



Downtown McMinnville Farmers Market

2021 Market Seasons:

Main Season: May 6 - Aug. 26

Late Season: Sept. 2 - Oct. 14

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HOURS AND DATES FOR 2021 SEASON

The 2021 Farmers Market is every Thursday, Noon - 6:00pm both for the Main Season, May through August and the Late Season September and October.

DOWNTOWN MCMINNVILLE FARMERS MARKET STAFF & COMMITTEE

McMinnville Downtown Association Staff oversees the operations of the market in concert with the Farmers Market Steering Committee.

Steering Committee: Comprised of 5-10 individuals who are vendors and community members. The committee is selected through an interview and jury process.

Current Steering Committee:

| | |
|--|--------------------------------------|
| Chloe Rasch, Market Manager, MDA Staff | Dave Rucklos, MDA Executive Director |
| Jim Hoffman, Current Vendor | Erica Thomas, City of McMinnville |
| Dani Chisholm, MDA Board Member | Tawna Parker, Current Vendor |
| Beth Caster, Sponsor/Community Member | Tayler Brisbin, MEDP |
| Liz Turner, Current Vendor | |

Objectives and Mission

1. Secure and manage the physical market site.
2. Provide services to our customers that support vendor sales and enhance the overall shopping experience while being environmentally responsible.
3. Encourage customer attendance through community outreach - special events and programs designed to enhance the customer experience at the market.
4. Support non-profit organizations by giving them the opportunity to engage with the public in our non-profit booth.
5. Not be a forum for political or religious activities.

RULE ENFORCEMENT

The Farmers Market Manager (FMM), who has the ultimate on-site authority and is responsible to the Steering Committee, will enforce all rules of the market. If a vendor does not abide by any rule of the market, FMM has the discretion to impose a penalty, which may include a written warning, monetary fine and/or suspension or dismissal from the market.

VENDOR SUPPORT FOR PROMOTIONAL ACTIVITIES

The market sponsors many events and special programs throughout the season, including raffles, promotional videos, Sprouts Kids Club, fundraisers for the market as well as local non-profits. Through these activities the Downtown McMinnville Farmers Market (DMFM), generates media and consumer interest for the market, its vendors and their products. **We require a minimum number of two donations throughout the Main Season from vendors to support these efforts.**

DISPUTES

Customer Complaints

Customer complaints will be forwarded to vendors and kept on file each season. Complaints may result in disciplinary action from written warnings, fines, suspensions, up to removal from the market.

Vendor and Market Manager

Resolution to disputes between a vendor and the Market Manager will first be attempted between the two parties. If no resolution can be made, then the dispute will be resolved by appealing to the board of the McMinnville Downtown Association.

Vendor Complaint Form

Vendors may lodge complaints against other vendors who they believe to be out of compliance with the rules set by MFM. To file a vendor concern, visit www.macdowntown.com/market and submit a complaint form.

Customer Misbehavior

In the case of a customer behaving in a manner that is disruptive, inappropriate, uncomfortable or unsafe toward another customer or vendor, the FMM **should be immediately notified**. The FMM with the support of the McMinnville Downtown Association has the right to handle the situation in any way deemed appropriate.

REGISTRATION AND SPACE FEES

Registration

1. All market vendors are re-evaluated on an annual basis. Acceptance for one season does not guarantee acceptance in subsequent seasons.
2. A complete vendor application, with copies of all licenses relevant to that business, must be submitted for review.
3. Vendors will select a payment plan for the season at the time of registration.
4. **First year vendors are only eligible to be a By the Week vendor.** The second year, they can be but are not guaranteed to be Full Season Returning. Prior vendors that have taken a break and have come back may be considered a returning vendor if the FMM and Steering Committee approve it. FMM and the Steering Committee will look at several factors in determining if a status of Full Season Returning is appropriate.
5. Vendors must sign that they have read and understand the Farmers Market Handbook. **You will be held accountable to what is in the handbook.**

Fee Payments

- **All applicants, whether returning vendor or new applicant, must pay the \$30.00 application-processing fee. Application-processing fees are non-refundable.**
- Approved full season vendors must pay their season fee in full prior to May 1st or make alternative arrangements with the FMM.
- By the Week vendor fees will be collected weekly at the DMFM information booth before the start of the market day. Please check in at Market Information booth and pay your booth fee **before** setting up your space.
- Forms of payment accepted include cash, checks made out to the McMinnville Downtown Association (MDA).
- Returned Check fees: A \$25.00 fee will be charged on all returned checks.

