



**McMinnville Downtown Association
2017
Farmers Market Handbook**

**Market Season:
May 11th – October 12th
First and Cowls
Thursdays
12:30-6:00 or 6:30 (tbd)**

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HOURS AND DATES FOR 2017 SEASON

The 2017 Farmers Market will convene every Thursday between 12:30 and 6:00 or 6:30 (tbd) pm between May 11th and October 12th.

MARKET MANAGER & STAFF

Renee Crank, the McMinnville Farmers Market Manager, oversees the operations of the market in concert with the Farmers Market Steering Committee and the McMinnville Downtown Association's Promotions and Events Manager.

Renee Crank, Farmers Market Manager

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105 NE Third St.

McMinnville, OR 97128

Sean Tichnell, Promotions & Events Manager

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105 NE Third St.

McMinnville, OR 97128

Steering Committee: Comprised of 5-9 individuals who are vendors and community members. The committee is selected through an interview and jury process.

Current Steering Committee:

Renee Crank

Jim Hoffman

Sean Tichnell

Stacey Shellington

Sarah Lynch

Beth Caster

Aren Hinley

Kyle Christenson

Objectives and Mission

1. Secure and manage the physical market site.
2. Provide services to our customers that support vendor sales, local agriculture, sustainable food systems 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 Market Manager, 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, the market Manager 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 MFM generates media and consumer interest for the market, its vendors and their products. We ask our vendors to donate products or services to promote the market as a whole as well as for individual purposes. Vendors will be featured on social media and the MDA website the week that they donate.

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 arbitration through Rebecca Quandt, the Executive Director of the McMinnville Downtown Association.

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 Market Manager should be immediately notified. The Market Manager, 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

- All market vendors are re-evaluated on an annual basis. Acceptance for one season does not guarantee acceptance in subsequent seasons.
- A complete vendor application, with copies of all licenses relevant to that business, must be submitted for review.
- Vendors will select a payment plan for the season at the time of registration.
- Vendors must sign on the application that they have read and understand the Farmers Market 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.**
- Full season vendors must pay their season fee in full prior to May 1st or make alternative arrangements with the Market Manager.
- By the week vendor fees will be collected weekly at the vendor booth toward the end of the market day.
- Forms of payment accepted include cash, checks made out to the McMinnville Downtown Association (MDA) or credit card.
- 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.
- Vendors may apply for a second space under the same name (restrictions apply) and pending approval by the steering committee.
- On a very limited basis a third space can be approved by the Steering Committee. Please inquire for qualifying requirements.

Fees

- Full Season Returning vendor: \$500.00 per space, max of 2 spaces per vendor.
- Full Season New Vendor: \$650.00 per space, max of 2 per space per vendor.
- By the Week Vendor: \$30/week per space.

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.

2. Assignment of a full season location 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.
- Benefits and disadvantages of placing select products next to each other.
- Vendor's ability to be a positive part of the MFM 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 preferred.

4. Changes in location assignment for full season vendors may occur at the Market Manager'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. **Emergency Absences** – Full season vendors are allowed only **two** emergency absences during the season. Additional absences may result in loss of vendor status.

7. Locations will be guaranteed until one half hour prior to market opening (12:00 p.m.). After this time, if the vendor has not made telephone/text contact with the Market Manager, the location may be given to an alternative vendor. In the event the full season vendor does arrive late, and their space has been forfeited, the Market Manager will attempt to find an alternative space. If no alternative space is available such vendor will not be able to participate in that market. Fees will not be refunded for unexcused absences.

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.
- Vendor's ability to be a positive part of the MFM community.
- Vendor's ability to follow the market rules.

2. 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 Market Manager a minimum of 24 hours in advance will be subject to a penalty fee of \$15.00 for that day. This \$15.00 fee must be paid before another date will be given to participate in the market.

4. More than two unexcused absences may result in loss of vendor status.

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 Market Manager, not to customers or other vendors. Discussions regarding concerns will be solution driven.
3. Vendors who wish to smoke must leave the market grounds to do so.
4. No hawking or shouting or 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.

Signage

1. Vendors must appropriately sign their booths to identify the business name and location represented.
2. Vendors who are applicable to accept SNAP/Food Stamp/WIC benefits must post a sign indicating this.

