

2016 McMinnville Farmers Market Basic Information and Market Rules

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

Dates: Thursdays, May 12–October 6, 2016

Hours: 1:00pm to 6:00pm

Location: Cows Street, between NE 2nd and NE 3rd - Downtown McMinnville

Vendors: Two categories of vendors are recognized at the market—**Full Season** and **Pay by the Week**

Returning Vendors: applications are due February 4, 2016

New Vendors: applications we be accepted beginning February 11, 2016

Vendor Set Up: 10:30am to 12:45pm

Parking: Vendors and their staff are required to park on First Street or south of First Street rather than in potential customer parking spaces

Vendor Take Down: 6:00pm to 7:00pm

Administration: The **McMinnville Farmers Market (MFM)** is sponsored, promoted and facilitated by the **McMinnville Downtown Association (MDA)**, 105 NE Third Street, McMinnville, OR 97128. The MDA is a 501(c)6 corporation.

There is no smoking within the boundaries of the McMinnville Farmers Market.

Farmers Market Rules

Participation:

The MFM is intended as a venue for the sale of farm fresh, locally produced items directly to the consumer, not as an outlet for wholesale produce. All products must be grown, produced, raised, or collected in Oregon. This may include: fruits, vegetables, herbs, fresh-cut flowers, meat, fish, dairy and other agricultural and horticultural products as well as selected food and craft items.

Vendor Selection: Priority is given to returning MFM vendors.

To maintain a consistent quality at the market, all new vendors are juried by the MFM Manager and Steering Committee. Priority is given to:

- > locally grown agricultural goods and related products
- > followed by prepared food products and crafts

Other factors considered for all new vendors include:

- > quality and professionalism
- > proximity of vendor's business base to the market
- > relevancy for market culture and customers
- > potential redundancy with existing products
- > overall appropriateness for the MFM in a given season

The MFM Steering Committee reserves the right to deny application based on these factors and *reserves the right to prohibit the sale of certain products not fully disclosed on vendor's Product Description List and submitted with original application*. Because we offer SNAP, a federally funded program, **canabis products are prohibited**.

Vendor Products:

- > All agricultural products must be grown, produced or raised in Oregon by the vendor.

> Agricultural vendors are allowed to supplement their own products with other locally-grown product, however; at each market, at least **75% of products in their booth must be grown and produced by the vendor.**

> If products are purchased from another Oregon farm source and resold or consigned, **these items should be identified on the Product Description List and the required signage identifying these items displayed.** (See Signage on pg. 3).

> The Steering Committee may schedule farm visits with a 24 hour advance notice.

> Landscaping, bedding plants and other ornamental plants must be propagated by the vendor from seed, cuttings, bulbs, or divisions and sold in industry standard containers.

> Surplus products may be donated to Yamhill County Food Bank at the close of market.

Vendor Options

Two categories of vendors are recognized at the market: Full Season and Pay by the Week.

Full Season vendors

> Must commit to participation in **every market throughout the season**

> Full Season vendors are allowed two excused absences

> Will be assessed a flat rate for the market season with fees made according to the timeline below

> Will have a consistent spot throughout the season

> Any Full Season Vendor who does not follow through with the commitment to participate or pay their fee according to the schedule will forfeit their location and seniority at the discretion of the Market Manager.

Pay by the Week vendors

> Will indicate on their application the dates they wish to participate in the Market

> Will be scheduled and assigned a space as determined by the Market Manager

> Will pay the weekly rate on the day they participate

Fees

No vendor fees will be refunded after May 30, 2016

New Vendors

> \$25 Application Fee (non-refundable) - due when application is submitted

Full Season Returning Vendors

> \$500 per 10x10 space for the 2016 season, consisting of 22 market days

> Payment is due with application

> With PRIOR APPROVAL from the Market Manager, Full Season vendors may make two payments of \$250.00 each

- First payment is due with application

- Balance is due on or before **May 30, 2016**

- **If the balance is not received on or before May 30, a late fee of \$20 per week will be assessed**

Full Season New Vendors

> The Market Manager will contact you within 2 weeks of receiving your application.

