



Fife Farmers Market 2015 Market Rules & Guidelines

rev 6-10-2015

FOLLOWING THE RULES BENEFITS EVERYONE

As a valued Fife Farmers Market Vendor, you are responsible for informing yourself and your staff about all applicable market rules, policies and regulations pertaining to your business category, as well as, regulations and policies set by local and state agencies. By following the rules, you help keep the Fife Farmers Market a vibrant, viable community asset.

In order to promote the Fife Farmers Market as a whole to the community of Pierce and South King County, all participants in the Fife Farmers Markets will behave toward Market customers, staff, and volunteers in a professional manner which fosters a sense of Market community, camaraderie, and a spirit of cooperative involvement. The Fife Farmers Market emphasizes the importance of supporting local agriculture by focusing on a locally grown policy, similar to the “Getting Back to our Roots Guide” developed by the Washington State Farmers Market Association (WSFMA). WSFMA “Getting Back to Our Roots Guide” can be found on their website (www.wafarmersmarkets.com).

Staying in compliance with the rules also makes you a Vendor in good standing. We appreciate your cooperation.

If you have any questions regarding any of the information in this handbook, please contact the Fife Farmers Market Manager at 253-896-8657 or e-mail farmersmarket@cityoffife.org.

ABOUT THE FIFE FARMERS MARKET

June 19 – August 28, 2015
Fridays from 3pm to 7pm
Dacca Park, 2820 54th Ave E., Fife, WA 98424

The City of Fife is pleased to announce the third year of the Fife Farmers Market, (FFM). The purpose of FFM is to create a sense of community and celebrate our unique community assets, while providing local healthy options to our citizens. The City of Fife is located right off of the I-5 corridor, making it a convenient stop to purchase your local fresh veggies, fruit and berries, eggs, milk, flowers, baked goods, handcrafted goods and more. The Fife Farmers Market will be held at Dacca Park, to allow kids to play, while parents peruse the Market. A great line up of weekly special events and live entertainment is in the works. For more information call 253-896-8657. For 2015, the Fife Farmers Market will begin on Friday, June 19 and continue every Friday, until August 28.

Purpose of our market

- Bring our community together and bring people to Fife.
- Celebrate and highlight our uniqueness, our characteristics, our assets, and our community.
- Provide healthy options for our citizens and visitors.

Vendors

Fife has a unique population of not only 9,800 citizens, but a daytime workforce of over 25,000. Fife has a huge need and demand for fresh produce and other items. We believe this Farmers Market will be the answer. Vendors are selected by FFM Management. We are prioritizing local famers, locally sourced foods and goods, as well as quality, originality, locality, seasonal versus daily, and compatibility with the existing regional market mix. Local agricultural products, (think vegetables, fruit, eggs, jams, honey), are given priority over all other vendor categories.

The Farmers Market strives for the following composition of vendors:

- Fresh Farm Products 50%
- Prepared and processed foods 20%
- Handcrafted items 20%
- Other 10%

Vendor Space Information

Vendor spaces are FREE in 2015. Each accepted vendor will be allocated a 10'x10' outdoor space; additional space may be available. Vendors are responsible for providing their own tent, tent weights, table(s), chair(s) and display materials.

Commission Fees

Commission Fees will be charged as a percentage of gross sales, (less sales tax), depending on category of vendor. Vendors with daily sales lower that \$50 are exempt from the commission fees.

Farmer/Producer: 3%	Food Processor: 5%	Artisan Crafts: 7%	Prepared Food Vendor/Other: 8%
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Questions? Call 253-896-8657 or e-mail farmersmarket@cityoffife.org.

VENDOR CATEGORIES

Farmer/Producer - Those who raise or forage the produce, plants or animals which they sell at the Fife Farmers Market on land they own or lease/rent or on public property in the state of Washington, or counties that border Washington. This includes: farmers, ranchers, dairymen, apiaries, etc. The Farmer category also includes vendors who sell value-added products made from their own farms' products. Sampling of products requires approval from the Tacoma Pierce County Health Department, (TPCHD), and documentation of General Liability Insurance, (\$1 million single occurrence/\$2million aggregate), with the City of Fife added as Additionally Insured.