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 Market Manager.
2. Vendors must stay within their allocated space while selling and may not distribute samples or literature outside their stall area without approval from the Market Manager.
3. 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.
4. 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 debris in the vendor's booth must be collected and the area left clean.
4. Vendors are responsible for adhering to the Zero Waste guidelines set forth in this manual.
5. Vendors may not bring pets to the market without prior approval by the Market Manager.
6. Selling before the opening bell of the market is strictly forbidden.
7. All scales used for weighing customer goods must be certified by the Oregon Dept. of Agriculture, Measurement Standards. Scales must be licensed annually.
8. All vendors selling at the market are required to provide the market with proof of liability insurance, naming the MFM as an additional insured, **or** supply the Market Manager with a completed Hold Harmless Agreement.
9. Vendors are not allowed to drink alcohol on premise during the market day (with the exception of wine tasting from the weekly wine booth at the market).

ZERO WASTE

Americans produce enough landfill waste to fill **86,000 football fields of 6-foot-deep compacted trash annually**. To help combat this, the McMinnville Farmers Market is committed to being a Zero Waste event. Being zero waste means choosing environmentally friendly products for product packaging, food vending, or bagging and diverting at least 90% of single-use materials from landfills and incinerators to recycling or composting.

All vendors in the McMinnville Farmers Market are required to provide environmentally responsible product packaging and ancillary materials whenever possible. If you feel you cannot adhere to this, please contact the Market Manager no later than April 1st, 2017 to schedule an appointment with the Steering Committee.

All materials provided to customers should be sustainable, recyclable or compostable as much as possible. Our goals are to **maximize the use of compostable tableware**, utensils, takeout containers, and product packaging/bags to **minimize the amount of plastic waste**. Note that little to none of the single-use tableware and utensil items are recyclable: they are either compostable or they go to the landfill.

Approved Recyclable / Compostable Products

- Reusable shopping bags
- Checkerboard food trays
- Paper or cardboard takeout containers
- Paper napkins
- Paper plates / bowls
 - Chinet
 - AJM packaging
 - **All-paper** plates can be composted by Recology's process.
 - Sugarcane fiber products
 - ** Corn or Potato starch "compostable" products such as Taterware™ are great, but unfortunately not compostable by Recology's process.
- Paper Straws
- Wood/Bamboo utensils (i.e. forks, spoons, knives)
- Wooden toothpicks or skewers
- Checkerboard wrapping paper, or other paper that **does not contain plastic**.
- Unlined paper cups
 - "Bare" cup by SOLO
 - Primeware products
 - Equal Exchange cups

- These all-paper cups are lined with an Ingeo bio-plastic that is fully compostable in this small amount.

Borderline Products

These are products that we would prefer not be used if possible, as they are not locally recyclable. Either they can be recycled or composted at a different facility or there is simply no viable alternative as yet. **Use of any materials essential to your business operations that are not locally recyclable or compostable and must be transported to outside recycling facilities will incur a nominal disposal fee of \$5.00 per market day.**

- Clear plastic cups marked with #1, #2 Plastic-cup lids
 - There is no viable alternative for the plastic-cup lids at this time.
- Cups made from Ingeo bio-plastic are compostable, but not by Recology, so they are not recommended.
- Paper bags
 - Paper bags are preferable to plastic in that they are compostable, however the amount of trees and fresh water used in their manufacture make them unsustainable for single-use consumption.

Prohibited Products

- Anything made from Styrofoam.
- Fold-Pak or BioPak food containers due to the shiny plastic lining that is not compostable.
- Plastic Utensils
- Plastic bags
- Plastic Straws
- Non-recyclable plastic cups
- Plastic stir-sticks and sample-cups: There are wood & paper alternatives available.
- Individual garbage cans for public use.
 - **All waste at the MFM must be separated into recyclable, compostable and landfill categories. If you have waste disposal containers at your booth, you must ensure these materials are separated and bring them to the Zero Waste booth at the end of the market for proper disposal.**

VEHICLE LOADING AND UNLOADING

1. Vendors will be assigned an arrival, set-up, and departure order to ensure the smooth and orderly assembly and tear down of the market. **No vendor set up will occur prior to 10:00 a.m.**
2. Vendors are required to arrive in the order they are assigned in the direction of normal traffic flow for set-up and for tear down.
3. 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.

