



2018 POLICIES AND RULES OF THE NEIGHBORHOOD FARMERS MARKETS

Year Round Markets

University District
West Seattle
Capitol Hill

Seasonal Markets

Columbia City
Lake City
Phinney
Magnolia

Understanding and following these Policies and Rules is required for your participation in NFM Markets.

Mission: The Neighborhood Farmers Markets are committed to supporting and strengthening Washington’s small family farm businesses by creating and operating vibrant, successful neighborhood Farmers Markets. The Neighborhood Farmers Market Alliance is a non-profit, 501(c) 3 corporation registered with the State of Washington and the IRS. These Markets are established for the benefit of the **community**, the **vendor** and the **consumer** alike.

Board of Directors: A board of 12 directors governs the NFM. The Board includes four farmer vendors who are elected by Market vendors at the annual NFM vendor meeting. Other board members are volunteers who support the goals of the NFM and have vital professional experience. For a complete list of board members, please visit the NFM website.

The farmer representatives to the Board of Directors (as of fall 2017) are:

Ryan Lichttenegger, steelwheelfarm@gmail.com or 425-770-7926
Shelley Verdi, shelley@whistlingtrainfarm.com or 253-859-5197
Eddie Alvarez, alvarezorganics@gmail.com or 509-830-5242
Chris Petry, farmerchris@ohyeahfarms.com or 509-885-3359

Vendor Meeting: The NFM Annual Vendor Meeting is planned for **Monday, Feb 26, 2018**. All Market vendors are encouraged to attend this annual meeting where farmer reps to the board are elected and policies, market changes and best practices are discussed.

New Vendor Orientation: There will be a mandatory conference call for new vendors and new market vendors’ staff in April.

NFM Staff: The Neighborhood Farmers Markets’ staff includes the Executive Director, Associate Director, Lead Market Manager, Market Managers and Market Assistants, Outreach and Development Coordinator, Programs Coordinator, and a Finance Manager. Additional contracts may be held with consultants, on-site security and others, as appropriate.

Mailing address: 3919 Latona Ave NE, Suite C-1,
Seattle, WA 98105

Web Site: www.seattlefarmersmarkets.org
General Email: nfma@seattlefarmersmarkets.org

Phone/FAX: (206) 632-5234 / (206) 632-5976
Manager cell phones listed on page 25.

THESE POLICIES AND RULES ENSURE THE SUCCESS, SAFETY, AND EFFICIENCY OF YOUR FARMERS MARKETS. ALL VENDORS AGREE TO COMPLY WHEN SUBMITTING YOUR VENDOR APPLICATION. VENDORS MUST ALSO COMPLY WITH LOCAL AND FEDERAL LAWS, ORDINANCES, AND REGULATIONS.

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All rules described in this booklet are subject to fines and consequences:

- A first violation will result in a verbal warning.
- A second violation will result in a written warning and a \$25 fine.
- A third violation may result in the suspension or termination of the vendor's permit to sell, the suspension or expulsion of the responsible individual (owner or staff), and/or further fines.

The NFM reserves the right to prohibit the sale of any product and/or deny anyone the privilege of selling at any NFM Markets at any time.

I. NFM FARMERS MARKET LOCATIONS, TIMES AND DATES FOR 2018

University District Farmers Market: University Way NE between NE 50th St and NE 52nd St, 98105. **Saturdays, Year-Round, 9am to 2pm** (52 weeks)

West Seattle Farmers Market: on California Ave SW between SW Alaska and SW Oregon, 98116. **Sundays, Year-Round, 10am to 2pm** (51 weeks)

Capitol Hill Farmers Market: Broadway Ave E and E Pine at Seattle Central College, 98122. **Sundays, Year-Round, 11am to 3pm** (51 weeks)

Columbia City Farmers Market: Columbia City Historic District, on Edmunds Street, Columbia Park and at Columbia School between 36th and 37th Ave S., 98118. **Wednesdays, 3pm to 7pm, May 9 – October 10** (22 weeks; NO market on July 4th).

Lake City Farmers Market: on 28th Ave NE next to the Lake City Library at NE 125th, 98125. **Thursdays, 3pm to 7pm, June 7 – October 4** (18 weeks).

Phinney Farmers Market: upper parking lot of the Phinney Neighborhood Center at 67th and Phinney Ave N, 98103. **Fridays, 3:30pm-7:30pm. June 1 – September 28** (18 weeks).

Magnolia Farmers Market: in the Magnolia Village on W McGraw and 33rd Ave W, 98199. **Saturdays, 10am to 2pm, June 2 – October 20** (20 weeks; NO market on August 4th).

INCLEMENT WEATHER: Markets are open rain, shine or wind. But certain extreme weather conditions may necessitate the official closure of a Market due to safety concerns. See "E" under Section IV (Market Rules).

II. VENDORS AND PRODUCTS ALLOWED AT THE NFM FARMERS MARKETS

All vendors must be an active owner/operator of the business named on the application, and may not be operating the business under a franchise agreement, nor under a corporate ownership umbrella. All businesses must be located and doing business in Washington State.

Products sold at the Farmers Markets are limited to five categories, listed following as A through E. Each vendor's application for a Permit to Sell must detail the products the vendor intends to sell at the Farmers Markets. Vendors may only sell products listed on their applications and approved by the NFM in a Permit to Sell. Returning vendors must include a detailed list of products each year, clearly noting if they are intending to add or delete products they sold the previous year.

Requests for adding, discontinuing, or making any other changes to your list of products/ingredients after you have been issued your Permit to Sell must be submitted to the NFM office in writing (email the nfma@seattlefarmersmarkets.org or mail a letter), and will be reviewed for approval by the NFM market managers. Vendors may bring to market ONLY products that were listed on their application to sell, and must also inform the NFM if they will NOT bring any of the products to any market(s) as originally listed on their application.

Any farm/business that is new to our NFM Markets will be visited prior to, or within the first 3 months of market participation. The NFM and its representatives may inspect or visit any farms or establishments used by vendors. Farm/Processor visits may be conducted at any time, without notice. With 24 hour's notice, vendors should provide help during a visit in identifying the crops/products listed on their application for Permit to Sell.

