

# LA GRANDE FARMERS’ MARKET VENDOR POLICY MANUAL

These policies are crafted to fulfill and uphold the mission of the La Grande Farmers’ Market.

The La Grande Farmers’ Market may request invoices and/or a farm visit to confirm compliance with these policies.

Failure to follow these policies is grounds for dismissal from the La Grande Farmers’ Market.

In the event of a dispute, a vendor may file a formal grievance with the Board of Directors of the La Grande Farmers’ Market for review. These are due no later than one week prior to the next regularly scheduled board meeting. All decisions reached by the Board are final.

## Contents:

- Mission and Vision Statements.....2
  
- Market Policy
  - Produce.....3
  - Nursery Products.....4
  - Arts and Crafts.....5
  - Prepared Foods.....6
  - Complementary Products.....7
  - Non-profit Community Groups.....8
  - Setting up at the market.....9
  
- Food Safety Regulations Summary.....10
  
- Oregon Farm Direct Nutrition Program (FDNP) and Oregon Trail Cards
  - Information for Vendors.....13
  
- Member Information
  - Meetings.....14
  - Contacting the market.....15
  - Local Harvest Dinner.....16

# MISSION AND VISION STATEMENTS

*The mission of the La Grande Farmers' Market is to enhance the economic sustainability of our region's farms by providing a venue for the exchange of quality locally grown goods while creating a vibrant community-gathering place.*

In February of 2007 the Board of Directors and Manager participated in a workshop to formulate a common vision for the Farmers' Market. From this basis and several committee and Board meetings was derived the following...

## **Strategic Goals**

- *Sustain and promote a viable and diverse market for the benefit of the community.*
- *Attract a diverse customer base by providing a variety of quality local products and a venue for creative community exchange.*
- *Expand market presence and strengthen community support through the involvement and education of individuals and local organizations.*

## **Vision**

*"In a festive environment conducive to creativity and growth, people of all ages connect with friends, good food, art, music, and community. The variety of fresh local produce, beautiful handmade products, and delicious prepared food attracts a diversity of patrons and visitors from throughout the region and provides a direct, mutually sustaining link between artisan and consumer that strengthens community spirit."*

# PRODUCE POLICY

All produce sold at the La Grande Farmers' Market must be grown by the vendor. "Vendor" includes any family members or employees of the farm.

Produce that is harvested or collected in the wild is considered as if grown by the vendor.

We do not allow the sale of any wholesale or packing house produce under any circumstances.

Vendors are expected to be knowledgeable about the growing practices and varieties of the produce they sell.

## **Signage**

Please provide signs at your booth that clearly describe what you are selling including the varieties and cost. We strongly encourage farms to have a sign displaying your farm name, what town you live near, and your growing practices. If you are sharing booth space with another vendor, please clearly mark your products to show which farm they come from.

## **Vendor partnerships**

Vendors may form partnerships with each other to share booth space at the market. Each vendor in the partnership must pay a separate membership fee.

## **Enforcement**

We reserve the right to visit your farm for the purpose of determining what produce you are growing.

Any vendor who does not comply with our policies will be given one verbal warning. Further lack of compliance will lead to expulsion from the market for the remainder of the season.

Oct2007

# NURSERY PRODUCTS POLICY

Nursery products include all living plants and portions of plants sold for vegetative reproduction.

It is the La Grande Farmers' Market intent, that the vendor propagates all nursery products from seed or by division of plants or bulbs under the care of the vendor.

When the vendor is not propagating nursery products and is instead buying wholesale and reselling at the La Grande Farmers' Market, the following conditions must be met prior to offering these products for resale:

Annuals must be in possession of the vendor for no less than 28 days.

Perennials must be in possession of the vendor no less than 56 days.

Any exceptions to this policy must be reviewed by the Complementary Products Committee (see *Complementary Products Policy*). This includes the sale of seeds and bulbs not saved or propagated by the vendor.