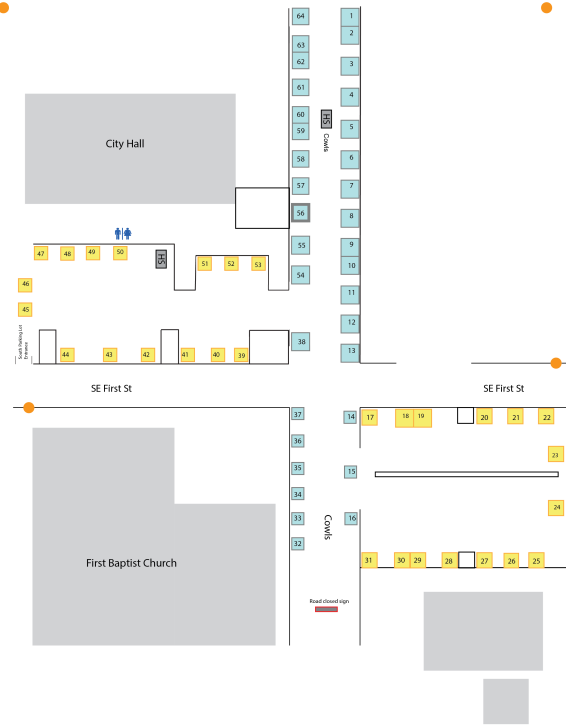
Space Description

- One space at the Farmers Market consists of a 10' x 10' area.
- Market is split into two types of zones: Blue Zone and Yellow Zone. Vendors may select their desired zone during application. Space preference is on a first come, first serve basis. If you would like to request a specific booth number, please contact the market manager after submitting your application. Final placement will depend on space available, vendor type, and best market flow.
- Vendors may apply for a second space under the same name (restrictions apply) and pending approval by the steering committee.
- Food vendors (aside from food trucks) are also subject to space requirements. If you do not fit into a 10' x 10' space, you may apply for two booth spaces.
- Food Truck spaces must be approved on a case by case basis. There is limited space for food trucks.

Fees

Main Season: May - August

- By the Week vendor:
 - Blue Zone: \$40/week per space.
 - Yellow Zone: \$35/week per space.
- Main Season Returning vendor: 10% Full Season Discount when paid in full before May 1. Discount shown below.
 - Blue Zone: \$612
 - Yellow Zone: \$535.50



Late Season: September – October

- Late Season Returning Vendor: 10% Full Season Discount when paid in full before Sept 1. Discount shown below
 - Blue Zone: \$162
 - Yellow Zone: \$145
- By the Week:
 - Blue Zone: \$30/week per space
 - Yellow Zone: \$27/week per space

Food Truck Vendors:

Food Trucks will be located in the yellow zones.

- By the week:
 - Main Season: \$45
 - Late Season: \$40
- Full Season: 10% Discount
 - Main Season: \$688.50
 - Late Season: \$216

Full Season Vendors

1. Full Season Vendors will be assigned a consistent location in the market. The vendor will be responsible for occupying this location for all approved dates **within each season**, Main and Late. Booth spaces may change between Main and Late Season.
2. Assignment of a full season location is based on evaluating a vendor according to the
 - a. following criteria:
 - The quality of product, display and presentation.
 - Maintenance of good product diversification in the overall market.
 - Good marketing and product promotion.
 - Benefits and disadvantages of placing select products next to each other.
 - Placement to encourage customer flow throughout the market.
 - Vendor's ability to be a positive part of the DMFM community.
 - Vendor's ability to follow the market rules.
3. Location assignments do not guarantee that a vendor will occupy the same space during the entire term selected, although that is the goal of the FMM.
4. Changes in location assignment for Full Season vendors may occur at the FMM's discretion.
5. Reservation of space establishes no right to, or guarantee of, space rental in subsequent years.
6. A Full Season vendor is guaranteed a space for the term in which they are registered and are responsible for occupying that space for the duration of that term. **Full season vendors are allowed only two emergency absences TOTAL May through October. If you have applied for Main and Late Full Season Vendor status it is expected that you will attend through the END OF MARKET IN OCTOBER. Additional absences may result in loss of vendor status.**
7. Locations will be guaranteed until one half hour prior to market opening (Noon). After this time, if the vendor has not made direct contact with the FMM, the location may be given to a weekly vendor. If possible, the FMM will assign the full season vendor a space when they arrive at the market. In the event a space cannot be found, the full season vendor will not qualify for a refund.