A. FRESH FARM PRODUCTS

Definition:

Fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats, fish and shellfish. Also included in this category are fresh cut flowers, nursery stock, plant starts and foraged items such as wild herbs or mushrooms.

Requirements:

All fresh farm products must be grown, produced or foraged in Washington State, and all fresh farm products must be grown, produced, or foraged by the farmer/vendor who is selling them, on land that is actively managed by the grower. Any violation of these rules will result in the product being immediately removed from the vendor's tables and possible revocation of the vendor's Permit to Sell. Interpretation of these rules is at the discretion of NFM staff with possible review by the NFM Board of Directors.

Only farmers, ranchers, fishers, apiaries, nurseries, and foragers may sell fresh farm products. Farmers and nursery operators must propagate all plants and flowers from seed, cuttings, bulbs or plant division. Honey vendors must be the owner-operators of bee hives from which they sell honey; hives must be registered with the WSDA.

B. VALUE-ADDED FARM FOODS

Definition:

Foods processed and sold by the farmer/fisher/rancher/forager of the main raw ingredients. Includes: preserves, jams, jellies, cider, wine, beer, distilled spirits, syrups, salsas, smoked or canned meats or fish, dried fruit, flours, salad dressings. Also includes some farm foods such as roasted peppers that are processed on market day. Wines in this category must be estate grown.

Requirements:

All value-added farm foods must be made from raw products and ingredients, the majority of which are grown and produced by the farmer who is making and selling the product. Preference is given to farmers who are personally cooking, canning, baking or preserving the product *with their own equipment*, and secondarily to those personally supervising their own raw ingredients used in accordance with their own recipes in a permitted facility. Value-added farm foods in which the majority of the ingredients are NOT grown and produced by the farm vendor cannot exceed 20% of total displayed inventory (e.g., scones made by a berry farmer). **Farmers selling value added products from ingredients other than what they grew will be considered processors and charged a higher fee.** Situations where third-party processing is deemed necessary (e.g., fish that is canned by a third party) will be considered on a case-by-case basis.

C. DRIED FLOWERS, CRAFTED FARM PRODUCTS

Definition:

Non-edible bouquets, wreaths, roping, arrangements and displays of fresh and dried flowers, vegetables, vines and gourds. Beeswax products are allowed from honey producers only. Other non-edible crafted farm products will be considered on a case-by-case basis.

Requirements:

These items must be grown or foraged and produced by the vendor on the vendor's own farm. These items are intended as a supplement to fresh farm products, value-added farm foods, or nursery/flower inventory, and cannot exceed 20% of total displayed inventory per Market day. During the Winter Markets these percentages may vary upon prior approval by the NFM.

D. PROCESSED FOODS

Definition:

Foods created by vendors who are not farming or producing the raw ingredients themselves. Examples are: preserved foods, wines, beers, spirits, baked goods, confections, pasta, and related take-home foods. These foods are not prepared on-site at the Markets.

Requirements:

Vendor must be an active owner/operator of the business and may not be operating the business under a franchise agreement. Wines allowable for sale at the Market must use grapes and fruit grown in the wine appellations of Washington State, and preference will be given to estate grown products.

Processed foods must be produced/created/cooked by the vendor from raw ingredients. No commercially prepared dough mixes, crusts, shells or fillings are allowed. Our intent is to support local agriculture. **We require processed food vendors to use raw ingredients that are grown in Washington, as appropriate for the product, and when possible, use products from participating Market farmers.** Ingredient lists and sourcing will be required in the initial application, and must be communicated truthfully to the NFM and the public thereafter. **Vendors are required to post accurate signage at their market stalls indicating which ingredients come from market farms, and will be audited to authenticate these claims. Receipts from farm purchases must be provided upon request by the NFM.**

E. PREPARED FOODS

Definition:

Foods freshly made and available for immediate consumption on-site at the Markets. Examples are: sandwiches, tamales, crepes.

Requirements:

Vendor must be an active owner/operator of the business and may not be operating the business under a franchise agreement. Our intent is to support local agriculture. **We require prepared food vendors to use raw ingredients that are grown in Washington, as appropriate for the product, and when possible, use products from participating Market farmers.** Ingredient lists and sourcing will be required in the application and must be communicated truthfully to the NFM and the public thereafter. **Vendors are required to post signage at their market stalls indicating which ingredients come from market farms, and will be audited to authenticate these claims. Receipts from farm purchases must be provided upon request by the NFM.**

F. Additional Products

- 1. Promotional Merchandise:** Vendors may sell their own shopping or grocery bags only, but not t-shirts or any other promotional or marketing merchandise. Some vendors have been allowed to sell their own cookbooks; requests to sell cookbooks will be determined on a case-by-case basis.
- 2. Cross Promotion:** Sourcing from other NFM vendors beyond the requirement of using locally sourced produce is encouraged; for example, serving a sandwich using bread from a bakery at the market. If a vendor wishes to feature and sell ingredients from another vendor for a "meal kit," that will be considered on a case by case basis.

III. HOW MARKET VENDOR PARTICIPATION IS DETERMINED

*The NFM grants **Permits to Sell** based on the unique demands of each Market's customer base with the goal of providing a well-rounded mix of high-quality products.*

VENDOR PARTICIPATION IN MARKETS is determined by the NFM staff, whose job is to operate successful markets that offer local farmers a viable place to sell their products. Decisions about who will sell each season are based on available space in the Market and the

need for specific products. Other criteria include:

- Each vendor's history of following our policies, rules and guidelines.
- Product quality
- Commitment to local sourcing
- Sales history
- Whether or not the vendor is primarily a direct-market business
- Commitment to NFM farmers markets
- Bringing complete inventory to each market
- A record of no outstanding balances payable to the NFM

Prioritizing Start-Ups: The NFM strives to include a healthy mix of experienced vendors while also providing opportunities for new vendors, given the limits of available space. Processed and prepared food vendors whose businesses have grown to include multiple sales outlets and bricks and mortar operations will be given lower priority than start-up businesses and will be expected to support the NFM's fundraising efforts.