Feb2007

# ARTS & CRAFTS POLICY

The primary mission of the La Grande Farmers' Market is to support local agriculture by providing a venue for locally grown foods and farm products. We are pleased to also include handmade arts & crafts at the market. We will do our best to accommodate all individuals who would like an opportunity to sell their homegrown and handmade products at the market and, if possible, we will try to expand the market rather than limit the number of vendors. However, if space should become limited at any time, our policy will be to give priority to produce vendors. A produce vendor shall be defined as a vendor whose displayed product is made up of at least 75% produce or other farmed products such as flowers or plants. The reason for our giving priority to produce vendors is that these products are perishable and have a limited season.

If you are an arts & crafts vendor and would like to be guaranteed a market stall during the peak of the season when space is at a premium, please consider becoming a season vendor. Drop-in vendors can improve their chance of getting a space by calling the market manager in advance to reserve a space, arriving by 8 am on market day, or planning to sell at the market during non-peak months (June and October). Priority among drop-in arts & crafts vendors will be given to those who have been coming regularly.

We hope that we will not ever have to turn any vendor away but be aware that space can be limited in July, August, and September when most of the produce is ripening.

May2006

# PREPARED FOODS POLICY

Prepared foods include such items as baked goods, canned goods, and ready-to-eat foods.

The La Grande Farmers' Market allows the sale of prepared foods provided they are prepared in compliance with all State laws and health regulations regarding the preparation and marketing of these foods. All prepared food vendors must provide documentation of compliance with State law to the La Grande Farmers' Market prior to selling at the market.

Vendors planning to sell ready-to-eat foods are strongly encouraged to communicate their intentions to the Market Manager. Ready-to-eat foods are defined as those food items that fall under the jurisdiction of Oregon laws governing temporary restaurant licenses. The La Grande Farmers' Market Board of Directors and Market Manager reserve the right to limit the type, quantity, and quality of ready to-eat foods. Vendors are expected to have a significant role in the preparation of the food and those vendors using local products in their ingredients are preferred.

Feb2007

# COMPLEMENTARY PRODUCTS POLICY

Complementary products are defined as those products that are not made by the vendor and are purchased elsewhere for resale at the La Grande Farmers' Market. These products must be related (complementary) to products already sold by the vendor.

This policy is limited to agricultural vendors selling agricultural products. Arts and crafts vendors are not eligible for this exception.

Complementary products may not be greater than 10% of the vendor's display area or value of displayed products.

Permission must be obtained from the La Grande Farmers' Market to sell complementary products. To obtain permission, the vendor must submit a written request with a non-refundable fee of \$25 to the La Grande Farmers' Market. The written request should not exceed one page typed and should include a description of the product(s) and the vendor's reason for selling complementary product(s). A presentation by the vendor of the product(s) may be requested.

The Complementary Products Committee will review all requests to sell complementary items. This committee is formed from the La Grande Farmer's Market Board of Directors and consists of one vendor, two community members, and the Market Manager. In the case that a consensus cannot be found by the Complementary Products Committee the La Grande Farmers' Market Board Chair shall cast the tie-breaking vote.

Confirmation or rejection of the request to sell complementary product(s) will be made within 14 days of the submission of the written request. The complementary product in question may not be sold until the Complementary Products Committee has granted permission.

The Complementary Products Committee may instruct the vendor in display and labeling requirements of the complementary product(s) at it's discretion.

Once permission has been granted, it is valid for the current season of La Grande Farmers' Markets. Once the market season has ended a written request must be submitted with a non-refundable \$5.00 renewal fee to sell complementary products at next season's markets.

Having a product approved one year does not guarantee re-approval.

Feb2007

# NON-PROFIT COMMUNITY GROUPS POLICY

The La Grande Farmers' Market would like to be supportive of the efforts of other non-profit groups in our community. We offer two special opportunities to these groups. These opportunities are available to any community group that meets the following criteria:

- The organization must operate in a non-profit manner (it is not necessary to be officially registered with the IRS as a non-profit organization)
- All materials presented by the group must be non-partisan and non-denominational
- Fund-raising by the group is for the benefit of the community as a whole or for grants and scholarships given to needy organizations or individuals (as opposed to fund-raising for yourself)

## Community Table

We schedule community groups to share space at our information table or set up a table for the purpose of sharing information about their organization. The group may display information on the table and visit with interested people about their purpose and goals. The only type of fund-raising allowed at the community table is solicitation of membership and sales of tickets for upcoming events or raffles.

