see the social, economic and environmental value in providing a venue to support local agriculture and local producers. The Montavilla Farmers Market is a community asset and the means to a healthy lifestyle, increased neighborhood livability and a productive regional economy. We are thankful to have you as a participant and partner.



APPLICATION CHECKLIST

Vendor Selection Criteria

MFM evaluates a vendor product/producer on the following characteristics when determining acceptance:

- products grown and harvested locally by the vendor
- locally sourced ingredients (bought direct from the farmer)
- striving to use environmentally responsible and sustainable production methods
- offerings based on availability within natural season of growth
- artisan production and uniqueness of processor
- minimal packaging with lowest environmental impact materials
- reduction/awareness/elimination of genetically modified ingredients
- no use of growth hormone
- returning vendors that are in good standing with the organization

HOW TO APPLY:

The Priority Application Period runs from January 3rd - January 17th, 2018. Applicants applying during this time will be notified of their status by January 31st, 2018. After that time, the application will re-open on February 14th, 2018 on a rolling basis and vendor applicants will be contacted only if space and category become available.

The vendor application and supplemental forms are available at:

<http://www.montavillamarket.org/vendors/become-vendor/>.

- ✓ **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.** MFM accepts vendor applications online via ManageMyMarket.com. All prospective vendors must create a Manage My Market account and complete and sign the MFM Vendor Application and Agreement.
- ✓ **Ingredient Sourcing Form.** Processed products and ready-to-eat foods that are new to MFM require the vendor to submit an ingredient sourcing form with their application. Returning vendors who haven't submitted ingredients in the last two years must also turn in a new sourcing form as update.
- ✓ **Product Jury.** Processed products and ready-to-eat foods that are new to MFM will attend a product jury as part of their application process.
- ✓ **Secondary Products Application.** To resell products that have been grown, made, caught, gathered, or processed by someone else, you must follow the terms for Secondary Products as outlined in this Handbook and submit a Secondary Products Application.

DUE UPON ACCEPTANCE:

- ✓ **Application Fee and Deposit.** All ACCEPTED vendors will be charged a \$15 application fee and a deposit of the first week's stall fee (determined by reserved booth size), which are non-refundable. Deposit must be received within two weeks of acceptance. No receipt beyond three weeks, results in dismissal. Special delay requests may be granted, if submitted to Market Manager at time of application.

- ✓ **Priority Application Fee Deadline.** For vendors applying during the priority application period, the application fee increases to \$30 if not received by February 14th, 2018. No receipt by February 21st, 2018 results in acceptance being cancelled and new applicants considered in your place.

DUE TWO WEEKS PRIOR TO MARKET ATTENDANCE:

- ✓ **Completed Direct Deposit Authorization.** Reimbursements to vendors for Market tokens occur via weekly ACH direct deposit. Activation of direct deposit will begin on April 1st, 2018 and new-to-market vendors will provide checking account information via online link. Direct deposit set-up is required to vend at MFM.
- ✓ **General Liability Insurance Certificate Naming MFM as an Additional Insured.** MFM is not responsible for any loss or damage incurred by vendors. All accepted vendors are required to hold and submit a certificate of liability insurance naming MFM as an additional insured.
- ✓ **Relevant Licenses and Certificates.** In order to comply with local, state, and federal requirements, all prospective vendors must acquire all relevant licenses and certificates which govern the sale and production of their products, and submit copies to the market of any not publicly accessible online.



PRODUCT GUIDELINES

Product List and Description

Vendors are required to provide a complete list of ALL products they intend to sell at MFM at time of application. All products must be grown, raised, produced, caught, or gathered by the vendor in Oregon or Washington. Products listed within the application will be individually approved at time of acceptance. Please re-review your product list to verify acceptance of each product you wish to vend. The categories listed below have more detailed product guidelines.

Livestock or Dairy Products

Products administered growth hormones such as rBGH may not be sold at Market.

Genetically modified foods (GM)

MFM's policy on GM foods is one of advocacy for restricted use, with vendors pledging to continually reduce their use of GM seeds, ingredients, and feed grains.

It is understandable that your products may represent a continuum of what is possible for you at a particular time in regards to GM use. For this reason, we request submittal of your known GM seeds, ingredients and/or feed grains, as applicable, each year at the time of application. Doing so establishes a benchmark of use, for product evaluation in future years, along with establishing a knowledge base of what products contain GM's at Market, for informal customer inquiry. These lists are not published. They are meant to raise vendor awareness on presence, while encouraging a shift to GM-free sourcing, as it becomes possible for you.