Vendors who wish to add markets or market dates after their Permit to Sell has been issued must send a request to the NFM office in writing (email nfma@seattlefarmersmarkets.org or mail a letter). Requests will be reviewed by NFM market managers and a response given in writing.

Priority for space in the Markets is given to categories A and B. The goal of the NFM is to create a Market vendor mix with at least 70% farmers from categories A, B and C in section II. However, the NFMA is also committed to supporting and helping incubate smaller start-up businesses in vendor categories D and E, when space is available.

Transfer of Space: The NFM does not contract or guarantee market space to any farmer or business outside of the current year. Vendors may not sublet stall space to others. If a vendor sells his or her business, he/she may not transfer his or her market spaces to the new owner.

Cancelling or changing participation in a market where you are permitted to sell: The NFM carefully reviews all applications and strives to maximize every inch of selling space. We receive many applications and we are unable to include all vendors who apply. Vendors who make last-minute changes to their participation in a

market negatively impact the market and their fellow vendors, especially those who could have taken that space. If you have a **change of intention to sell**, you must give us a **minimum** of 4 weeks advance notice (i.e., at least 4 weeks prior to the opening date of a seasonal market, or four weeks prior to your start date at a year-round market). In 2018, there will be a confirmation process and fees and/or other sanctions will be levied on vendors who do not honor confirmed dates.

Consistent attendance is essential to the success of your business and the markets which support your business. Vendors who fail to keep their commitments to their permitted sales dates jeopardize the success of the markets as a whole as well as their individual businesses, and may have their permit to sell revoked.

MARKET STAFF: It is the job of the NFM staff and Market Managers to implement Market policies. This includes overseeing vendor participation and booth assignments, Market set-up, collection of fees, providing information on Market policies, and ensuring vendor compliance with those policies. The NFM staff and Market Managers are also responsible for processing both **public** concerns and **vendor** concerns. If you see a public problem at the market (e.g., intoxicated or unruly persons, cars parked where they shouldn't be), please immediately let market staff know so we can handle the issue. Our top priorities are safety and maintaining the integrity and public reputation of the markets. The Market Managers are also the conduit between vendors/shoppers/the public and the NFM and Board of Directors. The NFM staff has complete authority to interpret and implement policy on Market day, as necessary, and to make all decisions regarding Market participation, stall assignments and other Market operations.

Please note: Given the many (sometimes conflicting) factors that must be considered in determining vendor mix— limits of available space, number of interested farmers and vendors, concerns of the Market neighborhoods/business district, the shopper base, meeting our mission, avoiding over-saturation of specific products, varying seasonality of products— it is not possible to accommodate every request for selling space at a particular market, specific stall locations within the markets, nor protection from competition.

IV. HOW STALL ASSIGNMENTS ARE MADE

Stall Location Assignments are determined seasonally by managers in consultation with administration in a combination of the following criteria:

- Vendor sales (vendors paying only base fee will not be granted extended selling areas).
- Vendor ability to properly utilize the space, including having an excellent display aesthetic and having sufficient inventories.
- Vendor history with upholding NFM rules (high-quality produce, contributing to smooth market day, timeliness, courtesy towards staff and vendors, etc.).
- Length of time the vendor has been requesting increased space.
- Market history and precedence.

V. MARKET FEES

A. All vendors pay a non-refundable yearly **APPLICATION** fee at the time of application (\$45 for farmers, \$65 for processors and food vendors). 2018 applications from RETURNING vendors are due by Dec. 15, 2017. Returning vendors who submit late applications risk not getting into the 2018 Markets and will pay an additional late fee.

B. Each vendor pays a **DAILY BASE STALL FEE** or the required **PERCENTAGE** (%) of their gross sales (whichever is greater) to the NFMA at the end of each Market day.

1. The percentage paid is calculated from the vendor's **gross sales** for that day (less any sales tax).

2. Vendors must report their daily gross sales to the NFMA. Gross sales includes **all cash/credit/debit and cash equivalent sales PLUS** the value of any:

- On-site CSA pick-ups, pre-orders, special orders.
- Bulk/wholesale orders and invoiced orders.
- All revenue from wooden tokens, WIC and Senior FMNP checks, Helping Harvest vouchers, Market Bucks, Fresh Bucks and other coupons.

Vendors who fail to report accurate sales may be audited and may forfeit their right to sell at NFM Markets.

3. BOOTH AUDITS: The NFM may conduct random booth audits at any vendor's stall during the Market season. These audits will be carried out by third party observers. Vendors will be given a general

24 hour notice prior to booth audits.

4. NFMA Fee Structure for 2018

Market	Minimum NFM Base Fee	Additional Fees (if applicable)
Phinney	\$35	Vehicle fee: \$10
Lake City	\$35	Vehicle fee: \$10
Magnolia	\$40	(no vehicles)
Columbia City	\$45	Vehicle fee: \$10
Capitol Hill April-Dec	\$45	Vehicle fee: \$5-\$10
Capitol Hill Jan-March	\$35	Vehicle fee: \$5-\$10
West Seattle April-Dec	\$45	Vehicle fee: \$5-\$10
West Seattle Jan-March	\$35	Vehicle fee: \$5-\$10
U District April-Dec	\$50	User fee: \$5 Vehicle fee: \$10
U District Jan-March	\$40	User fee: \$5 Vehicle fee: \$10

2018 Percent Categories:

	Farmers	Processors	Prepared Food
5%	1 Stall		
6%	1.5 Stalls	1/2 Stall	
8%	2+ Stalls	1+ Stall	1 Stall
9%			1 Stall +

C. Other Fees and Fines

Cancellation, fewer than 48 hour's notice*	Daily base stall fee
2nd violation (after verbal warning) for violating any vendor rules	\$25 per violation
Health Department violations (red points)***	\$25 per violation
Propane-fueled heat sources	\$10 annually (for fire permit, must provide own extinguisher)
Electricity**	\$10 per market day

Vendors **must** bring their own market equipment (tents, weights, tables, etc). For occasional unusual circumstances where a vendor is lacking an item, equipment rental from the NFM is subject to availability and the vendor is fully responsible for handling, caring for and returning the rented items:

Weights	\$5 Each per mkt day (\$20 for 4)
Tables	\$10 per market day
Umbrellas	\$10 per market day
Canopies	\$20 per market day
Scales	\$10 per market day

* Vendors canceling on post-holiday market days and/or first and last market days of the season must cancel with at least 30 day's advance notice, unless it is an excused absence as determined by the market manager (example: farm emergency). Cancellations on these days with fewer than 30 days' notice will incur daily base stall fee + an additional \$25 fee.

