



Pendleton Farmers Market

300 block of Main St.

P.O. Box 747

Pendleton, OR 97801

Phone: 541-969-9466

pendletonfarmersmarket@gmail.com

pendletonfarmersmarket.net

2022 PFM Vendor Guidelines

Make it, Bake it or Grow it Yourself – and Sell it at PFM!

OUR MISSION AND OBJECTIVES

The Pendleton Farmers Market (PFM) is a membership-based 501 (c) (6) non-profit organization whose mission is “to strengthen diverse community relationships by providing a vibrant gathering place in downtown Pendleton that offers local fresh and prepared foods and hand-crafted goods while providing regional producers with a profitable business environment.”

To support regional farmers and entrepreneurs we encourage vendor participation from the local area which includes counties that border Umatilla County. The local area includes Umatilla, Union, John Day, Morrow, Walla Walla and Benton Counties. Vendors from outside the area will be considered if they have products that are not produced by local vendors, extend the availability of products at PFM, or have superior quality of the product. **The decision for any vendor acceptance is made by the Market Manager.** The Market aims to be predominantly agricultural growers and “value-added” food products. Artisans and foods that are prepared and consumed on the premise should comprise less than 50% of the Market stalls. **The Market Manager has discretion to assign stalls with the diversity and quality of the market in mind.**

Vendors must apply annually and submit all required licenses. Any vendor who is selling food (including but not limited to produce, eggs, meat, prepared foods) is required to submit proof of product liability coverage. Vendors must be in good standing (no previous safety, selling or regulation infractions) and their products must be approved by the Market Manager before they are allowed to become PFM members and sell at Pendleton Farmers Market.

Application does not guarantee a Market space. Vendors will be accepted to PFM based on the quality, locality and diversity of their products. Those who are accepted as vendors to PFM must pay a membership fee. Market membership grants vending and annual meeting voting rights and representation on or with our Board of Directors.

PFM works to maximize the Market exposure and shopping experience for customers through community organizing, promotions, advertising and special events. To further our community connections, we coordinate and partner with community organizations who have market-supportive missions. Our aim is to be self-sustaining and community-supported through fundraising, outreach and Market fees. Your participation and support ensures the proper management, security and longevity of this community-based Market.

MARKET LOCATION AND HOURS

The Market is situated on the 300 block of south Main St. in Pendleton, between SE Emigrant and Dorian Avenues. The Market will be open to the public on approximately 24 Fridays (except during Round-Up week) from 4:00 p.m. until 7:00 p.m. (or dusk whichever comes first) from the first Friday in May through the 3rd Friday in October unless otherwise determined by the Board of Directors. Market registration takes place on the corner of SE Main and Frazer Street 2:00 p.m. to 3:15 p.m. on Fridays the market is in session.

FOR THE SAFETY OF CUSTOMERS, DURING MARKET SET-UP, NO SALES BEFORE THE OFFICIAL OPENING ARE PERMITTED. The Market Manager may open earlier if he or she determines that vendors are ready for sales and there are no safety concerns. The Market Manager may also close the market early if conditions such as weather, darkness lack of customers or other conditions exist.

GENERAL PRODUCT GUIDELINES: *Make it, Bake it or Grow it...*

All produce, prepared foods and crafted goods must be locally or regionally grown, collected or produced by the vendor, and identified through appropriate signage as such. **No U-pick or resale products allowed. Vendors found to be selling goods other than their own, and/or bought wholesale or from distributors will be penalized and/or barred from the PFM:**

- Fruits
- Vegetables
- Herbs
- Flowers
- Meat, eggs, honey and cheese
- Other agricultural and horticultural produce (such as bedding plants, native plant starts, dried gourds)
- Value-added foods and prepared food items (see below for separate guidelines for value-added and prepared foods)
- Collected products refer only to non-cultivated items such as wildflowers, wild grasses, berries, and so on.
- Selected handicrafts

An on-site farm inspection will be required of all new agricultural vendors. Returning agricultural vendors may be visited at the discretion of the Board of Directors or the Market Manager. Farm inspections will be conducted by the PFM Market Manager, a PFM Board member or an official representative of the PFM board. Crop information provided on the PFM vendor application will be used for the on-site visit. PFM may also use farm inspection information from other farmers markets to determine compliance.