By the Week Vendors

1. Assignment of a By the Week vendor space is based on evaluating a vendor according to the following criteria:
 - The quality of product, display and presentation.
 - Maintenance of good product diversification in the overall market.
 - Good marketing and product promotion.
 - Benefit and disadvantages of placing select products next to each other.
 - Placement to encourage customer flow throughout the market.
 - Vendor's ability to be a positive part of the DMFM community.
 - Vendor's ability to follow the market rules.

2. Although this is the goal, weekly vendors are not guaranteed that they will be given a space, or that they will receive the same space they previously occupied.
3. Weekly vendors that are absent on confirmed market days without notifying the FMM a minimum of 24 hours in advance will be subject to a penalty fee of the regular booth fee for that day. Arrangements to pay this booth fee must be made PRIOR to another date being given to participate in the market.
4. More than two non-appearances may result in loss of vendor status.

Refund Policy

Full season vendors are eligible for refund should they no longer be able to participate in the market. Please note that application fees are non-refundable. Please reference the schedule below for refund cut-off dates.

- 12/16/19 – 1/31/20: 100% refund available
- 2/1/20 – 3/6/20: 50% refund available
- 3/7/20: Refunds only available under extenuating circumstances. Will be assessed on case by case basis.

VENDOR OBLIGATIONS

Rules and Conduct

1. Vendors shall be honest and conduct themselves at all times in a **courteous** and **professional** manner. Rude, abusive, offensive or other disruptive conduct will not be permitted.
2. To maintain a positive atmosphere, vendors should bring concerns about the market to the FMM, not to customers or other vendors.
3. Vendors who wish to smoke must leave the market grounds to do so.
4. No hawking or shouting is allowed. This is defined as selling one's wares in an aggressive manner, such as calling out to a shopper as they pass by one's stall or standing more than **two feet** outside one's stall to attract customers.
5. Vendors are responsible for the actions of their employees.
6. Vendors are expected to keep absences from their booth to a minimum. The FMM will make every effort to staff booths for vendors who need breaks.
7. Vendors are expected to follow the rules of entry and exit.
8. Vendors are expected to display a McMinnville Farmers Market parking pass, (visible through front windshield) and park their vehicles at least three blocks from the market location. Failure to comply with parking regulations may result in loss of vendor status. If special accommodations are needed, please reach out to FMM directly.

COVID Policy

1. Vendors and customers must wear a mask or face shield at all times. Masks may be removed briefly to eat or drink. Face shields must cover entire face.
2. All booths must remain 6' apart. Please set up your booth to allow for distancing between customers.
3. Each vendor is required to follow COVID guidelines provided by the Oregon Farmers Market Association at all times. This information will be distributed by the market manager.
4. Any vendor or employee who is experiencing a fever, cough, or any other flu-like symptom is asked to please not attend the market. Absence due to possible COVID illness will not negatively impact vendors.

**Covid policies are subject to change, please ask market manager if you have any questions.*

Signage

- Vendors must appropriately sign their booths to identify the business represented.
- Vendors who are applicable to accept SNAP/Food Stamp/WIC benefits must post a sign indicating this at each market.

Operations

1. Vendors cannot have vehicles, tables, product, boxes, signs or any part of their booth outside their space boundaries as marked on the pavement without prior approval of the MFF.
2. Food vendors must submit food menu for approval to FMM before market begins.
3. Vendors must stay within their allocated space while selling and may not distribute samples or literature outside their stall area without approval from the FMM.
4. Each leg of vendor's canopy must be secured at all times with enough weight (minimum of 10 lbs.) to keep them anchored to the ground, no matter the weather. Vendors who's canopies that blow around due to insufficient weights must pay a \$100 fine per occurrence, which is due at time of incident.
5. Vendors are responsible for keeping their space(s) attractive during the market and for cleaning them up thoroughly after the market. Before leaving, all litter and product debris in the vendor's booth space must be collected and the ground left clean.
6. Vendors are responsible for adhering to the Zero Waste guidelines set forth in this manual.
7. Vendors may not bring pets to the market without prior approval by the FMM.
8. Selling to the public before the opening bell of the market is strictly forbidden. Vendors may sell to other vendors outside of market hours.
9. All scales used for weighing customer goods must be certified by the Oregon Dept. of Agriculture, Measurement Standards. Scales must be licensed annually.
10. All vendors selling at the market are required to provide the market with proof of liability insurance, naming the DMFM as an additional insured, **or** supply the FMM with a completed Hold Harmless Agreement.
11. Vendors are not allowed to drink alcohol on premise during the market day (with the exception of wine/cider tasting from the weekly wine booth at the market).
12. Vendors may not begin to break down booths before 6:00pm. Doing so may result in fine of up to \$50.