**Electrical Use: Electricity is available on a limited basis at some markets; all electrical equipment must be pre-approved by market management. Vendors must provide their own outdoor extension cords and cord covers to ensure public safety. In very limited cases, small individual generators may be allowed.

***Farmers who are exempt from permit but fail to have proper sampling set-up, or any vendors who incur any HD red points for the markets will be fined \$25. **Red points increase Market and Vendor Health Department Fees.**

VI. MARKET RULES

All rules described in this booklet are subject to fines and consequences.

- A first violation will result in a verbal warning.
- A second violation will result in a written warning and a \$25 fine.
- A third violation may result in the suspension or termination of the vendor's permit to sell, or further fines.

A. Only Washington State farmers, producers and food businesses may sell at the NFM Markets. All licenses and permits must be up to date. Permits to Sell are only granted to the principal owner of the farm or business. The principal farmer/producer may send family members, partners or employees to the Market in their place, but are responsible for having their on-site representatives aware of all Market rules, procedures, and consequences. All representatives of your business must have reasonable knowledge of your farm operation and be able to answer questions from the public and market staff. All employees, partners and family members must understand all NFM Market Rules and Policies *before* selling, and must comply with them. The NFM recommends that the principal farmer/producers be personally present at as many Markets as feasible, and that they staff their booths at least once a season at every Market where they participate.

B. All products must be grown or produced in Washington State (see Section II for complete details). Any violation of this policy will result in the product being automatically removed from the vendor's table and possible revocation of Permit to Sell.

C. CANOPY WEIGHTS ARE REQUIRED: All vendors with canopies and umbrellas are required to have **a minimum of 25 pounds** of non-variable weight **per canopy leg** and 25 lbs per umbrella stand, securely attached at all times. (For example, 2 canopies side by side require 50# of weight where the canopy legs meet.) In winter when windy weather is imminent, increased weights are essential, and 10x15 tents will require additional weight per leg in order to be secure. **Any damage incurred by a vendor due to insufficient weights will be at the expense of that vendor. In addition, if the NFM's liability insurance comes into play, the \$1000 deductible will also be charged to the offending vendor(s).**

D. PUNCTUALITY/ATTENDANCE: No vendors are allowed to

set up at any Market until the Market Manager arrives and finishes preparing the site, 2 hours before Market start time. All vendors must vacate Market sites within 1 hour of Market end time. (See Market Profiles handouts for exact times for each Market.) The Market sites are not permitted or insured by the NFM outside of these hours. **Our landlords (including SDOT and Seattle Parks Dept) expect us to arrive and be gone within the hours of our stated contracts with them.**

1. Vendors are not allowed on the site until the Market area has been chalked and/or the Market Manager gives permission. Vendors are not allowed to set up before the set-up time at each Market. NFM staff is NOT responsible for any product or possessions left unattended.
2. Vendors who are assigned a load-off stall must unload and remove vehicles from the Market site BEFORE setting up. All vehicles must be removed from the Market area at least 30 minutes prior to market opening. Vendors who arrive less than 30 minutes prior to Market opening will receive a warning, and subsequent violations will incur a \$25 fee. Repeated violations may result in termination of Vendor's Permit to Sell.
3. No moving vehicles are allowed in the market sites until 15 minutes AFTER closing time.
4. No selling shall begin before the opening time at each Market and the designated signal (i.e. ringing of the opening bell) is given by the Market Manager. Selling must end at Market closing time.
5. Vendors must be set up and ready to sell by start time.
6. Vendors are required to stay until closing. Vendors who sell out early must keep their stall set up until closing time, and should post a sign letting customers know they have sold out.
7. Vendors should not leave their vehicles and possessions unattended. If you need to leave your stall (e.g., for a restroom break), please post a sign stating when you will return. You may also ask the vendor next to you to sell for you until you return. Note that NFM staff CANNOT sell for Market vendors.
8. Vendors will be loaded up, have gross sales reported and fees paid, and vacate the site **no later than one hour** after the Market is closed. Any exceptions must be cleared with the Market Manager.
9. Vendors who cannot attend on a Market day should contact the Market Manager's cell phone (weekends, cell phone numbers are listed on the back of this booklet) and/or the NFM office (206-632-5234 weekdays only) 48 hours prior to Market day. Vendors who do not call at least 48 hours before Market day will be charged the minimum stall fee for that Market day. Vendors who fail to give 48 hours advance notice regarding Market day cancellations may be charged the base stall fee for

that day. Emails and calls to our office on Fridays after 5 and weekends are NOT received until the following Monday – you must call the Market Manager cell phone to communicate last-minute emergency cancellations.

10. Any vendor who fails to attend three of their scheduled market dates during the season without advance notice will lose their permit to sell at all markets.
11. Vendors canceling on post-holiday market days and/or first and last market days of the season must cancel with at least 30 days advance notice (see page 12 under Fees).

E. INCLEMENT WEATHER: All NFM markets are open rain or shine. However, certain weather conditions (high winds, heavy snow, etc.) may necessitate the official closure of a Market (with or without prior notice). If it is determined that severe weather conditions could compromise the safety of vendors and shoppers. This closure will be at the Market Manager's and/or landlord's discretion with consultation from NOAA (National Weather Service), NFM Administrative Staff and NFM Farmer Board Members. All vendors and shoppers will be notified as far in advance as possible that the Market has been "officially closed due to weather conditions." The NFM will not be responsible for any injury or loss of property when a Market is officially closed due to weather conditions.

F. SIGNAGE: All vendors will post a sign identifying the name of the farm/business represented and where it is located. Signs should be a minimum of 24" wide by 8" high. Vendors should have their signs displayed before sales begin. The NFM staff can help you access resources for signage.