PRODUCE, PREPARED FOODS & COTTAGE INDUSTRY REQUIREMENTS

Produce

All produce must be high quality. Produce should be insect-free, fresh, and have no residual that cannot be removed by normal washing. All produce must be guaranteed to be fresh. The Market Manager reserves the right to request any vendor to remove any merchandise deemed unacceptable or inappropriate to the Farmers Market. Produce must be priced and labeled by Market opening. Be prepared to answer questions related to farming-practices and chemical usage.

***Produce of lesser quality for use in preserving, canning or jam-making may be sold if clearly labeled as such.**

Landscape, Bedding Plants, and Flowers

All plants must be propagated by the vendor from seed, cuttings, bulbs or plant divisions. All products offered for sale must have been grown by the vendor and must have been under the vendor's control for a minimum of sixty (60) days.

Sellers of plants, bulbs, and in some cases seeds for planting, must be licensed by the Oregon Department of Agriculture if gross sales exceed \$250.00 in a state fiscal year, which runs from July 1 to June 30. This includes sellers of trees and Christmas trees. The license is called a Nursery License, ranges from \$75.00 to \$20,000 and is good for one year.

A Temporary Non-Profit License may be issued for one day to a non-profit organization wishing to sell nursery stock. This license may be applicable to your group's roadside operation or stand at the farmers' market. In some situations, a portable license is available if selling from different locations.

Contact:

**Oregon Department of Agriculture
Plant Division
635 Capital Street NE
Salem, OR 97301-2532
Tel: 503-986-4644**

Edible, Value-added & Prepared Food Products

Food items which can be sold at the Market are honey, eggs, cheese, meats, poultry, seafood, nuts, jams, jellies, preserves, sauces, candy, bread, baked products, and cider or juices which are made from produce grown or gathered by the seller. It also includes freshly made foods for sale and immediate consumption on-site. Franchised food is not allowed. Commercially prepared mixes, shells, fillings, beverages, syrups, and so forth are discouraged. Priority will be given to self prepared foods and those food vendors who prepare foods using local ingredients.

Appropriate refrigeration of perishable items is required. At the Market Manager's discretion, all such foods may be judged before they are allowed for sale in the Market. Preference will be given to vendors who use Market ingredients. No "sit-down meals" or dining allowed in a vendor stall. PFM provides a few tables that may be used by patrons.

All prepared foods must be from a licensed or certified kitchen and/or under a temporary restaurant license and presented in compliance with the Umatilla County Health Department and the Food Safety Division of the Oregon Department of Agriculture and the Oregon Department of Human Resources Health Division guidelines. For Umatilla County, call the Environmental Health Specialist, at 541- 278-5432 or email health@co.umatilla.or.us, for more information. Vendors must be able to present all required licenses and/or permits. Processed foods must be stored and/or displayed off the ground, at the proper temperatures, either on tables or from a vehicle.

All vendors of prepared foods, both value-added and on-site consumption foods, must be pre-approved prior to Market day. To obtain pre-approval, contact the Market Manager at 541-969-9466 to discuss your product. You must call by Wednesday of the week you wish to attend the Market. **The Market welcomes food vendors, but discourages direct competition with Main Street restaurants on the 300 block.** Vendors are discouraged from offering food products similar to those sold at restaurants on the market block and may be disallowed at the Market Manager's discretion.

Cottage Industry — Crafts & Other Goods

Crafts, artwork, inedibles such as herbal products, personal care and beauty products, and other items not specified under the previous paragraphs may be offered for sale. **Crafts** refer to home-crafted products personally created by the vendor. The Market does not allow re-sale of crafts bought from distributors or other artisans and resold at the market. Production materials optimally come from regional sources or are fabricated by vendors themselves. The Market Manager and Board of Directors reserve the right to inspect a place of business, and to judge items brought to market for best product quality and diversity.