To date, soy, corn, sugar (beet), and canola, and their processed counterparts, represent the largest potentially GM-containing ingredient categories. Animals, when fed GM ingredients, would also be included, so it is especially important to consider your sources of ingredients like eggs, dairy, meat and even honey, and include them in your lists.

Seafood

All seafood sold at MFM must be in compliance with the Monterey Bay Aquarium's Seafood Watch guide categories of Green "Best Choices" and Yellow "Good Alternatives". Red "Avoid" coded seafood are not allowed at Market, due to their overfishing and/or harmful fishing/farming methods. Updates to the Seafood Watch guide may be found on the Monterey Bay Aquarium's Seafood Watch website. Preference will be given to vendors selling product caught by vessels home ported in Oregon or Washington.

Wild Mushrooms

Vendors wishing to sell wild mushrooms must include within their produce list each type of mushroom by common and scientific name, list training and experience in mushroom collecting and provide copies of public lands collection permits or private approval from which they are collected.

Processed Products

Processed Products are foods which the vendor made from raw ingredients in a state certified kitchen (if for human consumption) or non-inspected kitchen if under the 2012 Oregon Farm Direct Bill or 2015 Home Baker Bill. These are products that have been cooked, canned, dried, baked or preserved. They may include tamales, soups, coffee, pasta, breads, pastries, dried fruits, wine, juices, jam and jellies, skin-care products, and may be value-added products or ready-to-eat at market foods.

Processed Product Ingredient Sourcing: 20% Locally Grown Requirement

MFM is interested in establishing relationships that support the local economy and agriculture. For that reason MFM requires that at least 20% of a processed food product's raw ingredients must be sourced locally and directly from Oregon or Washington farms/producers. In cases where the raw product is unavailable locally, then an organic product may be a suitable substitution for the 20% local ingredients. Vendors must submit an Ingredient Sourcing Form listing all ingredients used in the processed products sold at MFM. The Ingredient Sourcing Form is found on the MFM website: <http://www.montavillamarket.org/vendors/become-vendor/>.

New-to-Market Processed Products Jury

Processed products, both value-added and ready-to-eat, food and non-food, which are new-to-market must be juried, packaged and labeled as they will be sold at Market, as part of the application process. For those vendors applying by the priority deadline, the jury submittal drop-off is January 24th, 2018 from 5:00 PM - 5:30PM at the Market Barn. Applicants applying later in the season will jury separately, as scheduled by Market Manager.

Handcrafted by Farms (Non-Food Agricultural Products)

Non-food farm products which contain raw materials that a vendor has grown or produced and handcrafted/processed at the farm MAY be allowed. An example of this might be a goat milk producer who is allowed to sell goat milk soap.

Handcrafted by Artisan (Non-Food Culinary Products)

Artisan applicants wishing to vend non-food culinary products may apply under the standard vendor application. Products will only be considered if culinary in nature, are exhibiting artisan processes, are created in Oregon/Washington and use locally grown/harvested/sourced materials, where possible. All products will be juried, and also have restricted dates. All accepted artisan vendors must meet appropriate qualifications set forth in the Vendor Handbook. Please note that a general liability insurance certificate naming MFM as an additional insured is required.

Product Additions

All products added after initial application must be individually approved in advance by the Market Manager. Adding processed products after the priority application period requires a vendor to schedule a jury with the Market Manager a minimum of one week prior to selling the product at Market.

Bottled Beverages

MFM prohibits the sale of bottled beverages not manufactured by the vendor.

Product Compliance and Regulations

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

Secondary Products

In the interest of market variety, some vendors will be allowed to resell products that have been grown, made, caught, gathered or processed by someone else. Secondary products are limited to no more than 15% per day (of display area, sales value, or count - whichever reaches the 15% limit first) and are subject to the same rules as accepted vendors. Secondary products must be obtained directly from the source, i.e. a non-wholesale source/non-brokered. Most accepted secondary products show a natural relationship to the vendor, by farm proximity for example. Once accepted, all secondary products must have signage detailing vendor name and location prominently displayed on each product, for customer clarity.