Food Processor - One who sells foods that they have personally prepared or processed on property they own, lease or rent in the State of Washington. Food Processors are persons offering fresh food products, (such as meats, seafood, ciders, wines, baked goods, jams, nuts, etc), that have added value to their product through some sort of "hands-on" processing, but have not raised the ingredients themselves. Food Processors should use ingredients from Washington State farms or waters as much as possible. Sampling of products requires approval from the Tacoma Pierce County Health Department, (TPCHD), and documentation of General Liability Insurance, (\$1 million single occurrence/\$2million aggregate), with the City of Fife added as Additionally Insured.

Artisan Crafter - Artisan Crafters are persons or entities who craft with their own hands the products they offer for sale at the Fife Farmers Market. To qualify as an Artist/Crafter, a majority of the tools and equipment used by the crafter to produce their products must require skills, personal handling and/or guidance by the crafter. Artist/Crafters should incorporate materials produced in Washington as much as possible. Artist/Crafters must create their products in Washington, or counties that border the state of Washington.

Prepared Food Vendor - Prepared food vendors offer freshly made food for sale and immediate consumption on-site. Prepared Food Vendors shall possess and maintain all required state, county and local licenses and permits. When selecting Prepared Food Vendors, the Fife Farmers Market intends to provide a good variety of healthy foods, provide food options to those with dietary restrictions, and to give preference to vendors using ingredients produced in Washington. Prepared Food Vendors are responsible for knowing and acquiring all necessary licenses before vending at the Fife Farmers Market. Prepared Food Vendors must also provide documentation of General Liability Insurance, (\$1 million single occurrence/\$2million aggregate), and have the City of Fife added as Additionally Insured.

Non-Profit/Community Service Booth (no sales allowed) - Booth space is available to community entities for the purpose of informing and educating the public in accordance with Fife Farmers Market mission. No sales will be carried out at this booth. Space will be provided on an availability basis. To utilize this space:

- Apply to the Market Manager to be scheduled.
- Upon approval, the Market Manager will assign a date & location.
- Follow policies and guidelines.

Other - Any vendor which does not fit into any of the above standards.

CRITERIA FOR VENDOR SELECTION

The information in the following section pertains to businesses applying to become a Fife Farmers Market, (FFM) vendor; it also serves as a reference for approved vendors seeking reminders about the criteria by which FFM screens and selects potential vendors. Vendors are selected annually by FFM. Selection will be based on quality, originality, locality, and compatibility with existing market mix, as well as vendor performance and seniority.

General Acceptance - In Order of Priority

1. **Agriculture** - Priority is given to those regional farmers and producers who bring product to FFM that is 100% grown and harvested on farmland in the State of Washington that they own and/or operate. Farmers have priority over Processors, Prepared Food and Craft vendors. Farmers who use environmentally responsible and sustainable growing, breeding, raising and harvesting methods will also have priority.
2. **Conduct, Compliance & Customer Service** - History of compliance with Market rules and federal, state and local regulations. Positive vendor conduct toward customers, fellow vendors, market staff and volunteers. Courteous, strong customer service and knowledgeable staff. Timely submittal of application, licenses and other required documentation. Sales reporting and payment history according to Market payment procedures.
3. **Product Quality** - Consistently high product quality: fresh, flavorful and ripe. Clean, creative and attractive displays.
4. **Food Safety** - Adheres to the highest standards in a safe food production and handling.
5. **Product Balancing** - Agricultural products will be given priority over other product categories. Duplicate products may be denied entry. Vendors selling nonagricultural products may be placed on a wait list to maintain agricultural balance in FFM mix. FFM reserves the right to interpret vendor balance as we deem appropriate for the overall good of FFM and its participants.