VENDOR OBLIGATIONS AND RESPONSIBILITIES

To support regional farmers and entrepreneurs we especially encourage vendor participation from **Umatilla County and surrounding area of Union, John Day, Morrow, Walla Walla, and Benton Counties.** Vendors from outside of the counties listed will need to demonstrate on their applications that they are selling produce or a product not offered by any other vendor from the counties listed.

Vendors must apply annually, be in good standing (no safety, selling or regulation infractions), and their products must be approved by the Market Manager before they become PFM members and sell at Pendleton Farmers Market. Application does not guarantee selling rights or a Market space. Vendors will be accepted as members of PFM based on the **quality, locality and diversity** of their products. Producers who are accepted as vendors to PFM must pay a membership fee prior to their first day of sales. Market membership grants voting rights and the opportunity for representation on or with our Board of Directors.

Vendors are responsible for informing themselves about and complying with state and local health and licensing requirements governing the production, display, sampling and sale of their products. Vendors must comply with the rules governing farmers' markets as covered in the Oregon Department of Agriculture's "*Farmers' Market Guidelines: Minimum Requirements for Food Safety*" and the "*Direct Marketing Handbook*". Scales must be accurate and meet National Type Evaluation Program requirements. For more information call ODA Weights and Measurements Standards: 503-986-4670.

Vendors who choose to participate in the USDA/Oregon Dept. of Agriculture **Farm Direct Nutrition Program** must register first and follow the rules outlined for the current Oregon Farm Direct Programs, available from the State of Oregon, Department of Agriculture*. For more information call 503-872-6600, or visit their website (see below). In 2022 the PFM will be accepting the Oregon Trail SNAP Electronic Benefits Card (EBT). Wooden tokens will be issued to customers for use at appropriate vendor stalls (this includes fresh produce and packaged foods only). Vendors can redeem tokens at the PFM booth. Redemption of tokens by unauthorized vendors will result in vendor being penalized.

At the time of registration, the vendor shall provide copies of any permits and licenses applicable to the sale of their product. Examples include certification for organically grown produce, nursery licenses, and licensed kitchens for processed foods. Vendors * ODA website (for food safety, WIC& Senior coupons, etc): www.Oregon.gov/ODA must display signs that show business/owner names, products and prices, as well as Nutrition Program signs.

Pricing

The PFM is not a wholesale market or an outlet for excess produce from large producers. The market was established to provide a space for local family farms and home based businesses to sell their produce, processed foods and handicrafts at or near retail prices. Product prices are set by each vendor based on his/her costs. PFM does not set prices. All prices should be clearly posted on each product.

MARKET STALL RESPONSIBILITIES

Stall Displays & Signage

Attractive displays are a boon to your sales and very important to us, to you, and to your customers! You are encouraged to utilize only one stall, and in being creative in your displays and merchandizing. Vendors may opt to share a space with another vendor. Please confirm this in writing with your partnering vendor. Both must be approved member vendors but the stall fee may be shared on any day that **both are present** and selling from the same vending space.

All food items must be displayed and/or stored above ground at appropriate temperatures. They must be in appropriate containers on the truck or on tables. Vendors are responsible for creating attractive stall displays including signs with a minimum of 2" lettering identifying your farm, business or personal name and location of your business. Product labeling is required and prices must be clearly marked prior to Market opening. Baskets, bins, and shelves make for more efficient use of stall space than single layer table tops. Colorful, vertical, and clearly labeled products attract more customers and improve sales. Vendors may be asked to upgrade their stalls or displays to enhance their appearance and that of the PFM. **Vendors are reminded they are members of the PFM and represent the market to the public. A friendly, courteous and professional image and attractive display of produce will draw in an appreciative customer base.**

Cleanliness

Vendors are responsible for maintaining their space in a clean and attractive manner with attention to public safety and respect for the use of this public space by others following the market day. Vendors must provide a garbage container and remove their own garbage from their stall space(s) after the market closes. Note: City of Pendleton garbage cans are not for vendor refuse. Failure to follow these guidelines could result in exclusion from the market. Each vendor must provide their own tables, certified scales, signs, containers, change, and pricing. Vendors are responsible for securing canopies and awnings to resist disturbance/movement by wind.