To obtain approval, the vendor must submit a Secondary Product Application at least one week in advance of the Sunday that they wish to bring the product to Market. The Secondary Product Application link is found on the MFM website: <http://www.montavillamarket.org/vendors/become-vendor/>.

Shared Stall

At the Market Manager's discretion, a vendor may be approved to bring another vendor's products to Market as a shared stall. The second vendor would need to apply as regular vendor, be approved, pay the accepted vendor application fee AND provide a general liability insurance certificate naming MFM as an additional insured. Second vendors are subject to the same rules as accepted vendors. Accepted second vendors show a natural relationship to the original vendor, by farm proximity for example. All shared stalls must have signage detailing vendor name and location prominently displayed on each product, for customer clarity.

Promotional Items by Vendors

Promotional items are ONLY allowed at the Market under the following conditions: books written by the vendor about the product/s they are selling; and t-shirts or durable market bags with the vendor's logo. These items MUST BE PREAPPROVED by Market Manager prior to being sold at Market.

Management Discretion

The Market Manager reserves the right to deny a vendor's application, to prohibit anyone from selling at Market or to prohibit any product from being sold at Market.



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. All vendors therefore must submit current copies of all required documents (unless publicly accessible online) with their application to MFM. Vendors who do not comply with applicable regulations may be excluded from future Markets and may forfeit prepaid stall fees.

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 stall 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.

Other Certified Claims

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

Uncertified Claims

Growers using verbal or written claims where certification cannot be established (e.g. unsprayed, pesticide-free, sustainable) must be able to accurately describe the methodology as to how these procedures are followed/achieved, at all times, especially onsite at Market, upon inquiry by customers.

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

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, and fine charged as applicable.
- 2nd Offense:** Verbal and written reminder of rules, with second infraction corrected, and fine charged as applicable.
- 3rd Offense:** Dismissal of vendor.

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 and any future Market days.

Reserved Stall Attendance

Vendors are responsible for attending Market for the duration of the term reserved at time of application. Any changes to the reserved schedule must be pre-approved by the Market Manager, a minimum of one week in advance.

Refunded Cancellations

Vendors must notify the Market Manager, by phone or email, no **later than 11:59 PM on the Wednesday** prior to market day to cancel a reservation and qualify for a refund. Refunded fees will be less the sum of all discounts. No refunds will be issued for cancellations received after this deadline.

Excused Absences

As unforeseen events occur, an excused absence *MAY* be granted to a vendor by the discretion of the Market Manager. Repeated non-appearance however, may result in loss of reserved stall privileges, possible forfeiture of any stall fee refund, and loss of participation in the Market. **NOTE:** Excused absence does not guarantee refund of stall fees.

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 stall 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.

Ready-to-Eat Food Vendors and the Durable Dish Program

In 2009 Montavilla Farmers Market successfully pioneered the use of durable plates, bowls, tumblers, forks and spoons as a replacement to disposable paper and plastic food serviceware items. The program was called [Durable Dish](#). Unfortunately, our Durable Dish fundraising campaign has not received enough donations to successfully fund the continuation of the program, and Durable Dish at the Montavilla Farmers Market is suspended until stable funding can be found.

2015 saw a new version of the Durable Dish program when a MFM vendor started buying up gently used, restaurant quality dishes and flatware to bring to market. Inspired to make a change, and passionate about reducing waste, the vendor found that washing dishes each week was also more cost efficient than using disposables. Only one hour of the time spent each week at their commercial rental kitchen was required to clean three full bus bins - enough plates and flatware for approximately 120 servings.

MFM encourages all ready-to-eat food vendors to follow this vendor's example. Vendor participation requires simply using durables in place of the regular disposable serviceware that would normally be used, while vending at the Market. Dish sets are returned to the vendor at the end of the market day for vendors to take to their commercial kitchen for washing. Vendors will save money, help reduce waste, and provide customers with a better dining experience. MFM is a willing resource to help vendors set up their own dish system. Please be in touch with the Market Manager if you are interested in using Durable Dish.



FEES AND PAYMENT PLANS

Stall Size and Price

Standard	10'x10'	\$40.00	
Double	10'x20'	\$80.00	
Triple*	10'x30'	\$120.00	<i>*Limited Availability - to be confirmed at time of Market acceptance</i>
Double, Double-Deep*	20'x20'	\$160.00	
Umbrella*	5'x 5'	\$30.00	

Weekly Prepayment

The standard payment plan is a prepayment by cash or check, remitted the Sunday prior to each reserved Market. The payment is collected by the Market Manager during the Market day.