VEHICLE LOADING AND UNLOADING

1. Vendors will be notified, prior to the first week of market, an arrival, set-up, and departure plan to ensure the smooth and orderly assembly and tear down of the market. **No vendor set up on Cows Street will occur prior to 9:30 a.m.**
2. The morning set-up time is very congested. There are a lot of vehicles that need to be moved in and out of the market in a short period of time. Vendors need to arrive and quickly unload the parts and contents of their booth, move their vehicle to the designated parking area, then return to their booth to set up. **Do not set-up as you unload -- this is time consuming and your vehicle may be blocking another vendor's access to their space.**
3. Vendors may not drive a vehicle into the market after 11:45 a.m. after which market entrances will be barricaded. Any vendor arriving after this time must carry their booth, tables and product into the market.
4. Vendors will not disassemble booths before closing time unless the FMM has granted special permission.
5. Practice setting your booth up at home! Work out all the logistics before you come to the Market. We can't stress this enough! Do not come to market and try to put up your canopy for the first time- it can be very frustrating! Practice in advance -- this will help your first real market day to run smooth and be less stressful.

PROGRAMS

WIC Farm Direct Nutrition Program

1. The MFM participates in this program and requires all qualifying vendors to participate.
2. For application or eligibility questions call ODA Agriculture Development and Marketing office at 503-872-6600.
3. If qualified to participate a sign must be posted indicating this at booth.

SNAP – Supplemental Nutrition Program

SNAP customers may purchase tokens at the DMFM information booth using their EBT cards. SNAP tokens can be used for plant starts, and all food intended to be eaten at home. This includes nonalcoholic beverages, snack foods, soft drinks, and candy. SNAP tokens CANNOT be used for alcoholic beverages, foods that are hot at the point of sale, foods to be eaten on site, pet foods, and non-food items, with the exception of plant starts.

- All eligible vendors are required to participate in the token program.
- All tokens have the DMFM logo on one side. Make sure that you are taking tokens from our market. There is no expiration date on the tokens so they are good indefinitely.
- No change can be given for these tokens.

- These tokens come in \$1 or \$5 denominations.
- It is illegal to charge a SNAP customer more or a surcharge.
- SNAP customers are to be treated with the same respect and quality of service as any other customer.
- Vendors may not post signs for the purpose of discouraging customers from making purchases with tokens.
- Tokens may be turned in at the market information booth every week. The McMinnville Downtown Association reimburses vendors at the beginning of each month.

Double Up Food Bucks

SNAP customers may receive an additional amount of vouchers to spend with market vendors. These vouchers will be labelled as Double Up Food Bucks, valid for 2021. DUFB vouchers may only be used as describes on the card, and are usually limited to produce, plant starts, and unroasted nuts with no added sugar. DUFB vouchers may be turned in at the market information booth every week. The McMinnville Downtown Association reimburses vendors at the beginning of each month.

PRODUCT EXCLUSIVITY

DMFM does not guarantee any vendor the exclusive right to sell any one product. The customer often benefits from having multiple vendors selling the same product. The FMM and Steering Committee will determine when a product category is adequately represented and make the decision to deny applications for vendors with similar products. The product mix in the market as a whole, as well as customer demand, will serve as important factors in determining how many vendors will be allowed to sell similar items.

READY TO EAT FOOD VENDORS

1. Menus shall be submitted to the FMM at the beginning of each season for re-evaluation and approval.
2. All food vendors must provide advance notice of at least 24 hours to the FMM regarding planned absences.
3. All food for consumption on premises must be served and handled at the market in accordance with the ODA Farmers' Market Guidelines. These guidelines are located at <http://www.oregonfarmersmarkets.org/resources-2/food-safety/>.