Vendors must limit their advertising of other types of marketing (CSA, websites, other markets, etc) to brochures and/or small information signs next to their cash/sales area.

Vendors who utilize A-Boards must keep the A-Boards out of shopper aisles and within the boundaries of their stall space.

All processed and prepared food vendors must also have Local Sourcing Signage accurately describing which ingredients are sourced from market farmers.

G. PRICE SIGNAGE: All goods for sale must be CLEARLY MARKED WITH THEIR PRICES. This can be done by individually tagging each item with a sign or by listing all prices on a large sign or blackboard so they are clearly readable.

H. SELLING SPACE: Vendor stalls, selling space, signage and vehicles must not extend beyond allotted boundaries of the stall space. Displays, canopies, tent walls and signs must allow clear visibility to adjoining booths. Display and selling techniques must not

impair other vendors' ability to sell, nor create a hazardous situation for customers. Staff must limit sampling and soliciting to within the allotted selling space. Our intention is to create a visually enticing, legal, safe market for customers, and to enable all vendors to maximize their selling space.

I. VENDOR VEHICLES, LOADING/UNLOADING and PARKING:

Some Market stall spaces can accommodate one on-site vehicle. Vehicles that cannot be accommodated in the vendor's selling space must be off site no later than 30 minutes before the Market opens and be **PARKED AT LEAST THREE BLOCKS AWAY FROM THE MARKET SITE OR AT THE PARKING SITE DESIGNATED FOR VENDORS**. Vendors may be required to pay parking fees to the NFM and/or parking lot owners. Unreliable vehicles (vehicles with any mechanical problems) are a safety hazard and cannot be allowed on to Market sites.

J. STALL SPACE SAFETY & CLEAN UP: Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner, including protecting the pavement from drips from any part of the vendor's vehicle or stains from products. Canopies and attached awnings should be clean and in good repair and set up a safe height from customers heads. All vendors are responsible for creating and maintaining clean, attractive, welcoming and safe booth spaces. Market staff has complete authority to close a booth if these standards are not met. Vendors are also responsible for complete clean-up of their space at the close of the Market. This includes collecting all trash or garbage that is generated in or around your stall and sweeping up any product debris left on the ground. Vendors are not permitted to dispose of produce waste, overripe or leftover produce or boxes, or unused prepared foods in any on-site garbage cans or dumpsters. **MARKET TRASHCANS AND DUMPSTERS ARE NOT AVAILABLE FOR VENDOR USE. (Pack it in, pack it out.)** Vendors should bring their own tarps, brooms, dustpans and waste bags.

K. PRICING: Pricing of goods sold at Market is solely the responsibility of the individual vendor.

1. Vendors are expected to price goods in a way that doesn't give the appearance of a "loss leader" product as used in large grocery stores.
2. Vendors are not allowed to give produce or other items away for free or at wholesale pricing, thus undercutting potential sales of other vendors. (Bulk discounts and "seconds" pricing is encouraged.)
3. Price setting high above market average is also discouraged, as it gives Farmers Markets the reputation as being more expensive than other sales outlets.

4. Collective price setting is not allowed, as per the Attorney General, and may represent an illegal activity. Don't discuss prices with your fellow vendors!

L. QUALITY OF PRODUCTS:

1. Vendors are expected to bring the highest quality of produce and products to Market.
2. Vendors are responsible for the safety of their food and cannot sell adulterated food. Foods that require special considerations (such as elderberries, mushrooms that must be cooked, parts of plant that are toxic) must have appropriate signage and/or the seller **MUST** verbally inform all customers of these considerations. This also includes information about ripeness (for e.g., if fruit is very ripe and must be consumed immediately, or fruit that needs several shelf days to fully ripen).
3. Low quality, inappropriately under/overripe, or otherwise inferior products are noticed by consumers and the media, and seriously undermine the NFM's efforts to bring shoppers to the farmers markets. The markets' prime selling points to the public are **quality** and **freshness**. These qualities must be consistently and reliably available to the public in order for farmers markets to maintain or expand their place in local food systems.

M. SCALES: Vendors selling produce by weight must provide their own **NTEP certified** scales (the National Conference on Weights and Measures issues NTEP Certificate of Conformance following successful completion of an evaluation of a device). Scales must be "legal for trade" and are subject to inspection by the Dept. of Agriculture's Weights and Measures Program. **All scale displays must be readable and in easy sight to your customers during business transactions.** Market staff may randomly check the visibility and accuracy of scales, as needed.

N. NO PETS are allowed in the vendor's selling area. The only exceptions are service animals.

O. CHILDREN: Vendors must monitor and supervise their children at all times during the Market day. Set-up and take-down can be especially dangerous for unattended children. Children should not be allowed to wander the grounds or adjacent properties without a parent or guardian. The Market takes no responsibility for their safety or whereabouts, or for any damages they may cause.

P. COURTESY/CONDUCT:

1. **Communicating Issues: All Vendors should direct their concerns first to their Market Manager.**
 - Vendor concerns must be communicated respectfully.

- Due to the busy nature of market day, all concerns may not be able to be addressed that same day.
- Managers hear many concerns and suggestions during market day. If a vendor deems their concern to be significant, they should follow up with a phone call, email, or Vendor Concern Form to the manager during the week. Managers often confer with the NFM administration when sorting out these concerns.
- a) **Vendor Concern Forms** are available to vendors who feel their concern was not fully heard or addressed appropriately, or bears immediate notice by administrators. Vendor Concern Forms are carefully considered by administrators and relevant market staff (in consultation with members of the Board of Directors, if necessary), and will receive a written response. Vendor concern forms are available from the on-site market manager or vendor board members participating in that particular market, and should be returned to the market manager or administration.
- b) **Vendor Board Members** may be available to serve as a sounding board for concerns, but will direct vendors to make direct communication with market staff and administration, including filling out a vendor concern form. Vendor board members will be included in official decision-making regarding policy changes.
- c) **To clarify the chain of command/communication:**
 - i.) **Market Manager:** verbal or written communication (in person, phone, email, Vendor Concern Form)
 - ii.) **Administrator** (Associate Director and/or Executive Director): written communication (Vendor Concern Form or email)
 - iii.) **Board of Directors** and/or vendor board committee: written communication forwarded by administration to members of the vendor board committee and/or executive committee of the NFM.
- 2. The Markets are community events where many diverse people are gathered to shop and sell. Vendors and their representatives are expected to conduct themselves in a respectful, safe, courteous and harmonious manner with customers, Market staff and with each other.
- 3. Any language or behavior that jeopardizes the normal operations of the Market will be grounds for suspension or termination of the vendor's Permit to Sell. Vendors may not threaten or use abusive language with customers, community representatives OR each other during Market operations. Termination of a vendor's Permit to Sell based on conduct will be determined by the NFM and Market Managers. Complaints regarding behavior should be brought to the NFM's attention and written up on a Vendor Concern Form.