The more clear, efficient and inviting your merchandise display, the greater your sales will be. Vendors may be asked to contribute produce or products towards periodic promotional events, fundraisers and giveaways for Market customers. For example, vendors may be asked to donate a basket of berries or a melon for a "Market Basket" giveaway for customers. Please support the Market by participating in these events.

We are required by the local Fire Marshall to have a clear fire lane at all times during the Market. **The double center line on Main Street defines the western edge of the fire lane and extends eastward for a distance of 10 feet to allow emergency vehicles to pass if necessary.** The fire lane also doubles as the pedestrian walkway and selling aisle.

REGISTRATION AND VENDING ARRANGEMENTS (see market map also)

The Market aims to be predominantly agricultural growers and “value-added” agricultural products. Artisans and prepared food vendors who prepare food on site should be less than 50% of the stalls available. The Market Manager has discretion to assign stalls with the diversity and quality of the Market in mind. *All goods must be made or grown by the vendor themselves.*

Vendors who are accepted to sell at PFM must pay an annual \$25.00 market membership fee which helps cover market expenses and allows for vendor voting rights at the Annual Meeting.

PFM has limited access to water and electricity. Vendors requiring electrical power are responsible for providing their own outdoor extension cords and covers to prevent tripping over portions of cord in areas accessed by customers. Vendors who need electricity are encouraged to contact the Market Manager at 969-9466 prior to Market day to ensure that a space near power access is available.

Vendors are solely responsible for all product liability. Vendors must carry appropriate general and product liability insurance. PFM is not responsible for any loss or damage incurred by vendors.

Vending Stall Fees & Assignments

The PFM are guests on Main Street. We are beginning to be cramped for space on the 300 block. PFM suggests those who wish to reserve two spaces to think of creative ways to reduce space needs.

There will be 3 vendor stall sizes available in 2021. There will be 11' x 10' spaces on the Eastern side of the street and 12' x 18' and oversized (more than 12' wide) on the Western side of the street. Agricultural vendors will be given preference for the spaces on the Western side (shady) because their product is perishable. Stall space rental is \$15.00 per week for eastside spaces and \$30.00 (12'X18') or \$35.00 per week for oversized westside spaces. Produce vendors with vehicles that do not fit into this space size must pay for additional stalls if available, or off-load and remove vehicle to parking lot. **Vendors requesting more than one stall space may be harder to place than those with single-space requirements, and will be granted an extra stall only if there are unfilled spaces. Space fees are due on the day the space is used.**

Unreserved spaces or those that are reserved but not being used, are assigned on a first-come, first-served basis. The Market Manager reserves the right to reassign stalls for the safety and overall consideration of the Market needs.

To optimize market diversity and vending opportunities, PFM reserves the right to offer limited reserved (or fixed) spaces and variable spaces. Please verify with the Market Manager for reserved space availability prior to submitting your application. PFM also reserves the right to grant only one seasonal reservation stall per vendor with a maximum of two. The seasonal reserved space fee is \$100.00 for West side spaces and \$50.00 for East side spaces in addition to the membership fee plus weekly space rental. To enhance selling area and product display, vendors are highly encouraged to exercise their creative merchandising skills by displaying products vertically rather than horizontally or by removing vehicles.

If a vendor with a reserved space does not show up or has not contacted the Market Manager by 3:00 p.m. their space will be released to another vendor for use that specific Friday.