Products not Accepted

Fife Farmers Market is a farm, food and craft marketplace. We are interested in showcasing locally grown, artisan quality, locally/directly sourced and produced foods and products. The following will NOT be accepted at our markets:

- Commercial or imported items
- Second hand items, (exception - those vendors who take a second had item and recycle that item into a new use)
- Direct Selling Merchants/Franchises
- Non-owner operated businesses
- Out-of-State processed items
- Carnival-like foods, (Cotton candy, brittle, taffy, etc)
- Overly processed and/or fried foods
- Nationally distributed packaged foods
- Energy Drinks
- Live Animals

GENERAL REQUIREMENTS FOR ALL VENDORS

Application and Agreement - All prospective vendors must complete a VENDOR APPLICATION and VENDOR AGREEMENT AND SIGNATURE PAGE each year prior to selling at Fife Farmers Market, (FFM).

Product Declaration - Vendors are required to submit a complete list of all products they wish to sell with their application. Vendors must have pre-approval from Market Management before selling any product.

Documentation - All vendors must provide all copies of all relevant documents. Copies are also to be available at vendor's booth.

Vendor Meeting - All new and returning vendors may be required to attend a pre-season vendor meeting.

Insurance Requirement - FFM is not responsible for any loss or damage incurred by vendors. Certain Vendor Types and/or Vendors are required to have liability insurance, (\$1 million single occurrence/\$2 million aggregate), naming The City of Fife as an additional insured. Please check with Market Manager if you are unsure if this applies to you.

Approval of Selling Privileges - No Vendor will have guaranteed return rights to the FFM from year to year and no specific booth space is guaranteed.

Exclusivity - FFM generally does not offer exclusive rights to Vendors to sell any one product. Market customers generally benefit from having a choice. However, if the Fife Farmers Market believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.

Management Discretion - Market management reserves the right to deny a vendor's application to prohibit anyone from selling at FFM, or to prohibit any product from being sold at FFM.

City of Fife Business License - At this time we are not requiring Vendors to have a City of Fife Business License.

Weights and Measures (e.g. Scales) - Measuring and weighing devices, (e.g. scales), used for commercial purposes must be registered annually.

Health Department Permits and Fees - Vendors are required to obtain permits directly from the Tacoma Pierce County Health.

SALES REPORTING AND PAYMENT

Vendors are required to report honestly all sales made by the vendor or vendor's agents at each Market Day. Sales include: cash, check, credit/debit, token, (if applicable), WIC and Senior FMNP transactions. Total WIC and Senior FMNP checks must be reported to Market Manager daily, and all WIC and Senior FMNP checks received each market day must be calculated into that day's total sales.

Fife Farmers Market, (FFM) staff will collect payment daily at the close of the day. All vendors are expected to return their envelopes with completed account sheets and payment enclosed after FFM closes and before take-down begins.

FFM may conduct periodic customer counts at each vendor booth within FFM to verify consistency with end-of-day totals reported. Vendors may be required to produce load lists at the start of FFM day and to balance total sales against those lists.

PRODUCT POLICIES AND GUIDELINES

Farm and Nursery Products - Produce, plants and flowers sold at the FFM must be actively cultivated or foraged by participating farmers. Farm products are grown or raised by the Farmer upon land that they control through ownership, lease, rental or other legal agreement. Nothing purchased for resale may be sold unless approval is received from Market Management. No selling of live animals is allowed.

Reselling - Buying products from wholesaler, store, or other food operation and then selling those products is usually not permitted at FFM. On occasion, to obtain particular types of products not otherwise available in sufficient quantities at FFM, FFM may allow resale of produce not grown by the Vendor. Prior approval must be obtained by Market management before any such product is brought to FFM. Resellers are expected to be the only stop between grower and the consumer, (the product they buy must not come from shippers, warehouses, or wholesale distributors). Signage indicating product origin MUST be prominently displayed in front of resale product.

Shared Farm Booth (Farm Cooperatives) - Farm cooperatives may be allowed to sell at FFM, which requires one agent from one of the farms always be present at FFM. Signage must indicate Co-op. Resale produce must be clearly marked as such and approved in advance by FFM Manager. Each shared farm booth member is required to have his or her own liability insurance. A representative for the shared farm booth must submit an application. On the application all of the farms represented by the Farm Co-op must be listed. Signage at FFM must include business names, locations, and products of each shared farm booth member.

