



2012 St. Johns Vendor Handbook

ABOUT THE ST. JOHNS FARMERS MARKET

Mission

SJFM supports a local, sustainable food supply while providing opportunity for emerging farmers, contributing to the health of all local residents, encouraging cross-cultural connections and dialogue, and enhancing the community and business vitality of St. Johns.

Market Values

- Home Grown – We work to create a space for local vendors selling local products.
- Sprouting and flourishing – We strive to support new vendors, balanced and mentored by more experienced vendors.
- Range and Array – By fostering diversity of product, we believe both customers and vendors will benefit.

Market History

The St Johns/Lombard Plan, adopted by Portland city council in June of 2004, identified the need for a farmers market in the St Johns town

center as part of a larger economic development strategy. The plan called for the St Johns Neighborhood Association, along with the St Johns Business Boosters Association and the Portland Bureau of Planning, to implement the farmers market strategy over the next five years. In early 2008 the St Johns Neighborhood Association chairperson, Thomas Ebert, began exploring the idea of a farmers market with local residents during a series of neighborhood association meetings. A small group of local residents, along with Thomas, began meeting over the course of the next few weeks to discuss the possibility of starting a farmers market. The SJFM committee was soon founded and began holding regular meetings in local restaurants, coffee shops, and in the St Johns Community Center.

2012 MARKET HOURS AND LOCATION

Welcome to the fourth season of the SJFM!

The SJFM is scheduled to open June 2nd and continue every Saturday through October 13th. There will be an additional market day on Sunday, December 2nd as part of the St. Johns Winter Festival. The market will be held in the St. Johns Plaza, located in the southwest corner of the N. Philadelphia Ave/N. Lombard St Intersection. Hours of operation are from 9:00 am – 2:00 pm.

www.sjfarmersmarket.com/directions

Prior to the opening market day the Market Manager will provide vendors with a map of the plaza indicating their booth space for the market season. The Market Manager will also chalk-out booth locations each market day.

VENDOR REQUIREMENTS

Review Vendor Handbook

All perspective vendors must review the SJFM Vendor Handbook and be familiar with the policies and expectations contained within.

Signed Vendor Application and Hold Harmless Agreement

All perspective vendors must complete and sign the SJFM Vendor Application and Hold Harmless Agreement.

Deposit Check

All ACCEPTED vendors are required to provide the market with at least one week's stall fees due one week after being notified of acceptance. Please verify this amount with the Market Manager prior to writing your check. This payment will be credited to your first week at the market and is non-refundable.

Relevant Licenses and Certificates

All perspective vendors must acquire and provide SJFM with copies of all relevant licenses and certificates in order to comply with local, state and federal requirements governing the sale and production of their products. **All qualifying vendors must be certified in the WIC/Farm Direct Nutrition Program, and must abide by the program's requirements.**

Product List and Descriptions

All perspective vendors are required to submit a complete list of all products they wish to sell within their vendor application. Acceptance of application assumes approval of products listed within application. Any products wished to be added during the season must be submitted in writing to the Market Manager a minimum of seven (7) days prior to vending.

Processed Products

Samples of processed products may be required to be submitted as part of the application process, when requested by the Market Manager.

Prepared Food

Prepared foods include bakery and restaurant products, coffee, pasta, wine, specialty food products and cheeses made by a non-grower. Growers selling primarily value-added products are also considered prepared food vendors. Preference will be given to vendors who sell food items that use ingredients produced and/or processed in Oregon or Washington. Prepared foods must be made in a state certified kitchen

using primarily raw ingredients. **The SJFM prohibits the sale of bottled beverages not manufactured by the vendor, and bottled water.** All drinks must be listed on the application.

FEES AND PAYMENT

Stall Size and Price

Standard: 10'x10' \$35.00

*Double: 10'x20' \$70.00

Standard for non-profit vendor : 10'x10' \$18

+Umbrella: 5'x 5' \$10.00

*These stall sizes are limited and their availability will be confirmed at time of market acceptance.

+The market provides space only, please provide your own umbrella.

Once a vendor has been accepted to the market they are required to send payment for the first week's booth fee in order for their space to be reserved. Checks can be made out to: St Johns Farmers Market; and mailed to: 2209 N Schofield St, Portland, OR 97217. All other booth payments can be made on a week-by-week basis. The Market Manager will accept cash, check, tokens or a combination of the three as payment.

Vendors may chose to prepay for the entire season by making out one check to SJFM in advance of the market season for their entire season. There is a discount of 10% for vendors who pay for the entire season (21 weeks) in advance and of 5% for vendors who pay for half of the season (ten weeks) in advance.

A vendor is not required to attend all markets, but must notify the Market Manager by the Wednesday prior if they won't attend or the vendor forfeits their refund.

MARKET GUIDELINES FOR VENDORS

Permits and Licenses

Vendors are responsible for complying with local, state and federal rules for sale and production of their product, which includes acquiring the necessary permits, certificates and licenses. All vendors therefore must submit current copies of all required documents with their application to SJFM. Vendors who do not comply with applicable regulations may be excluded from the market and may forfeit stall fees.