## Free Saturday Space

We offer one free 5 ft space each week to a non-profit fund-raising group. If more than one group would like to use the space, it will be given to the group that has used it the least. It may be given to the same group repeatedly if no other group has requested it by the Monday prior to the market. If the free space is occupied, a group may always participate at the market by paying for their space.

May2006

# SETTING UP AT THE MARKET

## Arrival

Please allow yourself time to set up your display before the market begins. Season vendors may arrive as early as needed. Drop-in vendor spaces will be assigned beginning at 7:45 am on Saturday and 3:15 pm on Tuesday.

## Parking

If you have reserved a truck space on the west side of the market, you may park your vehicle in your space. All others may unload near the market as space is available but we request that you move your vehicle after unloading to **park at least one block from the market area** in order for customers to access the market as easily as possible. There is parking available on Jefferson Street.

## Displays

Vendors provide their own tables and displays. Please display signs and information for your customers describing your farm, growing practices, prices and the varieties of produce you are selling.

## Applications

All vendors must return a signed application to the market manager prior to selling at the market. Please review any policies that relate to your product and provide required certifications with your application when appropriate.

# STATE GUIDELINES FOR FARMERS' MARKET PRODUCTS

The following information on food regulations has been compiled by the La Grande Farmers' Market for the convenience of market vendors. Each individual vendor is responsible for obtaining the proper licenses for the items they are selling. The La Grande Farmers' Market reserves the right to restrict any vendor from selling regulated items if they cannot produce the proper certification. If you are selling items that require certification, it is your responsibility to have a copy at market at all times and to get the manager the license number to keep on file.

## Fresh fruits and vegetables

No food safety-related license is required but vendors should review handling and sampling procedures on USDA farmers' market website.

## Processed foods

Baked goods, dairy products, jams, jellies, preserves, salsas, vinegars, oils, salad dressings, frozen fruits, dried herbs, and dehydrated fruits and vegetables are examples of common farmers' market products that must be processed in a licensed facility.

Food processing certifications that market vendors may need:

**Domestic Kitchen:** Home kitchens that meet certain requirements may be licensed for some food processing activities including high acid canned foods (fruits and pickled items) and some baked goods. You may not process dairy, meats, low-acid canned goods or potentially hazardous baked goods such as cheesecake or pumpkin pie in a domestic kitchen. Your kitchen must be inspected by the Oregon Department of Agriculture (ODA) in order to be certified.

**Certified Kitchen:** If your home kitchen does not meet requirements there are some public certified kitchens that you may be able to rent in order to process foods.

**Temporary Restaurant License:** If you are preparing hot food at the market you will need to obtain a temporary restaurant license from the county health department in the county where the food is served.

## Meat and Poultry

All vendors selling meat and poultry must have a license from ODA, and certain activities require USDA inspection. Processing in a USDA-licensed facility is required for beef, pork, lamb and certain quantities of poultry must be slaughtered under USDA inspection.

## Dairy

To sell any farm produced dairy products at market (cheese, milk, yogurt, etc.) the dairy must be processed in a USDA certified facility.

## **Seafood**

Licenses are required for many activities involving fish and shellfish. Oysters require a shellfish shipper license. Most other types of seafood require either a processing license or a retail food establishment license, depending on whether products are processed by sellers or other licensed facilities. See regulation websites for further info.

## **Eggs**

Eggs may be sold at market without an egg handler's license and without labeling, but *only by the farm that produces the eggs*. All other eggs — even those produced by friends or relatives on neighboring farms — must come from licensed facilities and comply with labeling requirements.

## **Honey**

Licenses generally are required to extract honey, but an exception is made for operations with 20 or fewer hives. Honey in combs is not extracted and thus does not require a license.

## **Organic**

Organic farms must be certified through a licensing organization such as Oregon Tilth according to USDA Organic Standards.