Prepared Foods - Prepared Foods are prepared and served for immediate consumption on-site. Prepared food vendors are encouraged to offer at least one locally sourced item on their menu. ("Local" is defined as raw ingredients sourced directly from market vendors or other Washington farms). Locally sourced products should be advertised prominently at their booth, (local ingredients used should be mentioned specifically in the menu item advertisement).

Vendors wishing to sell Prepared Food products must:

1. Submit menu with a full list of ingredients and source of each of those ingredients. (We are dedicated to supporting Washington family farms and we want to help you do so as well).
2. Submit copies of food handlers permits for all staff attending Fife Farmers Market, (FFM), and display Tacoma-Pierce County Health Department Permit in public view during Market hours.
3. Commit to a specific menu and any changes to that menu should be pre-approved by the Health Department and FFM staff.

Hand Crafted Items - All craft products must be handcrafted wholly in Washington State by the vendor using tools and equipment to produce their product that require skill, personal handling and or/manipulation, (i.e. – plaques manufactured in China but painted in Washington State are NOT considered locally made). Returning craft vendors must have all new items approved before they are sold at FFM. No commercial items, no imported items and no secondhand items shall be sold by ANY vendor at any FFM Market. Priority is given to those Craft Vendors who use materials from Washington State.

Overlapping Products - Vendors whose products or practices place them in more than one category are subject to all the requirements of each category. The category in which such vendors are officially placed and their associated commission rates will be determined by FFM staff and will depend primarily on sales percentage data. In some cases, a vendor may be required to calculate sales separately for products in different categories.

Permits, Insurance and Licensing - All vendors shall provide, at the time of application, applicable ID numbers and copies of any permits and licenses applicable to the sale of their products. These may include: Federal Tax ID#, Washington State UBI Number, Washington State Department of Agriculture Food Processor's License, Certification of Organically Grown Produce, Grade A Dairy Permits, Department of Fish & Wildlife Wholesale License, Food Handlers' Permit(s) and other Tacoma Pierce County Health Department licensing requirements.

Organic Products - Any product labeled "organic" must be certified by the Washington State Department of Agriculture and be in compliance with the USDA National Organic Standards. Vendors must post their organic certification in their stalls if vendor claims organically grown product. Vendors advertising "Pesticide Free", "Unsprayed", "Natural", etc. products are not required to be certified by any recognized certification agency. However, state law restricts use of the phrase "Certified Organic" to those who have in fact been certified by the Washington State Department of Agriculture. All vendors are required to advertise truthfully and to respond to customers' questions in a like manner.

OPERATION GUIDELINES

Stall Space - Each vendor will be assigned one or two 10' x 10' stall spaces. Fife Farmers Market, (FFM), Manager will make all stall assignments. Vendor locations are made at FFM Manager's discretion taking into consideration product mix, customer flow, special promotions, and vendor seniority. Stall assignments are not transferable, and may change from season to season, or even week to week. Vendors will provide their own tables, canopies, canopy weights, signs, and other desired display materials. Small spaces not suitable for a full 10' x 10' canopy set up may be designated as an umbrella space, based on the managers discretion.

Transfer of Space - 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.

Signage - Each vendor must display a tastefully crafted sign clearly showing their producer/business name or the name of the farm/business, the business's location and telephone number. Vendors are responsible for providing their own bags for purchases.

Cancellations - Vendors with stall reservations are responsible for occupying that space on each market day. Vendors not able to attend a reserved market day are required to call or email FFM office with at least 48 hours notice.