Discounted Payment Programs

Vendors attending 14 markets or more are eligible for discounts IF they pay for their season in a lump sum and in advance of attendance, as outlined by the programs below. These discounts are offered for the vendor who is confident about full reserved attendance, as missed days are not refunded. NOTE: Any early termination of a vendor's season will cause forfeiture of the vendor's entire season discount.

Full Prepayment: 14+ Markets 5% discount

This payment plan is for the vendor who has 14 or more reserved season dates at time of application, and whose full payment by check (dated May 6th, 2018 for cash date) is received upon notification of acceptance. A vendor may choose to prepay for only those reserved days that they are sure to attend (14 dates or more), leaving any additional Market days to be handled as weekly prepayment collected onsite. NOTE: The accepted vendor fee is not eligible for discount. The first week's stall fee deposit may be counted in the # of reserved dates, but is not eligible for discount. Please verify amount with Market Manager prior to writing checks.

Full Prepayment: 24+ Markets 10% discount

This payment plan is for the vendor who has 24 or more reserved season dates at time of application, and whose full payment by check/s is received upon notification of acceptance. To receive the discount, the vendor must send in either one full payment dated May 6th, 2018; OR two half-payments, one dated May 6th, 2018 and the second dated August 5th, 2018, to note cash dates. A vendor may choose to prepay for only those reserved days that they are sure to attend (24 dates or more), leaving any additional Market days to be handled as weekly prepayment collected onsite. NOTE: The accepted vendor fee is not eligible for discount. The first week's stall fee deposit may be counted in the # of reserved dates, but is not eligible for discount. Please verify amount with Market Manager prior to writing checks.



SITE & MARKET DAY LOGISTICS

Onsite Market Manager Cell Phone: 503-902-4858

Booth Set-up and Presentation

MFM provides stall space only. Vendors must provide their own canopy attached with 20lb weights for each leg, display cases, tables, chairs, etc. Vendors are responsible for arranging their space attractively and safely, while avoiding setups that may cause potential hazards. The safety of our customers, vendors, staff and volunteers is of utmost importance.

Tent Weights

The primary liability to markets is damage caused by wind-blown tents. **Vendors must have a minimum of 20 lbs. of weight or greater (a gallon of water weighs only 8 lbs. and is not sufficient) securely attached to canopy leg, at EACH leg at all times.** This will minimize the possibility that a vendor canopy will uplift in times of wind, weather, or other occurrence. No advanced warnings need to be given for insufficient tent weights; unless corrected by opening bell, the vendor will not be allowed to sell products for that Market day and will forfeit their stall fee.

On-site Driving Etiquette

Although there is no posted speed on the Market site, it is expected that vendors and their staff, who are navigating the human and material obstacles on site, will drive cautiously and with full awareness. Absolutely no reckless driving will be tolerated. The same grace and courtesy are encouraged to be used as you approach or exit the Market site, and when entering into the neighborhood streets surrounding the Market to park your vehicles.

Unloading 8:00-9:30 AM

The Market Manager will be onsite to greet vendors for **set-up starting at 8:00 am.** Upon arrival, the vendor is to verify stall location with Market Manager, park tight to stall, unload completely within their assigned stall, promptly move vehicle from site, then return to begin unpacking and set-up. **All vehicles must be off site by 9:30 am** to ensure safety of customers arriving early.

Vendor Parking

Vendors may park on a public street **at least two blocks from the Market site.** This is to ensure that customers can park close to the Market. Vendors may not park in the lots for Mr. Plywood, Beets Auto Body, or any adjacent business parking lot.

The Market Manager has the right to ask vendors to move their vehicle if parking becomes hazardous to local traffic or customer safety. MFM is not responsible for any towing fees incurred by the vendor.

Opening Bell 10:00 am

Vendors may begin to sell only after the ringing of the opening bell at 10:00 am. **Exception:** Flower, coffee, bakery and ready-to-eat vendors



may begin selling at 9:45 am, 15 minutes before the official opening bell.

Late Arrival

Delayed vendors who have notified the Market Manager to verify space and are arriving after 9:25 am, must park outside the Market and carry all supplies to their booth, no exceptions. Unless notified in advance, reserved spaces are held until 9:15 am. After this time, the Market Manager may allow another vendor to utilize the space.