4. **All vendors cooking on premises must have a fire extinguisher in their booth.** According to Fire Dept. regulations, all vendors using deep fat fryers must have a K style extinguisher, made specifically for grease fires. All other vendors are required to have the multi-purpose 2A10BC extinguisher. This includes vendors using electric equipment such as coffee brewers, waffle irons, and soup warmers.
5. Food Handler's License is required for at least one employee who will be in the booth at all times.
6. Certificate of Product Liability Insurance listing the Downtown McMinnville Farmers Market as additional insured.

Product Guidelines

Product Requirements

All products must be grown, raised, produced or collected in Oregon whenever possible. Products allowed to be sold at the market are agricultural products such as plants, fruits, vegetables, herbs, flowers, seafood, meat, poultry, honey, processed foods and eggs. All products shall be of good quality and must comply with any applicable regulations pertaining to their production and sale. The market is for farm fresh locally grown products and is not an outlet for wholesale produce. All products sold by vendors must be produced by that vendor unless specific permission is given by the FMM and the approval of a Steering Committee.

DMFM reserves the right to:

- Prohibit any vendor from selling a particular product in the market.
- Prohibit a particular vendor from selling in the market.

Vendors must submit a complete list of products that they produce and wish to sell at the time they apply to the market. All products must be approved by the FMM prior to being sold. If an accepted vendor wants to sell an item not previously approved, the FMM must approve the new item before it may be sold.

Nursery Products & Plants

1. Nursery products and plants must be propagated by the vendor from plugs, seed, cuttings, bulbs or plant divisions.
2. Vendors who sell nursery products and plants are required by the state to obtain a nursery
3. license if annual sales exceed \$250. More information can be obtained from ODA –Plant Division. A photocopy of the vendor's nursery license is required at the time of application.
4. It is strictly forbidden for a nursery vendor to sell a finished product purchased from another grower.

Organic Products

1. Organic Registration -- vendor must post a copy of this license in their booth, in addition to filing a copy with DMFM.

Bakery, Prepared Food & Value-added Food Products

1. For foods you prepare yourself, a Food Processor's License is required. This is available from ODA Food Safety.
2. For foods that are prepared by another processor, a retail food establishment license is required. Available from ODA Food Safety.
3. Bakery Processor's License, available from ODA Food Safety.
4. Bakery products must be made locally, from scratch, from quality ingredients.
5. Prepared food must be manufactured in the northwest, from raw ingredients, and under the direction of the owner. The owner is not required to raise any of the raw ingredients. Priority consideration will be given to processed food products containing locally grown ingredients.
6. Value-added products are processed food products whose main ingredients are raised by the farmer or sourced from other local producers.
7. All value-added and prepared food products must be made and handled in accordance with the ODA Farmers Market Guidelines.
8. The Steering Committee may, at its discretion, limit the number of prepared, processed or value-added food products in the market.

Dairy Products

1. Dairy Processor's License available from ODA Food Safety.
2. All dairy products such as butter, milk, cheese and ice cream must be free of rBGH.

Coffee

All roasted beans or brewed coffee must be made from documented Fair Trade beans.

Wine, Beer and Distilled Spirits

1. SEW (Special Event Winery Permit) or Multiple Location License from OLCC, OR- SEG (Special Event Growers Permit) -OR- SEB/PH (Special Event Brewers and Public house Permit) –OR_ SED (Special Event Distillery Permit).
2. OLCC service permit for all employees working the market.

Apple Cider

1. If you make your own cider, a Food Processor's License from ODA Food Safety is required.
2. If your cider is made by a processor other than yourself, a Retail Food Establishment
3. License is required. This is available from ODA Food Safety.