## **Scales**

Any scale used to determine prices at market must be certified through ODA Weights & Measures.

## **Product labeling**

All packaged foods must be labeled, and ingredient information must be available for foods that have been altered. Unpackaged single-ingredient foods like fruits and vegetables do not need labels. Four pieces of information are required on labels: name of product, net weight, ingredients in descending order by weight, and name and address of the producer or distributor.

## **Cooking demonstrations / Sampling**

Small samples of cooked foods prepared at market may be offered free of charge to customers for promotional or educational purposes without obtaining a temporary restaurant license. All ODA handling and sampling guidelines must be followed.

## **Nursery Products**

Vendors selling nursery products must be licensed by the Oregon Department of Agriculture Plants Division. There is an exemption for people selling less than \$250 of product annually.

## **More information on licensing is available at:**

Oregon Department of Agriculture; Food Safety Division, Farmers Market Guidelines.

[http://egov.oregon.gov/ODA/ADMD/farmers\\_markets.html](http://egov.oregon.gov/ODA/ADMD/farmers_markets.html)

## **Meat, poultry, seafood, baked goods and other processed foods, eggs, honey**

ODA Food Safety Division  
635 Capitol Street NE  
Salem, OR 97301  
(503) 986-4720

## **Weights & measures**

ODA Measurement Standards Division  
635 Capitol Street NE  
Salem, OR 97301  
(503) 986-4670

## **Nursery regulation**

ODA Plant Division  
635 Capitol Street NE  
Salem, OR 97301  
(503) 986-4644

## **Local Contacts for Food Safety:**

**Ryan Zastrow**, Environmental Health, Center for Human Development  
[rzastrow@chdinc.org](mailto:rzastrow@chdinc.org) 541-962-8818

**Laura Ruhland**, Food Safety Specialist, Oregon Dept of Agriculture  
[lsruhland@oda.state.or.us](mailto:lsruhland@oda.state.or.us) 541-966-8515

Feb2009

# OREGON FARM DIRECT NUTRITION PROGRAM (FDNP) & OREGON TRAIL FOOD STAMPS

At the La Grande Farmers' Market we have two state food assistance programs that vendors can participate in, the FDNP and Oregon Trail Food Stamps. Following is a description of each program and details on what you need to do as a vendor. More information at [http://www.oregon.gov/ODA/ADMD/farm\\_direct.shtml](http://www.oregon.gov/ODA/ADMD/farm_direct.shtml)

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## ***What is the Farm Direct Nutrition Program (FDNP)?***

The Farm Direct Nutrition Program (FDNP) aims to provide assistance for sensitive populations of women, children and seniors to have access to fresh, nutritious foods sold at farmers' markets. The program is federally funded and state operated. Although the benefits are similar, there are two separate programs, one for women, infants and children and one for seniors.

## ***How does the program work?***

Participants in the FDNP receive coupons from the state or local health department that they can use as money at the farmers' market. The coupons are sent in \$2 and \$3 increments and vendors cannot give change.

***Each individual vendor must register with the state*** to participate in the program. Within ten days of returning the packet farmers will receive a participation sign to notify customers that they accept FDNP coupons and a farmer number stamp from the Department of Human Services that farmers will use to stamp each check that they receive from customers. The coupons can then be deposited at the bank the same way you would cash a personal check.

If you did not participate the previous year or did not receive a packet and would like to sign up contact: Oregon Department of Agriculture, 503-872-6600, [http://www.oregon.gov/ODA/ADMD/farm\\_direct.shtml](http://www.oregon.gov/ODA/ADMD/farm_direct.shtml)

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## ***What is the Oregon Trail card?***

Oregon Trail is the name of the Oregon food stamp program. All paper food stamps have officially been phased out and replaced with electronic cards like a debit card. Although this has made the system simpler in many ways, it has made it difficult for farmers' markets to accept food stamps. In 2005 we began to accept Oregon Trail cards at the market through a program where we receive an electronic benefits transfer (EBT) machine from the state that ***only accepts*** Oregon Trail cards.