- 4. Any abusive, insubordinate or threatening language or behavior towards an NFM staff member by a Market vendor may result in the suspension of the vendor's Permit to Sell for that day, and/or permanently.
- 5. **Customer complaints** regarding individual vendors will be discussed with the vendor, and vendors may be required to respond. Shoppers may also fill out a Customer Concern Form, which will be shared with Market staff and possibly the NFM Board. If the Market receives numerous complaints about a vendor, the Market Manager has the right to revoke that vendor's Permit to Sell at all Markets.
- 6. Anyone under the influence of alcohol or any controlled or illegal substance may not be on the Market premises. Any violation will result in the termination of the Vendor's Permit to Sell at all Markets.
- 7. **Refunds:** Customers who have a legitimate complaint about the product they purchase should be given a full monetary refund or replacement of equal value. If a customer wishes to exchange only a partial bag of produce, only partial credit is due. It is the Market's policy to satisfy the customer and to promote good will by being generous with produce and food products. If produce is overripe and must be consumed the same day, the customer must be informed in advance. Complaints that seem unfounded or excessive may need to be mediated by Market management.

REMEMBER: you and your employees are the public face of the market and your business. Every interaction or conversation you have with the public affects the reputation of **all** your fellow vendors and **all** the farmers markets – either enhancing, or undermining. **Positive attitudes are essential to attracting customers and creating thriving businesses and thriving markets.**

Q. NO HAWKING: Calling attention to your products in a loud, repetitive, public manner is prohibited.

R. Vendors may not occupy booth space at the markets for the primary purpose of marketing products sold at other venues (e.g. grocery stores). No signage pointing shoppers to other sales venues is allowed.

S. TIPPING: Vendors may not solicit tips.

T. VENDOR DRESS: Vendors are requested to wear appropriate attire and appear neat and tidy at the Markets. Vendors must wear shirts and shoes at all times.

U. VENDOR MUSIC: Vendors may play music/radios in their stall space during set-up and take-down, but should be aware of volume and other vendors' ability to transact business without any audio interference. Market Managers may ask you to turn it down or off, either because of complaints, or for other considerations of appropriateness/good functioning of the Market.

V. SAFETY: Vendor vehicles, tables and overhead shades must be maintained and used in a safe manner. Table legs must be firmly locked into place. Tables should have smooth edges and remain stable when loaded with produce. Tent poles, canopy legs, boxes, umbrella stands must not obstruct foot traffic flow or spill outside of booth footprint; care must be taken when setting up or taking down displays. All tents and umbrellas must be weighted and properly tied down, **with a minimum of 25 lbs per leg (see section VI, C). No buckets, glass receptacles, or other hazardous/unstable items can be used as weights.**

W. VENDOR CONTRIBUTIONS: Vendors may be invited to contribute product to the Markets' seasonal promotional and educational events - please consider contributing to these Market events. **Local** food banks may also solicit weekly food contributions – please **only** donate to organizations that we have formal agreements with (ask Market Manager if you aren't sure). Receipts are available upon request. Please also refer to this link for more information on tax deductions for farms & businesses that donate food to charitable organizations:
<https://www.nrdc.org/sites/default/files/farmers-federal-tax-deduction-food-donation.pdf>

X. NO SMOKING: Smoking is not allowed anywhere on the Market sites AT ANY TIME.

Y. The NFM is not responsible for loss or damage of property.

Z. There will be no discrimination according to race, color, creed, gender, religion, sexual orientation, ability, age or nationality.

VII. LICENSE, PERMIT, LABELING AND INSURANCE REQUIREMENTS

All vendors shall provide, with their application to sell, current copies of any permits, insurance and licenses applicable to the sale of their products. Copies of these should also be carried with you or your staff to each Market where you sell. Meat and poultry vendors must provide names of processing facilities used and may be asked to provide documentation of transactions for processing services.

A. INSURANCE: In addition to Vendors' General Liability insurance policy, **proof of Product Liability Insurance** is required from all vendors who wish to sell consumable products. Vendors' insurance policies should have a 1 million minimum coverage.

B. BUSINESS LICENSES:

- 1. State Business Licenses & Tax Number** – All market vendors are required to have a **current** Washington State Master Business License Number and must supply this tax number with the application to sell at the Markets. Retail sales taxes and Business and Occupation taxes are the responsibility of the individual vendor.
- 2. Specialty Licenses** – Farmers selling nursery products, eggs, alcohol or other taxable items and/or are selling products by weight are required to have specialty licenses or addenda to their master business licenses.
- 3. City Business Licenses** – All processed and prepared food vendors must carry a current City of Seattle Business License.

C. KING COUNTY HEALTH DEPARTMENT REQUIREMENTS:

Representatives from the Health Department conduct periodic health code inspections at all farmers markets in King County. On all other market days, market staff is required by contract to check for compliance on behalf of the Health Department. Vendors who incur red points from Health Dept inspections will be fined \$25 by the NFM (see page 13 under Fees and Fines).