Set-Up and Take Down -

- If the Vendor is not present at FFM at least 1 hour before the start of market, the stall may no longer be held for assigned vendor. Vendor vehicles arriving after 2:30pm will NOT be allowed onsite access. No exceptions.
- Set-up will be between noon and 3:00 p.m. on Market day. During that period vendors may enter FFM area with their vehicles for the purpose of unloading only, (except vendors with parking approval). Vendors should unload promptly and then move vehicles to designated Vendor Parking. A clear and drivable lane must be kept open at all times. A Vendor may not begin setting up his or her stall spaces until his or her vehicle is moved offsite. **NO VEHICLES WILL BE PERMITTED TO ENTER FFM SITE AFTER 2:30 p.m.** Set-up must be completed by 3:00 p.m.
- Selling must not begin until 3:00 p.m. All vendors are required to remain at their stall spaces until closing at 7:00 p.m. even if they have sold all of their goods. Unless permitted by Market Manager, vendors shall cease selling and promptly at 7:00 p.m. begin taking down their stall spaces. Vehicles will be allowed to enter FFM site at 7:15 p.m. However, vendors should NOT leave FFM to retrieve their vehicles until they have completely taken down their stall, including packing up all remaining product, collapsing canopies or tents, and cleaning up any debris.

Canopies - Canopies or other booth covers are required to be flame retardant and have weights sufficient to keep the covering in place during windy conditions. Staking canopies is not allowed.

Canopy Weights - For standard canopies, approximately 25 pounds of weight is necessary for each leg. Canopy weights must be in place from set-up through take-down. Vendors without adequate canopy weights will NOT be permitted to set- up. Staking canopies is not allowed.

Stall Clean Up - Each vendor is responsible for cleaning his/her stall area to the condition it was in upon arrival to site – or better! This includes removing all debris, sweeping and, if necessary, washing down the stall site. Vendors are responsible for picking up all trash or refuse within 15 feet of their assigned market space. Vendors must not dump oil or oil debris into flower beds, garden areas, streets, sidewalks, or storm drains, sinks, toilets or anywhere else within Fife Farmers Market, (FFM), Site. All vendors must bring containers suitable for waste removal, including oily waste. No dumping of ice and/or ice chests. We have a strict – “you haul it in, you haul it out policy.”

Prepared food vendors must have an impermeable tarp or mat under the entire stall to protect the sidewalks and streets from grease and food waste, as well as overhead coverage as required by the Tacoma-Pierce County Health Department.

Garbage/Recycling - All vendors must haul out their trash at the end of the day. On-site trash receptacles are for customer use only. Vendors may request permission from FFM Manager, or assigned representative, to use customer receptacles at the end of FFM day if space permits.

Booth Merchandising - A well presented stall at Fife Farmers Market will convey a sense of confidence to Market buyers. Easily visible signs, organized product assortments and easy access will convert to increased sales. FFM Manager, or assigned representative, may visit your location throughout the season and make suggestions to enhance your appearance and help provide for a successful future at Fife Farmers Market. We thank you in advance for your readiness and cooperation in making such transformations.

Pricing - Pricing of goods sold at FFM is solely the responsibility of the individual vendor. Prices must be displayed clearly. Competition should be based on product quality, actual costs of production, and creative displays, rather than simply undercutting prices of another vendor. FFM Manager does not have the authority to fix prices. However, FFM Manager does reserve the right to conduct market research and set a low-price limit, and vendors will not be allowed to sell below this price. Price Dumping is not allowed. Thus, vendors are discouraged from giving produce or items away for free or at below-cost pricing, as this undercuts potential sales for other vendors. This does not include sampling.

Health Practices & Permits - All vendors must adhere to sanitary procedures as outlined by the Tacoma-Pierce County Health Department. All prepared food vendors and others wishing to offer samples must have approval from the Tacoma Pierce County Health Department. All vendors must dress appropriately and shoes and shirts are required. No dogs are allowed in food vendor stalls with the exception of service animals as required by the Americans with Disabilities Act.

Electricity - All electrical equipment must be pre-approved by FFM Manager. Vendors requiring electrical power are responsible for providing their own outdoor extension cords and mats to cover any and all portions of the cord that lie in any area utilized by market customers. FFM cannot guarantee electricity to its vendors.

Radios/Microphones - Vendors are not permitted to play radios or use other sound generating electronics during market hours except by prior approval from FFM Manager.

Smoking Policy - Vendors are not permitted to smoke in FFM area.