> \$660 per 10x10 space for the 2016 season, consisting of 22 market days

> \$25 application fee

Pay by the Week Vendors

- > \$30 per 10x10 space per week
- > Payment is due on or before the market day on which vendor is participating

Payment

- > Acceptable forms of payment include: cash, check, VISA, or MASTERCARD
- > **Checks should be made payable to the McMinnville Downtown Association**
- > All fees collected will be used to promote and operate the McMinnville Farmers Market under the auspices of the McMinnville Downtown Association

Placement

- > A “space” at the MFM is determined to be 10’ x 10’ in size
- > Space assignments are determined by the Market Manager and Steering Committee based on several factors, including: vendor seniority, overall ‘look and feel’ of market, and vendor needs for shade or proximity to other booths (e.g. wine tasting next to food samples)
- > No Vendor may sub-lease their booth space

Licensing, Compliance & Liability

- > All new and returning vendors must complete the MFM Vendor Agreement
 - All Vendors are required to either:
 - 1) Name MFM as an additional insured on their general liability policy, or
 - 2) Complete the MFM Hold Harmless Agreement and Release
- > All vendors must comply with applicable state and federal regulations and submit a copy of insurance, licensing, registration and certification with their application.
- > Violation of the MFM rules may subject the vendor to exclusion from further participation in the MFM - the MFM Steering Committee will review all violations
 - the first violation will be a verbal warning
 - the second violation will be a \$25 penalty
 - the third violation may be expulsion from the market

Vendor Set Up

- > Vendors may set up between **10:30am and 12:45pm** on market day
- > No vendor is allowed to sell goods prior to the designated start time of **1:00pm**
- > Pay by the week vendors should check in with the Market Manager to find out their assigned space
- > Vehicles are not allowed to enter the market area **after 12:30 pm**
- > Vehicles must be removed from inside the market by **12:45pm**
- > Vendors are responsible for setting up, displaying and appropriately packaging and labeling their products and must protect the quality of their products from the elements
- > Displays must be maintained in a safe, healthy and attractive fashion
- > For safety and liability reasons, **ALL VENDORS will be required be put weights on each corner of the vendor booth to keep the awning from uprooting due to wind.** If your booth space is on the grass you may elect to use stakes to anchor your awning.
- > Sides are not allowed on vendor booths.

- > Vendors will restrict their products and all parts of their display to the limits of their space

Vendor Take Down

- > No vendor may dismantle their booth in any way before the close of market - 6:00pm
- > No vehicles are allowed in the market area before 6:15pm
- > All booths must be dismantled by 7:00pm
- > Vendors must leave their space clean and free from trash and produce refuse at the end of each market – you must take your own trash with you from the market

Signage, Selling & Pricing

- > Each vendor will post a sign clearly identifying vendor or farm name, as appropriate
- > Vendors are encouraged to clearly identify the location of their farm, i.e. Joe Schmoe Farm, grown and produced in Dayton, Oregon
- > **All products that you are re-selling (adhering to the 75/25% rule at each market) must be clearly marked with signage:**
 - 1. Minimum 4" x 6" in size**
 - 2. Stating NAME and LOCATION of origin of product**
- > Pricing of vendor's products is at the sole discretion of the vendor. The MFM is not responsible for any arrangements made between vendors and customers
- > No warranty of any sort, implicit or explicit is made by the MFM regarding vendor products

Late Arrival – after 12:30pm

- > Vendors must notify the Market Manager, Renée Crank, by **10:30am** if they will be arriving late or they may lose their assigned space for that day. **If unable to reach her, call the MDA office at 503-472-3605.**
- > Late arrivals will be denied vehicle access into the market

Cancellation

- > If a Vendor is not able to participate on a committed or scheduled day, they must notify the MFM Manager at least **24 hours prior** to the start of market (If unable to reach the Market Manager, vendors must call the MDA office.)

