



## Downtown McMinnville Farmers Market

2023 Market Seasons:

Main Season: May 11 - Aug. 31

Late Season: Sept. 7 - Oct. 12

# HOURS AND DATES FOR 2023 SEASON

The 2023 Farmers Market is every Thursday, 11:00-5:00 pm for the Main Season, May through August and 11:00 - 4:00pm 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 Advisory Committee.

Advisory Committee: The committee will be led by an MDA board member and composed of 8-10 individuals consisting of board members, market manager, vendors & community members. Committee members are selected by the MDA board of directors and serve a 2-4 year term.

### **Current Steering Committee:**

Heather Miller, MDA Board Member	Liz Tuner, Current Vendor
Jim Hoffman, Current Vendor	Marvin Bernards, Current Vendor
Dani Chisholm, MDA Board Member	Tawna Parker, Current Vendor
Beth Caster, Sponsor/Community Member	Taylor Brisbin, Small Business Owner
Vacancy	Vacancy

### **Mission Statement**

**McMinnville Farmers Market provides a thriving community gathering where local farms and businesses share their offerings within McMinnville's vibrant downtown environment.**

# RULE ENFORCEMENT

The Farmers Market Manager (FMM), who has the ultimate on-site authority and is responsible to the Advisory Committee and the McMinnville Downtown Association Board of Directors, 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.

## 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, please email the FMM at [market@downtownmcminnville.com](mailto:market@downtownmcminnville.com)

### **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. Applications are not complete until all necessary items are received.
3. Vendors will select a payment plan for the season at the time of registration.
4. A credit card is required at the time of registration, this card will remain on file for the season..
5. **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.
6. 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

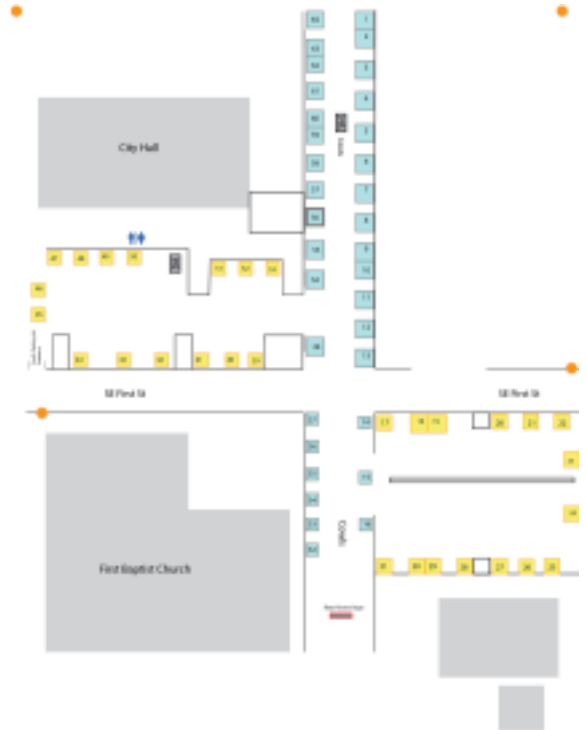
- **All applicants, whether returning vendor or new applicant, must pay the \$30.00 application processing fee (waived for MDA members). Application fees are non-refundable.**
- Approved full season vendors must pay their season fee in full prior to May 1<sup>st</sup> or make alternative arrangements with the FMM.
- By the Week vendor fees will be collected weekly at the DMFM information booth before the start of the market day. Weekly vendors **MUST** check in at the Market Info Booth prior to setting up their booth space.
- Forms of payment accepted include cash, checks made out to the McMinnville Downtown Association (MDA) and credit cards. Weekly vendors that do not pay at the market will have their vendor fees charged to the card on file in Manage My Market.
- 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 (spaces located on Cows) and Yellow Zone (spaces located in parking lots adjacent to Evans). Vendors may select their desired zone during application. Space preference is based on the following considerations:
  - First Come First Serve: based upon completed applications and fees
  - Vendor Type
  - Product Requirements (please include justification of heat/shade requirements of your product in your booth space request.

Please indicate your preferences and needs at the time of application.

- 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 trucks will be placed in the parking lot behind City Hall, full season applicants will be given highest priority.



## Fees

### Main Season: May - August

- By the Week vendor:
  - Blue Zone: \$42/week per space.
  - Yellow Zone: \$37/week per space.
- Main Season Returning vendor:
  - Blue Zone: \$714
  - Yellow Zone: \$629
  - \*15% discount when paid in full by March 31st\*

### Late Season: September – October

- By the Week vendor:
  - Blue Zone: \$35/week per space
  - Yellow Zone: \$30/week per space
- Late Season Returning vendor:
  - Blue Zone: \$210
  - Yellow Zone: \$180
  - \*15% discount when paid in full by March 31st\*

## Food Truck Vendors:

Food Trucks will be located in the Parking Lot behind City Hall.

- By the week:
  - Main Season: \$50
  - Late Season: \$45
- Full Season (Main, Late or both): 10% Discount if paid in full by March 31st

## 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 following criteria:
  - Receipt of completed application and fee payment
  - The quality of product, display and presentation.
  - Maintenance of good product diversification in the overall market.
  - marketing and product promotion, good representation of product, market booth space and overall brand in market application.
  - 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. Refunds are not available for full season vendors who miss a weekly market.**
7. Locations will be guaranteed until one hour prior to market opening. After this time, if the vendor has not made contact with the FMM (email or phone), 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:
  - Date that completed applications were received
  - Maintenance of good product diversification in the overall market.
  - Good representation of product, market booth space and overall brand in market application.
  - 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.
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.

- 2/1/23 - 4/15/23: 50% refund available
- 4/16/23: Refunds only available under extenuating circumstances. Will be assessed on a case by case basis by the FMM.

## 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. This behavior may result in immediate termination of vendor status.
2. To maintain a positive atmosphere, vendors should bring concerns about the market to the FMM, not to customers or other vendors. Vendors should direct customers with concerns to the FMM.
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

The McMinnville Downtown Farmer's Market will comply with all COVID related restrictions and guidance from local, state and national agencies when applicable. At the time that this handbook was created there are no restrictions or guidance in place. Vendors will be required to comply with restrictions and guidance, the FMM will communicate changes in a timely manner to all vendors.

## Signage

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

## Operations

1. Vendors cannot have vehicles, tables, products, boxes, signs or any part of their booth outside their space boundaries as marked on the pavement without prior approval of the FMM.
2. Food vendors must submit a food menu for approval to FMM before the 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 the vendor's canopy must be secured at all times with at least 10 lbs of weight to keep them anchored to the ground, no matter the weather. Vendors who's canopies 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/beer/liquor tasting from the weekly beverage booth at the market).
12. Vendors may not begin to break down before 5:00pm. Doing so may result in a 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 Cowls Street will occur prior to 8:00 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 10:45 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 smoothly 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 your 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.
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- 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 labeled as Double Up Food Bucks, valid for 2022. DUFB vouchers may only be used as described 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. A description of the type of food served should be provided in the vendor application.
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 Department regulations, all vendors using deep 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.
7. All Ready to Eat food vendors must be licensed through Yamhill County Public Health.

## 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. Items eligible for consideration must not compete with a vendor who raised or produces a similar item.

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 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. Priority will be given to vendors utilizing locally sourced 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 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. 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 the 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. Conditions will be monitored prior to market and adjustments may be made to market hours based on heat.

### **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.

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### **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, the emergency staging building for vendors will be the Kent Taylor Civic Hall building adjacent to the market.