Closing Bell 2:00 pm

Booths must remain set-up from 10:00 am until 2:00 pm even if vendors sell out earlier. This allows the Market to continue without disruption. Vendors may begin breaking down their stalls when the bell signals the end of the Market at 2:00 pm. To give time for customers to clear the market, vendor vehicles are not allowed on site until 2:15 pm.

Exceptions on Reserved Stalls

There may be occasions when vendors are requested to move to another location. The Market Manager will discuss the options with the affected vendors. When differences of opinion exist, the Market Manager will make the final decision.

Utilities

Potable water is available on-site at the rear of the veterinarian office building, along the alleyway. Here you will find the green 5-gallon bucket containing the potable water hose that is connected to the water main hose bib. Thank you in advance for your help in keeping the water station neat and tidy, paying special attention to keeping the hose end in the bucket, away from the ground.

The Market site has no electricity available to vendors.

All greywater (waste water) must be carried off-site and may not be disposed of at or adjacent to Market.

Restrooms and Hand-washing Station

A portable toilet with hand-washing station is located adjacent to the market's storage barn.

Durable Dish Supplies (Ready-to-eat vendors)

For vendors using durable and reusable serviceware, MFM provides a centralized dish station for customer returns. Market staff/volunteers will sort and return dish sets to vendors to take back to their commercial kitchens for washing and cleaning.

Gleaning Programs

The Market partners with several non-profit organizations to connect with vendors wishing to donate produce. Organization volunteers will arrive at the end of the day and visit booths to inquire about availability and interest. Participation is optional and meant to be an aid to vendors with excess at the end of Market day.

Vendor Signage

All vendors must have a sign with the name and location of their business posted within their booth. The sign must be legible and easily seen. Any approved secondary products, and shared vendor booths, must also make this same information available on EACH product.

Publicity

Vendors are expected to contribute to MFM's efforts to publicize the market. Unless otherwise noted, vendors agree to allow MFM to take and publish photos containing their likeness.

Chef Demo / Taste of the Market Product Donations

MFM's chef demos and the Taste of the Market series is a chance for vendors to highlight seasonal offerings to local chefs and market customers. Standard recipe amounts of produce and products are provided by Market vendors at no cost to Chefs/MFM. Chefs/Taste staffers will arrive early to procure ingredients for their cooking demos for that day. Vendors have the opportunity to introduce ingredients that they would like featured. Chefs/Taste staffers are to be respectful to quantities available, with any expensive or less bountiful items to be substituted with something else. If a vendor does not want to participate in the program, they should be in contact with the Market Manager at the start of the season so that Chefs/Taste staffers are alerted in advance.

Food Sampling

Vendors providing samples of products to Market customers must be knowledgeable of and in compliance with all Oregon Department of Agriculture (ODA) Food Handling Regulations. These vendors must have a hand-washing station that complies with all ODA hand-washing requirements. Vendors offering food samples that produce waste must provide a trash receptacle at their booth.

Smoking

MFM is a non-smoking venue and vendors who wish to smoke must be outside the boundaries of the Market.

Pets

Pets are not allowed within vendor booths. Only well-behaved pets are allowed on the Market site. The Market's rules regarding dog behavior are posted on-site and will be monitored and enforced by the Market Manager or other Market staff.

WIC/Senior Farm Direct Nutrition Program

All growers eligible for participation in the WIC (Women, Infants & Children) and Senior Farm Direct Nutrition Program must apply with the Oregon Department of Agriculture before the start of the season and be authorized by June 1st. Authorized vendors must learn and follow all Farm Direct Nutrition Program rules.

Non-Discrimination

The market respects all aspects of people including their ethnicity, sex, gender expression, sexual-orientation, socio-economic background, religion, political affiliation, nationality, size, age, and ability. Physical or verbal abuse, sexual or any other forms of harassment, theft or damage of property is simply not tolerated. If any vendors are found to violate the market's non-discrimination policy, disciplinary action will follow, including the potential for the offending vendor to be barred from vending at the market.

Conduct

At the core of the success of the Montavilla Farmers Market is the thoughtfulness, professionalism, and respect that our vendors and their staff show to each other, to Market staff and volunteers, and ultimately to the customers. In the unlikely event that an individual at Market is unable to consistently exhibit the conduct encouraged at MFM, creating a conflict that fails to be resolved directly, then the attention of the Market Manager should be sought out.