Vendors are encouraged to evaluate closely their need to reserve stalls. PFM does not like to turn away any vendors because of the lack of stall space. Vehicles take up a lot of space so if some produce vendors can unload their vehicles and removed them; this provides a much bigger area for sales. Please consider creative marketing and other options in lieu of reserving extra stall spaces.

Youth Vendors

The Pendleton Farmers Market Board wants to encourage youth entrepreneurs at the market. PFM will allow those vendors between the ages of 10 to 15 who meet the other requirements to pay a reduced stall fee of \$5.00. Youth vendors must pay the \$25.00 membership fee.

Vendor Registration, Parking and Stall Assignments — (2:00 p.m. - 3:15 p.m.)

Member vendors and new vendors will meet in the parking lot at SE Main & Frazer Street prior to entering the Market block on Main Street. Registration will begin at 2:00 p.m. Vendors will receive their stall number & fee envelope and wait in the parking lot until the Main Street Market block is ready for stall set up. **LATE ARRIVALS (after 3:30 p.m.) MAY BE REQUIRED TO PARK OUTSIDE AND CARRY THEIR SUPPLIES OR PRODUCE INTO THEIR MARKET STALL SPACE.** Vehicles must be parked in vendor stall(s) or off the street by 3:45 p.m. Vendors must be in place and ready to sell no later than 4:00 p.m. and remain open until the market closes at 7:00 p.m. or dusk, whichever time the Market Manager declares the Market closed for the evening. **FOR CONSISTENCY, TO BE FAIR TO VENDORS STILL SETTING UP AND FOR THE SAFETY OF CUSTOMERS, PLEASE--NO SALES BEFORE OFFICIAL MARKET OPENING. NO MOVEMENT OF VEHICLES WILL BE ALLOWED BETWEEN OFFICIAL MARKET OPENING AND CLOSURE.** Exceptions to this may be granted by the Market Manager. Vendors allowed into the market and vehicles (including blocked vehicles) after 3:45 p.m. must be escorted by market staff for the safety of market patrons and others in the market area.

Agricultural vendors may park their vehicles in the “standard” space provided the “selling area” (vehicle, display tables, awnings, etc.) does not encroach on adjacent spaces. Vendor parking is not permitted in eastside spaces. **Tents and awnings with proper tie-downs are encouraged to provide both vendors and customers with shade.**

“Community Booths” – Outreach, Education, Fundraising & Entertainment

(No petitions or campaigning)

The Market is not a forum for political or religious activities. Local non-profit organizations and individuals or groups performing appropriate entertainment may reserve a space at the Market, when available, at the discretion of the Market Manager. Outreach, education and fundraising activities are permissible, but must be approved by the Market Manager prior to the Market. A \$10.00 stall fee may be charged for fundraising tables. Sale items are subject to all requirements in these guidelines (e.g. no pre-packaged, commercially-prepared, unhealthy, “carnival-style” foods). Please call 541-969-9466 for pre-Market approval.

General Vendor Information, Licensing and Regulatory Contacts:

Pendleton Farmers Market website: www.pendletonfarmersmarket.net

Public Health Division, Umatilla Co.: Joseph Fiumara Environmental Health Specialist
541-278-5432. joseph.fiumara@umatillacounty.net.

OR Dept. of Agriculture, Food Safety Inspector: Melissa Ney 541-966-8088
mney@ODA.state.or.us

ODA Weights and Measurements Standards: Alan Sweet 503-881-9657.
asweet@ODA.state.or.us

ODA website (for food safety, WIC& Senior coupons, etc): www.Oregon.gov/ODA

SNAP (Food Stamp) Program website: www.fns.usda.gov/fsp

Oregon Farmers Market Association website: www.oregonfarmersmarkets.org

Oregon Rural Action www.oregonrural.org

PENDLETON FARMERS MARKET OBLIGATIONS

Market Liability Insurance

PFM has general commercial liability insurance coverage for the PFM only, which includes fire, medical, personal and advertising injury as it occurs within the Market. **Vendors are responsible to have their own product liability insurance.**

The Market Management

The Market Manager's job is to implement Market policies. This includes overseeing Market set-up and closing, stall assignments and collection of all fees, providing information on membership and Market policies and assuring vendor compliance with all Market policies. The Manager will make stall assignment decisions based on available space in the market and need for specific products. The Manager will receive and address public concerns and vendor complaints.