## ***How does the program work for vendors?***

Customers participating in the Oregon Trail program can debit money from their card at the market information booth in exchange for wooden 'tokens' that they can use at market booths. Like the FDNP

coupons, the tokens are in \$2 denominations and vendors cannot give change. Each vendor will collect their tokens at the end of market and take them to the market manager who will reimburse them for the value of the tokens. Vendors must register with the La Grande Farmers' Market in order to accept the tokens.

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***What kind of items can customers purchase with the FDNP coupons and the Oregon Trail tokens?***

The **FDNP** coupons are limited to **fresh fruits, vegetables and herbs only**. The **Oregon Trail Food Cards** can be used for a wider range of foods as well as **vegetable plant starts and seeds** (no flowers or ornamentals). This includes any fresh, frozen, or canned food items such as **fruits, vegetables, herbs, meat, dairy, eggs, nuts, dried foods, and cool prepared foods** (no hot foods allowed).

# ANNUAL MEMBER MEETING

The La Grande Farmers' Market organizes an annual meeting of vendors and members each year in February to:

- Vote for board members
- Review finances
- Learn about season plans, fees, events, policies, etc
- Reserve season spaces for the upcoming season

It is important that vendors attend the meeting to prepare for the coming market season. This meeting usually runs about an hour and a half.

## BOARD OF DIRECTORS MEETINGS

The Board of Directors meets monthly, November through May, on the first Saturday of month.

**Where:** at Oregon Rural Action: upstairs/loft at the back of Earth 'N' Book, 1118 Adams Avenue in La Grande.

**When:** 10:15 AM to 12 noon, first Saturday of month (November through May)

Meetings are open to all members. To receive agendas and meeting notices, and communicate with the Board, consider joining the on-line group, at <http://groups.google.com/group/lagrande-farmers-market>. Please contact the Board Chair in advance- can be done through the Group, if you would like to place a specific item on the agenda.

# CONTACTING THE MARKET

**Market Manager:** Leave message: 541-975-2411 or 541-963-8492 (Janet Marie)  
E-mail: [lgfm@oraction.org](mailto:lgfm@oraction.org)

**Mailing address:** La Grande Farmers' Market  
PO Box 1231  
La Grande, OR 97850

**Website:** <http://www.lagrandefarmersmarket.org/>

**On-line Group:** to network, access more information, get news and notices, join at  
<http://groups.google.com/group/lagrande-farmers-market>

**Market location:** Max Square – on the corner of 4<sup>th</sup> St. and Adams Ave. in downtown La Grande

## **Market season and hours for 2009:**

May 16 through October 24 – Saturdays 9am to noon  
July 7 through September 29 – Tuesdays 4pm to 6:30pm

## **Local Food and Small Business Support Contacts**

Oregon Microenterprise Network	<a href="http://www.oregon-microbiz.org/">http://www.oregon-microbiz.org/</a>	503-546-9913
NE Oregon Economic Development District	<a href="http://www.neoedd.org/">http://www.neoedd.org/</a>	800-645-9454
Union County Economic Development		541-963-0926
Community Connections (Riveria commercial kitchen)		541-963-7532
Oregon Rural Action	<a href="http://www.oregonrural.org">http://www.oregonrural.org</a>	541-975-2411

Feb2009

# LOCAL HARVEST DINNER

La Grande Farmers' Market and Foley Station Restaurant work together to host an annual dinner made from local foods. This event is scheduled in mid-September and aims to serve dinner to approximately 100 people. Planning for the meal begins in July and August. The market manager will provide forms to collect information about the varieties and amounts of the crops you have available for purchase by Foley Station Restaurant. No amount is too small. The menu will be decided based on what is available from our local growers and all types of food (meat, eggs, vegetables, fruits, nuts, herbs, honey) are used. Farms providing food for the dinner will be recognized on the menu and on welcome cards at each table. A portion of proceeds from ticket sales go toward supporting the La Grande Farmers' Market.

Vendor participation is essential to the success of this event, as we cannot make this dinner without locally grown food!