MARKET CURRENCY

MFM operates a currency system of wooden tokens for customers wanting to use their debit/credit cards, or their Federal Supplemental Nutrition Assistance Program benefits (variously called SNAP, or EBT, or Food Stamps, or Oregon Trail). The Market's goal, with vendors as partners, is to provide a value-added revenue source while promoting access to locally grown and produced foods for participants in the SNAP program. In 2017, MFM's token program brought over \$100,000 additional dollars to Market vendors.

For consistency in the program and clarity for Market customers, all vendors must participate in accepting tokens and understanding the rules regarding the different types and denominations available.

However, we encourage vendors to gain independence with their debit & credit card sales and consider new technology that connects cell phones to a merchant account, allowing individual vendors to accept these payments directly at their booth so that they can capture the sale instantly instead of turning the customer away to buy tokens first.

\$5 GREEN Wooden Tokens = cash

Tokens purchased at MFM's Info Tent with a DEBIT/CREDIT card will be **GREEN** and in **\$5.00** denominations. Treat the \$5.00 tokens as you would a five-dollar bill. No restrictions apply to purchases, they can be used for anything at the market. Change **MUST** be given as cash. (\$1.00 tokens may not be given as change because they represent SNAP/food stamp benefits and restrictions apply to their use.)

\$1 RED Wooden Tokens = SNAP/Food Stamps

Tokens purchased at the MFM's Info Tent with SNAP benefits will be **RED** and in **\$1.00** denominations. Due to federal SNAP rules and regulations, no cash change may be given in exchange, and restrictions apply to what may be purchased. Because cash change is prohibited, vendors should encourage SNAP customers to add or remove product to reach a sale price of a whole dollar amount, so that they receive the full dollar value of the token.

SNAP Tokens **MAY** be used to buy:

- Fruits, vegetables, meat, fish, dairy, culinary herbs.
- Prepared Foods, including baked goods and ready-to-eat, if it is **COLD/UNHEATED** at time of sale.
- Seeds and plants that are intended for growing foods.

SNAP Tokens may **NOT** be used to buy:

- Any food which is **HOT** at time of sale
- Non-food items, including soap, pet food or other non-food merchandise
- Flowers (unless edible and presented as such, say in salad mix)
- Alcohol

\$1 ORANGE Wooden Tokens = Everybody Eats Match

Montavilla Farmers Market is raising funds to offer a program that doubles the amount of money that EBT customers can spend to purchase food at the market. This program has the potential to increase vendor income and expand the market's customer base. Everybody Eats Match is a program that "matches" SNAP and EBT Cash Benefits spent at the market. For every \$1 of SNAP or EBT Cash Benefits a customer chooses to spend, they'll get a match of up to \$10 in Everybody Eats tokens - **FREE** - that they can use to buy more SNAP eligible food from the market. Everybody Eats Match tokens will be **ORANGE** and in **\$1.00** denominations.

Due to federal SNAP rules and regulations, no cash change may be given in exchange for Everybody Eats tokens, and restrictions to what may be purchased are the same as above for red SNAP tokens.

Debit (\$5) and **SNAP (\$1)** / **Match (\$1)** tokens may **NOT** be used interchangeably. Because SNAP is a federally funded assistance program, its continued availability at Market requires that vendors are both able to **RECOGNIZE** the tokens in use at Market, and **ENFORCE** the rules that apply to each type of token.

Token Reimbursement

MFM uses ACH direct deposit to reimburse vendors for the tokens they accept at Market. Direct deposit is required for market attendance. Direct deposit set-up and authorization is online and will be requested in April. Returning vendors who have not changed bank accounts, and have direct deposit active with MFM, need not re-authorize.

At the end of each Market day, vendors must count, record, and return the tokens in a packet provided by MFM. The Market will do a 2nd count of the tokens turned in and authorize vendor deposits by Wednesday for the prior Sunday's market. Three working days is the industry standard from deposit authorization to reaching your bank. However, your bank may impose other delays. Vendors are encouraged to contact their own bank if deposit has not transferred by the usual weekly time.

Your primary contact for reimbursements will be MFM's Market Manager. They are available in person every Sunday at MFM's Info Booth, and online via manager@montavillamarket.org.

Tokens are not accepted forms of payment for vendor stall fees.