- 1. Temporary Food Establishment Permits** – Vendors required to purchase a Permit from the Health Department each calendar year include those selling fresh or frozen meat, poultry, seafood, eggs and/or dairy products, potentially hazardous processed and/or prepared foods, and anyone wishing to sample non-exempt processed or value-added products. Vendors must provide a copy of their Permit to the NFM and always have a copy on site.
- 2. Sampling** – King County Health Department guidelines must be followed at vendor booths for food demonstration and sampling. **All vendors must have either a permit to sample or must apply for a (free) exemption from the Health Dept (as in the case of farmers only sampling raw produce).** Vendors MUST consult with the Health Department regarding these regulations (including sneeze guards, handwashing stations, etc.). Sampling, **if permitted**, must take place within the boundaries of the vendor's assigned stall space.
- 3. Food Handler's Permits** – All hot prepared food vendors,

bakers selling unpackaged ready-to-eat baked goods (other than bread) and non-farm vendors who sample their products must have a current King County Health Department Food Handler's Permit, and keep a copy of this permit at their Market stall at all times.

4. King County Health Department requires that all food be kept at least 18" above the ground (including compost).

D. WASHINGTON STATE DEPT. OF AGRICULTURE LICENSES

FOR FARMERS: Some farmers may be required to provide copies of current WSDA licenses allowing them to produce and sell particular products. Required WSDA licenses include, but are not limited to: **Egg Handler License, Milk Producer License, Milk Processing Plant License, Pesticide Applicator License, Honey Bee Hive Registration, and Organic Certification.**

E. Communicating Growing Practices

1. **ORGANIC PRODUCTS:** If a product (raw or processed) is labeled "**organic,**" or verbally referred to as "**organic,**" it must be certified as required by Washington State law. **VERBAL AND/OR WRITTEN DECLARATIONS OF ORGANIC STATUS NOT CERTIFIED OR VERIFIED WILL RESULT IN TERMINATION OF VENDOR'S PERMIT TO SELL.** When a farmer is selling both organic and non-organic produce within the same stand, the non-organic produce must be physically separated from the organic produce and clearly labeled as non-organic, transitional, or conventionally grown.
2. Written and/or verbal declarations regarding chemical use which cannot be certified such as "**Unsprayed**", "**Pesticide free**" or "**Low Spray**" are not allowed. Consumer queries regarding farming practices must be answered factually and truthfully.
3. Other third party certifications such as Salmon Safe or Certified Naturally Grown may be advertised and must also be appropriately documented in the NFM application process.

F. FISH & SHELLFISH REQUIREMENTS: Vendors who sell **fish or shellfish** at participating NFM Markets must comply with Category A (under Section II) and must have all proper licenses from the **Washington State Dept. of Fish and Wildlife** (such as, Commercial Fishing License, Wholesale Fish Dealer License, Direct Retail Endorsement License, and/or Aquatic Farmer Registration). Fishers may also be asked to provide the following:

- Landing ticket or "Fish ticket."
- Documentation of fish pulled from cold storage to processor

- Invoices from the processing facility documenting the weight of the finished product.
- Wholesale receipts for all other sales than direct.
- NMFS log book.
- HACCP (Hazard Analysis & Critical Control Points for Seafood: www.fda.gov/Food/GuidanceRegulation/HACCP).

Vendors selling **shellfish** must have additional licenses from the Washington State Dept of Health and sale of any processed seafood products (shucked, smoked, etc.) requires a WSDA Food Processor License. All fish and shellfish vendors must acquire an annual permit from the King County Health Department.

G. PROCESSED FOODS: All farmers and vendors who sell processed foods **MUST** have a current **Food Processor License** from the Washington State Department of Agriculture. These foods include, but are not limited to, baked goods, dried fruits, vegetables and herbs, teas, ciders, preserves, jams, jellies, salsas, canned or dried fish and meats, and condiments. Beekeepers that process their own honey do not need a Food Processor's License, unless the honey is sold wholesale. Vendors who sell processed foods are responsible for understanding and meeting **all** WSDA and King County Health Dept. requirements for processing and selling food. State requirements pertain to, but are not limited to: cooking, labeling, facility permits, oversight, liability insurance, acidity, and Brix levels.

H. Labels are required on all processed foods (including honey) and must meet State requirements to include 1) Product name, 2) Company name, 3) Address, 4) Net weight in ounces and metric on bottom 1/3 of label and 5) Ingredients listed in decreasing order of predominance. All Organic products must be labeled accordingly. Vendors may be required to provide copies of labels for all processed foods they plan to sell prior to bringing them to the Markets. Labeling may also be required for on-farm processed, value-added non-edible products. **Foods not properly labeled cannot be on market tables.**

I. Local Ingredient sourcing: It is expected that creators of processed and prepared foods will use raw ingredients that are grown in Washington, and use products from participating market farmers, as appropriate for the product. Locally sourced products should be listed in the vendor's application and must be communicated truthfully to the NFM and to the public thereafter.

J. Local Ingredient Signage: Processor and prepared food vendors are required to display signage at each market stating locally sourced ingredients. Vendors may create their own signage

or use the NFM template sign. Signage is important for consumer transparency and is a positive promotion of your product to customers. Signage should reflect seasonal changes as appropriate.

K. Local Sourcing Audits: All processed and prepared food vendors will receive a local sourcing audit each season. Audits will include assessment and grading of compliance, fines for non-compliance, the possible revocation of your Permit to Sell at the markets. The NFM Board of Directors has issued a mandate to ensure that all market vendors support the NFM's mission to support and strengthen Washington's small family farms and our markets.

L. ALCOHOL SALES: All businesses selling or sampling alcoholic beverages must be licensed by the **Washington State Liquor and Cannabis Board** (WSLCB). To sell at Farmers Markets, vendors must also acquire a **Sale/Sampling at Farmers Markets Endorsement**. Sampling at farmers markets is limited by the LCB.

M. FORAGING: Each state and national park within Washington State has its own requirements, guidelines, permits and fees for foraging mushrooms and other wild growing edibles. The WSDA Green Guide spells out requirements for harvesting and selling wild mushrooms:

- Foragers must obtain written permission and proper permits from the owner/manager of the land prior to harvesting (including: private owners, DNR, USFS, BLM, etc). Copies of these must be provided with your application to sell at the Farmers Markets.
- Only species allowed by the WA State Dept of Health may be sold at farmers markets.
- Wild harvested mushrooms must always be tagged with the following information: common & Latin name of the mushroom; name, signature, business name, mailing address, email & telephone of the mushroom identifier; county where harvested; date(s) of harvest. The tags and information as well as date of sale and amount of product by weight must be kept for 90 days by the permit holder after the shellfish or mushrooms are sold.