Gross Sales Reporting

- > Vendors are requested to complete a gross sales form for each market attended
- > Vendors may choose to remain anonymous
- > Individual vendor information will remain confidential by the Market Manager with Market totals shared with MDA staff and board
- > MFM recognizes the sensitivity of reporting gross sales but believes the tracking of market sales is essential to the financial management and efficient operation of the market

General Information

MARKET ADMINISTRATION

- > The MDA employs a Farmers Market Manager to oversee the operations of the market
- > The Market Manager will be stationed at the MDA Market Information Booth and will be available at each

market to work with vendors in assigning spaces, collecting fees, problem solving and answering questions

- > The MFM, under the umbrella of the MDA, holds general liability and property insurance for its operation
- > The MFM rules are intended to be fair, in the best interest of all who participate, and in the spirit of continuing to support the local agricultural and horticultural producers and community
- > The MFM is not a forum for political or religious activities
- > Vendors may not smoke in the market sales area. We ask that you step outside the market into one of the adjoining parking lots (and encourage any smoking patrons to do the same.)

EMERGENCIES & CONFLICTS

- > Any accident or emergency situation must be reported immediately to the Market Manager
- > Conflicts or complaints should be directed to the MFM Manager or a member of the MFM Steering Committee. MFM Manager and Steering Committee will do their best to resolve issues between involved parties
- > Continuing conflicts will be resolved in a manner consistent with the rules and guidelines for conflict resolution in effect at the McMinnville Downtown Association

WIC FARMERS MARKET NUTRITION & SENIOR FARMERS MARKET NUTRITION PROGRAM

- > The MFM participates in the Oregon Farm Direct Nutrition Program (FDNP)
- > All vendors who choose to participate must learn and follow the rules outlined in the WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program Rules
- > Forms are available from the MFM Manager and/or the State of Oregon.
- > Signage for FDNP must be displayed each market day.

Contacts for further information:

Yamhill County Health Dept.

412 N Ford Street
 McMinnville, OR 97128
 503.434.7433

Oregon Department of Agriculture (ODA)

635 Capitol Street NE
 Salem OR 97301
www.oda.state.or.us

- 503.986.4720 ODA Food Safety Division
- 503.986.4670 ODA Measurement Standards Division – Weights & Measures
 Roy Cedillo Compliance Specialist 2
- 971.673.0056 Farm Direct Nutrition Program, Mari Menor, Coordinator
- 503.986.4644 ODA Plant Division - Nursery Regulation

Oregon Farmers Markets Association (OFMA)

www.oregonfarmersmarkets.org

McMinnville Farmers Market Steering Committee

The MFM Steering Committee consists of 7–8 members: the MFM Manager, MDA Promotions Coordinator, MDA-

Manager, current market vendors, and one community member. Vacancies on the committee are filled via committee appointment. The Steering Committee assists in setting long-term goals and provides support to the MFM Manager in operation of the market. They are also available to help resolve any market conflicts. The MFM Steering Committee meets the first Monday of each month January through May. Feel free to call if you have any issue that needs to be addressed by the group.

Renée Crank
Market Manager

cell: 971-241-4944
reneecrank@gmail.com

Rebecca Quandt 503.472.3605
MDA Promotions Coordinator

cell: 253-330-1273
rebecca@downtownmcmminville.com

Cassie Sollars 503.472.3605
MDA Manager

cell: 971-241-0153
cassie@downtownmcmminville.com

Aren Hinley 503.880.502
Yamhill River Farm (Market Vendor)

ahinely@gmail.com

Sarah Lynch 503.739.5006
Super Natural LLC (Market Vendor)

sarah@eatssupernatural.com

Jim Hoffman 503.538.4848
Briar Rose Creamers (Market Vendor)

jim@briarrosecreamery.com

Stacy Shellington 503.662.4810
Sky Ranch of Yamhill (Market Vendor)

skyranchpigs@yahoo.com

Beth Caster 503.472.8411
Community member

bcaster@prunw.com

Courtney Cunningham 503-970-3324
Community Plate

contact@glint-creative.com

McMinnville Downtown Association
105 NE Third Street
McMinnville, OR 97128
503-472-3605 (voice)
503-434-1274 (fax)
www.downtownmcmminville.com