Meats (Including but not limited to Beef, Pork, Lamb, Chicken, Turkey, Buffalo, Rabbit, "Game Meats", Cured and/or Processed Meats. Meat / Poultry)

1. Meat Seller's License available from ODA Food Safety.
2. Rabbit and Poultry Slaughter License.

Livestock Producers

1. Livestock must be raised and processed in the Pacific Northwest.

2. Livestock must be farm raised under the control of the vendor and not finished in feedlots.
3. DMFM defines a feedlot as a confined feeding operation where a vendor's livestock would be sent for "finishing" prior to processing.
4. Vendors who sell meat products are required by the State to obtain a Meat Sellers license. More information may be obtained from ODA – Food Safety Division.
5. All livestock claims (free range, natural, pastured, cage free, etc.) must be clearly identified in a vendor's space and be approved in advance by the FMM.
6. All meat products sold at the DMFM must be processed and labeled in accordance with USDA FSIS guidelines. "Game" meats and species that do not fall under the jurisdiction of the USDA must comply with ODA & FDA guidelines regarding their processing and labeling.
7. Raw meat products must be displayed and stored in accordance with ODA food safety guidelines at all times. Meat temperatures must be maintained at or below 41 degrees.
8. Vendors will be required to submit a complete product list of all species intended for sale with their annual application.
9. No sub-therapeutic antibiotics and no added growth promoters of any kind may be used in the production of vendor's livestock.

Cured, Processed & Value Added Meat Producers

1. Cured and Processed Meat products must be manufactured in the Northwest, from raw ingredients, and done under the direction of the owner. The owner is not required to raise any of the raw ingredients. Priority consideration will be given to cured and processed meat products containing locally grown ingredients.
2. Value added products are processed meat products whose main ingredients are raised by the farmer/rancher.
3. Cured, processed & value-added meat products must be produced and handled in accordance with USDA, FDA and ODA guidelines.
4. Cured, processed & value-added meat products must be displayed and stored in accordance with ODA food safety guidelines at all times. Meat temperatures must be maintained at or below 41 degrees.
5. All livestock claims must be clearly identified in a vendor's space and be approved in advance by the FMM.
6. No sub-therapeutic antibiotics and no added growth promoters of any kind may be used in the production of the meat used in vendor's products.

Eggs

1. All eggs must come from chickens raised by the vendor. Vendors are not allowed to sell eggs raised on farms other than their own.
2. Farmers are not required to have an Egg Handler's license to sell their eggs directly to the consumer at a farmers market.
3. Egg temperatures must be maintained at or below 41 degrees while being displayed or held in ice chests.

Fish & Shellfish

1. All seafood must be raised or caught in Oregon or Washington waters.
2. If you are processing the fish yourself, a Food Processor's License from ODA Food Safety is required.
3. If you are selling whole fish or having the fish processed by another processor, a Retail Food Establishment License is required. This is available from ODA Food Safety.
4. Oysters, clams or mussels require a Shellfish Shippers License, available from ODA Food Safety.

Wild Mushrooms

1. Wild mushroom collectors are also required to provide a copy of the collection permit obtained either from the U.S. Forestry Service (Mushroom Permit) or the Oregon Dept. of Forestry (Special Forest Products Permit), depending upon where the mushrooms are collected.

Non-Food Agricultural Products

DMFM may allow some non-food agricultural products such as wool, goat's milk soap, lavender wands or beeswax candles. All non-food agricultural products must be handcrafted or processed by the vendor. The FMM must approve these products in advance.

MCMINNVILLE FARMERS MARKET INCLEMENT WEATHER POLICY

The DMFM has a general policy of staying open in inclement weather unless the FMM determines that the situation poses a threat to vendors or customers. The FMM in conjunction with the Steering Committee and the MDA Executive Director will decide if a vendor booth fee refund is deemed appropriate if the market is closed due to weather.

Heat: The FMM, in conjunction with the Steering Committee and the MDA Executive Director will make decisions regarding alternative hours/closing due to extreme heat conditions.

Excessive Rain/Flooding

The FMM, in conjunction with the Steering Committee and the MDA Executive Director will make decisions regarding alternative hours/closing if deemed unsafe due to excessive rain/flooding.

High Winds

All vendors are required to weigh down their canopies with adequate weight to keep it on the ground, at least 10 lbs. per canopy leg. The FMM may require canopies to be taken down that are at risk for taking flight either due to inadequate weights or high winds. The FMM will unilaterally make the call to close the market if deemed unsafe.

Lightning Policy

In the case of lightning, an immediate response is recommended:

Vendors

- All vendors with electrical equipment should unplug it at the first sign of lightning and step away from the appliance.

Customers and Vendors

- Try to get a safe distance from light posts or trees
- It is best to go inside of a regularly occupied building.