N. SEATTLE FIRE DEPARTMENT PERMITS: Any vendor planning to cook food onsite at a farmers market or use propane fueled appliances must acquire an Open Flame or LPG (propane) permit from the Seattle Fire Department. Use of propane fueled heaters at winter farmers markets may fall under the NFMA's blanket permit, but require an annual charge of \$10 at each market. Fire extinguishers

with a minimum rating of 3-A:40-B:C must be present whenever and wherever heaters, stoves, grills and/or other propane fueled appliances are in use.

O. WEIGHTS & MEASURES: All weighing and measuring instruments and devices used at farmers markets must be registered with the **Washington Dept. of Licenses** (DOL) on an annual basis and are subject to inspection by the **Washington State Dept. of Weights and Measures** (see Section VI, L).

Individual Market Cell Phone Contact Numbers:

Please use these numbers if you need to contact your Market Manager on Market day or on the weekend when the office is closed.

Leave a Message. Do not text.

University District: (206) 769-6572

West Seattle: (206) 851-1716

Capitol Hill: (206) 841-2374

Columbia City: (206) 428-8230

Phinney: (206) 428-8230

Lake City: (206) 371-7427

Magnolia: (206) 371-7427

Neighborhood Farmers Market Alliance Timeline and Achievements

- 1993** University District Farmers Market is established by Chris Curtis and other community volunteers.
- 1998** Columbia City Farmers Market is established by community stakeholders led by Karen Kinney, with consultation from Chris Curtis.
- 1999** West Seattle Farmers Market is established by Chris Curtis.
- 2000** The Neighborhood Farmers Market Alliance is formed by Chris Curtis and Karen Kinney with help from community volunteers and support from the City of Seattle.
- 2002** The NFMA establishes the Lake City Farmers Market
- 2003** The NFMA establishes the Magnolia Farmers Market
- 2005** The NFMA establishes the Capitol Hill Farmers Market
- 2007** The NFMA establishes the Phinney Farmers Market
- 2013** U-District Farmers Market celebrates 20 years AND moves to University Way.

NFMA achievements that have taken place over many years include:

- Organizing the Seattle King County/Farmers Market Task Force which resulted in permitting eggs, cheese, frozen chicken, lamb, beef and pork, fish and shellfish, milk, raw dairy products, fresh chicken and meats, on-site pepper roasters, etc., at King County Farmers Markets.
- Advocating for City & State policies that benefit **all** farmers markets including: lower street closure fees, lower health department fees, lower fees for dairies to direct-market, initiating & supporting low income access programs (Fresh Bucks), finding subsidy to secure permanent market locations, re-defining what constitutes a Seattle Farmers Market, creating open space designation for markets in public transit projects.
- Supporting Washington State legislation on behalf of wine sales (and sampling) by vintners, craft breweries and orchardists.
- Participating on advisory councils and boards that support our farmers, non-profit mission and community goals including initiating the city-wide Seattle Farmers Market group, members of WSDA Small Farms and Direct Marketing Advisory Team, members of the Farmers Market Integrity Project Advisory board, board members of the WSFMA, board members of the national Farmers Market Coalition, board members of the Capitol Hill Chamber of Commerce, University District Chamber of Commerce, Lake City Future First and Capitol Hill Champion, members of the West Seattle Junction and University District Partnership marketing teams and Columbia City Business Association.
- Numerous “Best Of” awards on the state and national level including the University District Farmers Market being routinely included among the top 10 Farmers Markets in the US.

Quick Reference: Market Currencies

Fresh Bucks are produce bonus coupons used by SNAP shoppers. Now funded by a USDA grant, the program was started by the NFM and is now state wide. **May be used to purchase fresh, dried and frozen fruits and vegetables; fresh and dried mushrooms; herbs; and food-bearing plant starts only.**

Farm Bucks are NFM currency used as Helping Harvest Vouchers distributed by Food Banks, and also for market promotions, and are only to be taken by Market Farmers (including Farmers who sell dairy, meat, seafood, etc.)

“X” tokens are SNAP/EBT currency and are allowed for purchase of **all food except ready-to-eat meals/foods, flowers and alcohol.**



Wooden tokens (no “X”) are gift certificate redemptions and may be used to purchase anything at the market.

No change is given with any cash equivalents. You will be reimbursed by the NFM by using these to pay your stall fee.

FMP/WIC Checks may only be accepted by registered growers with grower numbers. Expiration date is 10/31/18. **Limited to fresh produce and fresh herbs.** Stamp checks with your 4 digit market code and 4 digit grower code, and deposit into your own account (do not redeem to the market).

Market codes:

- UDFM 0014
- CHFM 0027
- WSFM 0022
- CCFM 0012
- LCFM 0026
- PFM 0087
- MFM 0050

“Top 6” reasons why all vendors should attend markets consistently on their committed dates:

Number 6: Strong farmers markets are grown, not born. None of our markets started out as big and strong as they are now. It takes dedication and consistency to develop a footing in the community and a solid customer base.

Number 5: New customers do not return when growers and food vendors don't show. Without your presence, the “market draw” is reduced a notch. Markets suffer due to poor vendor attendance.

Number 4: Your fellow farmers and vendors are counting on you to show up alongside them, and they've often planned their inventories based on the expected vendor mix for each market. Successful farmers markets are a team effort.

Number 3: It takes time to build your customer base, and consistency is key. (Also, friendly, engaging customer service, attractive and inviting booth displays, and good quality products are all super important!)

Number 2: Shoppers plan their weekly grocery shopping for the farmers markets – they get discouraged when they show up, and you don't!

Number 1: We put a lot of work into promoting the farmers markets to the public, including the winter markets, and we highlight and promote YOU and your products. When vendors or products that we've promoted don't show up...it undermines the public's trust and interest in farmers markets, and derails our marketing and promotion.