The Manager is also the conduit between the vendors/customers and the PFM Board. The Market Manager has complete authority to interpret and implement policy on the Market site; including the authority to rescind stall space for just cause.

The Market Assistant may perform the duties of the Market Manager in his or her absence or as directed by the Market Manager.

Grievances of Any Nature

Grievances should be placed in writing and sent to the PFM Board of Directors, or given to a PFM Board member during market hours. This includes product disputes regarding agricultural products, and Market operations.

Product Disputes

It is the intent of the Market to offer customers fresh, high quality farm direct products. The Market Manager, a Market Board member or any vendor may challenge products offered for sale. Challenges may be made for products not adhering to the PFM Vendor Guidelines, for poor quality, resale, or for any misrepresentation of product.

Any challenge must be signed by the person bringing the challenge and supported by verbal or physical evidence of the offense. A **Product Challenge** form is available from the Market Manager. A challenge may be made only on the day the violation is observed; challenges alleging wrongdoing on past occasions will not be accepted.

Upon acceptance of the written challenge, the Market Manager will immediately deliver it to the challenged vendor. The Market Manager will conduct an investigation as conditions permit upon delivery of the challenge. A vendor receiving a challenge must, prior to the next Market day (Friday to Friday) admit or deny the challenge in writing (letter or email), and may also present a statement and evidence. Failure to admit or deny a challenge may result in a determination that the challenge is valid.

The Market Manager, PFM Board members or the representatives will investigate the challenge and have discretion to visit the farm or place of production of the vendor subject to the challenge. Refusal to admit Board Members, the Market Manager or their agents to farmed property or the location of production may result in a determination that the challenge is valid.

The Market Manager and two Board members will, prior to the Market day following a challenge, issue a written determination of the challenge and impose sanctions upon a finding that a violation has occurred.

A finding that a violation has occurred will result in the following sanctions:

- First offense — one-week suspension or written warning.
- Second offense — forfeiture of space(s) for remainder of season. In order to participate in the following year's Market, the suspended vendor must make application to the Market's Board of Directors prior to the following season.
- No refunds will be made in the event forfeiture occurs.

Customer complaints will be forwarded to vendors and kept on file each season. Complaints may result in disciplinary action including removal from the Market.

Right of Refusal

PFM reserves the right to prohibit anyone from selling any produce or product. If the Market Manager determines that a poor quality product is being sold, and two other vendors inspect the product and agree, the vendor may be asked to withdraw that product from sale. At the discretion of the Market Manager, a product may also be withdrawn from sale in response to customer complaints or if the produce/product does not originate from the vendor's farm. At the Market Manager's discretion, on-site farm, kitchen or business location inspection may be required.

The PFM is not responsible for loss or damage. There will be no discrimination according to race, color, creed, sex, religion, sexual orientation, age or nationality. Proselytizing, certain types of advocacy, military recruitment and political campaigning are **not** allowed. Petitions are not permitted in the Market.

Volunteers

The Market is operated by a volunteer Board and assistants. We appreciate your support and input regarding our performance and future possibilities. We also welcome your participation and encourage you to refer others who can lend energy to the success of this community and regional economic marketing effort. The Market gratefully acknowledges the businesses, organizations and community members who helped make Pendleton's Farmers Market a success:

- Pendleton Chamber of Commerce
- City of Pendleton
- The Farmers and residents who are committed to making this the best Market ever!

For more vendor information, contact the Market Manager at (541) 969-9466 or write:

**Pendleton Farmers Market
P.O. Box 747
Pendleton, OR 97801**

Additional information is also available at the "Vendor Information" link on the Pendleton Farmers Market website at <http://pendletonfarmersmarket.net>.