GENERAL POLICIES

Courtesy and Non Discrimination - Vendors are expected to treat each other and customers in a courteous manner as discrimination is NOT permitted at Fife Farmers Market, (FFM).

Logo Usage - Vendors wishing to use the Fife Farmers Market logos must apply in writing to the Market Manager, explaining how the logo will be used.

Vendor Roster Publication - FFM supports an open policy in regards to publishing the Vendor Roster. The roster may be posted on the FFM website and individual names released upon inquiry by the press or potential customers.

Market Manager - The Market Manager, (or designee), coordinates all the activities of the weekly functioning of FFM and implements Market policies, including oversight of FFM set-up and clean- up, daily assignments, collection of commissions and sales information, and assuring vendor compliance with all Fife Farmers Market policies. The Market Manager also acts as a conduit of information from the vendors and customers to the City of Fife. The Market Manager and his/her designee's have complete authority to interpret and implement Market policy.

Enforcement - All Rules of FFM are enforced by the Market Manager or his or her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manger in a timely manner. If a vendor does not abide by the rules of FFM or comply with federal, state and local regulations applicable to market participation, the Market Manger or designee may take any action deemed appropriate. The Market Manager or designee will regularly evaluate vendors. Customer complaints will be forwarded to vendors and kept on file. FFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business or employee status. FFM management reserves the right to make exceptions to these FFM rules and guidelines at its discretion.

Protocols for Vendor Grievances and Product Challenges - FFM management has created protocols and procedures that allow vendors to file complaints against other vendors, market staff, safety or policies, they think are out of compliance with market rules and policies. This helps FFM regulate food safety, products sold, operational safety and market integrity.

Grievance Procedures -

- Complaints or problems should be directed to FFM management in a timely manner that is not disruptive to FFM.
- Vendors who have concerns regarding other vendor compliance, market staff, safety or policies should complete a concern form. Forms will be available at the FFM Information Booth. The Market Manager will review each concern form and the concerned vendor will receive a specific written response from the staff within two weeks.

Product Challenge -

- Product challenges may be made for misrepresentation of product by a vendor. Vendors can submit a written Product Challenge Form when they believe another vendor is misrepresenting his/her product. Request a Product Challenge Form from the Market Manager.

- A product challenge must be signed by the person bringing the challenge and preferably be supported by physical evidence of the offence. The product challenge must be made on the day of, or within the week, the violation is observed. Challenges of wrongdoings on past occasions will not be accepted.
- The vendor receiving the product challenge must respond to the challenge in writing. Failure to admit or deny a challenge may result in a determination that the challenge is valid.
- Fife Farmers Market, (FFM) Manager may conduct a farm site visit in a timely manner to make a determination on the product challenge. If Management deems it necessary, a third party farm inspector may will be employed.
- Product challenge forms are available at the FFM information booth. A copy is also included in this handbook. Due to their sensitive nature, they must ONLY be submitted directly to FFM Manager.
- If the vendor is found in violation, the vendor may be fined, placed on probation, suspended or evicted from FFM, at the discretion of the Market Manager.

No Solicitations - No soliciting by political, religious, or other “special” cause groups or individuals is permitted at FFM. If you witness this kind of activity, please alert FFM Manager.

VENDOR AGREEMENT AND SIGNATURE PAGE

I have read and agree to the FFM Market Rules & Guidelines.

Name:

Signature:

Company:

Date:

VENDOR CHALLENGE FORM

Vendors can submit this challenge form when they believe another Vendor is misrepresenting their product. Please submit this form directly to Market Manager on Market Day or within a week of applicable Market Day during which the alleged violation occurred.

Name of the vendor about whose product you are inquiring:

Specific product(s) about which you are inquiring:

Market date and approximate time at which the product is being sold:

Please state the specifics of the violation. Provide any evidence that supports your challenge.

Your name, business name, addresses and phone number.

Signed

Date

GREVIENCE FORM

Please submit this form directly to Market Manager on Market Day or within a week of applicable Market Day during which problem occurred.

Market date and approximate time this problem occurred:

Please state the specifics of the problem:.

Your name, business name, addresses and phone number.

Signed

Date