Scale Certification

All vendors who sell by weight are required to have their own state-licensed scales. Unit pricing is an alternative to licensed scales.

Organic Certification

Only growers who are certified organic may use the word organic in their signage and in verbal claims. Non-certified organic growers must use other descriptive terms for their products.

Uncertified Claims

Growers using verbal or written claims where certification cannot be established (e.g. unsprayed, no spray and pesticide free) must submit a written statement with the vendor application attesting how these procedures are followed.

Vendor Signage

All vendors must have a sign with the name and location of their business. The sign must be legible and easily seen. All approved WIC and SNAP vendors must display those signs in an easy to see location. SJFM encourages all vendors to provide clear signage regarding their products (herbicide/pesticide free, wild harvested, etc.) for customers.

Selling Privileges

Approval of selling privileges for a vendor is always for a specific period and never exceeds one market season. The market does not offer exclusive rights to any one vendor to sell any one product. Market customers benefit from having a choice. However, if SJFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry at time of application.

Enforcements and Disputes

The Market Manager has the ultimate authority on-site to enforce all of the vendor rules contained within the Vendor Handbook and agreed to in the Hold Harmless Agreement. The SJFM Board of Directors can be contacted in writing after the market day to appeal a decision of the Manager.

OPERATION GUIDELINES

On-site Market Manager Cell Phone: 503.317.4587

In the case that you may be late, please call to alert Market Manager and to determine where to unload, as no vehicles are permitted on-site after 8:30 am.

Booth Set Up and Presentation

The SJFM provides stall space only. Vendors must provide their own canopy with weights, display cases, tables, chairs, etc. Vendors are responsible for arranging their space attractively and safely. Vendors must have sufficient weight on their canopies at all times, as the safety of our customers, vendors, staff and volunteers is of utmost importance. Please also avoid setups that may cause potential hazards. Vendors are responsible for any damage caused by their setup.

Unloading 7:00–8:30 am

Vendors may begin set up at 7:00 am. Vendors may use the alley between Brad's and Burgerville, Philadelphia St. or the parking lots of the US Bank

as a loading area. All vehicles must be offsite by 8:30 am to ensure safety of customers arriving early.

Once onsite, the vendor is to unload completely within their assigned stall, promptly move vehicle from site, then return to begin set-up. Late vendors who have notified the Market Manager to verify space and are arriving after 8:30 am, must park outside the market and carry all supplies to their booth. Unless notified in advance, reserved spaces are held until 8:30 am. After this time the Market Manager may allow another vendor to utilize the space.

Vendor Parking

To ensure customers can park close to the market, **vendors must not park on Lombard St., on the street within two blocks of the market, or in the US Bank parking lot.** SJFM does not have a designated parking lot for vendors at this time, but will have updated parking information for vendors before the start of the market season. The Market Manager has the right to ask vendors to move their vehicle if parking/unloading becomes hazardous to local traffic or customer safety. SJFM is not responsible for any towing fees incurred by the vendor.

Opening Bell 9:00 am

Vendors may begin to sell only after the ringing of the opening bell at 9:00 am.

Closing Bell 2:00 pm

Booths must remain set up from 9:00 am until 2:00 pm even if vendors sell out earlier. This allows the market to continue without disruption. Vendors may begin breaking down their stalls when the bell signals the end of the market at 2:00 pm.

Clean-Up

Stall spaces must be packed, cleaned and cleared out by 3:00 pm. Vehicles cannot obstruct through-way traffic on Philadelphia after 3:00 pm and therefore should be moved onto the US Bank lot for further

loading. Vendors are responsible for cleaning up and taking home all debris, garbage and compost generated by their operation. The SJFM recycling station may be used by vendors, but the plaza garbage cans cannot be.

Cancellations

Vendors must call the Market Manager no later than 5:00 pm on the Wednesday prior to cancel a reservation for the current week's market. The SJFM cannot guarantee a refund for cancellations received after this deadline.

Food Sampling

Vendors providing samples of products to market customers must be knowledgeable of and in compliance with all Oregon Department of Agriculture Food Handling Regulations. These vendors must have a hand washing setup and must comply with ALL hand washing requirements. Vendors offering food samples that produce waste must provide a trash receptacle at their booth.

Utilities

Water: Potable water is available to all vendors at the St. Johns Plaza drinking fountains. Non-potable water will be available from a spigot in the plaza, near the Info Booth. Vendors are to provide their own hand washing stations if needed.

Electricity: vendors requiring electricity must notify the Market Manager in the Vendor Application. Electrical outlets are limited and their availability will be confirmed at the time of acceptance to the market. Please specify number & type of plug-ins as well as amperage required.

Restrooms: Burgerville, Thai Cottage and Starbucks have donated use of their restrooms for the market.

Smoking: SJFM is a non-smoking venue and those who wish to smoke must do so well outside the boundaries of the market.