4. Vendors may not drive a vehicle into the market after 12:00 p.m. after which market entrances will be barricaded. Any vendor arriving after this time must carry their booth, tables and product into the market.
5. Vendors will not disassemble booths before closing time unless the Market Manager has granted special permission.

Vendor Parking

Parking is in short supply in the McMinnville Downtown area. **This impacts sales for the market.** If customers cannot park, they will simply drive away. Therefore, we are strictly monitoring vendor parking.

1. Vendors are required to park in the following locations (TO BE NOTIFIED with a map provided).
2. Vendors are required to provide the Market Manager with the make/model and license plate number of all vehicles that will be parked during the market day.
3. If a vendor's vehicle is parked out of a designated area, that vendor will be fined a \$15.00 parking fee and will NOT be allowed to participate in the market until that fee is paid. This applies to ALL vendors.

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 market information booth using their EBT cards. SNAP tokens can be used for all food intended to be eaten at home. This includes nonalcoholic beverages, snack foods, soft drinks, candy and ice. 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, non-food items.

- All eligible vendors are required to participate in the token program.
- All tokens have the MFM 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 than a non-SNAP customer or a surcharge for accepting SNAP benefits.
- 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 market reimburses vendors at the end of each month. Checks will be mailed promptly or distributed to vendors at the following market day.

PRODUCT EXCLUSIVITY

The Market does not guarantee any vendor the exclusive right to sell any product. The customer often benefits from having multiple vendors selling the same product. The Market Manager and Steering Committee will determine when a product category is adequately represented and make the decision to deny or approve 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 Market at the beginning of each season for re-evaluation and approval.
2. All food vendors must attend the Market for the full season. Advance notice of at least 24-hours must be given to the Market Manager 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 in the online appendix.
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.
3. Certificate of Product Liability Insurance listing the McMinnville Farmers' Market as an additional insured or Hold Harmless Agreement.

PRODUCT GUIDELINES

All contact information for Government Agencies can be found at the Appendix link on the Farmers Market webpage at: www.downtownmcminnville.com/farmersmarketappendix

Product Requirements

All products must be grown, raised, produced or collected in Oregon. 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 resale produce. All products sold by vendors must be produced by that vendor unless specific permission is given by the Market Manager and the approval of a Steering Committee.

The McMinnville Farmers Market reserves the right to:

- Prohibit any vendor from selling a particular product in the market.
- Prohibit any product from being sold 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 Market Manager prior to being sold. If an accepted vendor wants to sell an item not previously approved, the Market Manager 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.
3. 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 the Market.
2. Any product labeled “Organic” must be certified as such and the license must be posted at the booth.

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 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. McMinnville Farmers Market defines a feedlot as a confined feeding operation where a vendor's livestock would be sent for "finishing" prior to processing.
3. 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.
4. 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 Market Manager.
5. All meat products sold at the McMinnville Farmers Market 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.

6. 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.
7. Vendors will be required to submit a complete product list of all species intended for sale with their annual application.
8. 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 Market Manager.
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.
 1. If you are processing the fish yourself, a Food Processor's License from ODA Food Safety is required.
 2. 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.
 3. 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

The market 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 Market Manager must approve these products in advance.

MCMINNVILLE FARMERS MARKET INCLEMENT WEATHER POLICY

The MFM has a general policy of staying open in inclement weather unless the Market Manager determines that the situation poses a threat to vendors or customers. The Market Manager in conjunction with Rebecca Quandt, MDA Executive Director will decide if a vendor booth fee refund is deemed appropriate if the market is closed due to weather.

Excessive Rain/Flooding

The Market Manager will decide, in conference with the MDA Executive Director, Rebecca Quandt, alternative hours/closing if deemed the market vendors would not benefit or would not be safe or secure if the market were to be open.

High Winds

All vendors are required to weight down their canopies with adequate weight to keep it on the ground. Canopies must be weighted on all four corners. The Market Manager may require canopies to be taken down that are at risk for taking flight either due to inadequate weights or high winds.

Lighting Policy

In the case of lightning, the following 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 and if necessary, enter a nearby building.

Emergency Plan

In the case of any unforeseen emergency; please communicate with the Farmers Market Manager for a plan of procedure.