



2010 GUIDELINES & POLICIES

Thank you for your interest in vending at the Queen Anne Farmers Market (QAFM). Understanding and agreeing to these Policies and Guidelines is necessary for your participation and success. Please print and save for your records.

I. ABOUT US

The Queen Anne Farmers Market Association (QAFMA) is an independent, nonprofit organization committed to preserving farmland and growing community through an "all food and farm" farmers market. Our fiscal sponsor is Queen Anne Neighbors for Responsible Growth (QANRG), a 501c3 nonprofit organization. QAFMA is a member of the Washington State Farmers Market Association.

SITE: W. Crockett St. (street closure), in the center of the retail district and along its main corridor. QAFM enjoys high visibility and a loyal customer base. In 2009, the market had an average of 27 vendors 1,000 daily customers, and an increase of 10% in vendor sales over 2008.

WEBSITE: www.qafma.org **TWITTER:** @qafarmersmarket **FACEBOOK:** www.facebook.com/qafma

MESSAGE LINE: 206.428.1983 **FAX:** 206.286.1025 **EMAIL:** qafarmersmarket@gmail.com

QAFMA DIRECTOR: Julie Whitehorn **ONSITE MANAGER:** To be announced.

SEASON: Thursdays, 3-7 pm, from May 20 to October 7th with a Halloween event on Saturday, October 31. *The Market may stay open until 8 pm in midsummer at the discretion of the Manager .*

Weather conditions may necessitate the closure of the Market due to safety concerns. This closure will be at the Manager's discretion. QAFMA will not be responsible for any injury or loss of property when a Market is officially closed for weather conditions. Dates and hours may be subject to change.

III. WHO CAN SELL WHAT

Products sold at the Market are generally limited to five categories, listed below as A through F. Vendors in each category must be Washington State farms or businesses, and may only sell what they grow or make themselves. Each vendor's application for a Permit to Sell shall state what is grown/produced/made by the vendor, and what products the vendor intends to sell at the Market.

Vendors may only sell products listed on their applications. If a vendor wishes to later add or discontinue a product, they must inform the Manager. Requests for adding new products to sell will be addressed on a case-by-case basis by the QAFMA.

A. FRESH FARM PRODUCTS: Includes fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats, fish and shellfish. Also included in this category are fresh cut flowers, nursery stock, and plants, and foraged items such as wild herbs or mushrooms. All fresh farm products must be grown or produced in Washington State. All fresh farm products must be grown, produced, or foraged by the farmer/vendor. Any violation of these rules will result in the product being automatically removed from the vendor's tables and possible revocation of the vendor's Permit to

Sell. Interpretation of this rule is at the Manager's discretion.

Only farmers, ranchers, fishers, apiaries, nurseries, and foragers may sell fresh farm products. Farmers and nursery operators must propagate all plants and flowers from seed, cuttings, bulbs or plant division. Honey vendors must be the owner-operators of bee hives from which they sell honey. Vendors must be active owners/operators of the farming operation and may not be operating the business under a franchise agreement. All dairy, eggs, poultry, honey, meats, fish, shellfish MUST carry product liability insurance.

B. VALUE-ADDED FARM FOODS: Includes preserves, jams and jellies, cider, wine, distilled spirits, syrups, salsas, smoked or canned meats or fish, dried fruit, flours, salad dressings, and limited on-site processed farm food such as roasted peppers & roasted peanuts. Wines allowable for sale at the Market must use grapes and fruit grown in the five wine appellations of Washington State.

All value-added farm foods must be made from raw products and ingredients, a majority of which are grown and produced by the farmer vendor. The vendor must also be the creator of the value-added farm foods being sold (i.e. personally cooking, canning, baking, or preserving the product itself or supervising their own raw ingredients used in accordance with their own recipes in a permitted facility). Value-added farm foods in which the majority of the ingredients are NOT grown and produced by the farm vendor cannot exceed 20% of total displayed inventory. Situations where third-party processing is deemed necessary (e.g. fish that is canned by a third party) will be considered on a case-by-case basis. All processed foods must have the proper permits and licenses as required by the WSDA, City of Seattle, and Seattle-King County Health Department. Vendor must be an active owner/operator of the farming operation and may not be operating the business under a franchise agreement. All processed value-added farm foods must carry product liability insurance. Copies of proof of insurance must be provided to the QAFMA. All processed foods must be properly labeled (see section VIII).

C. DRIED FLOWERS, CRAFTED FARM PRODUCTS: Allowed are: bouquets, wreaths, roping, arrangements and displays of fresh and dried flowers, vegetables, vines and gourds. Beeswax candles are allowed by honey producers only. Only vine and woven wood baskets from farmers are allowed. Other non-edible crafted farm products will be considered on a case-by-case basis. These items must be grown, foraged and produced by the vendor on the vendor's own farm. These items are intended as a supplement to fresh produce, value-added farm goods, or nursery/flower inventory and cannot exceed 25% of total displayed inventory per Market day.

These percentages may vary upon approval by the QAFMA. Vendor must be an active owner/operator of the farming operation and may not be operating the business under a franchise agreement.

D. PROCESSED FOODS: Includes juices, ciders, preserved foods, salad dressings, jams, wines, breads, pastries, baked goods, pasta, granola, and related take-home foods, not prepared on-site. Vendor must be an active owner/operator of the business and may not be operating the business under a franchise agreement. Wines allowable for sale at the Market must use grapes and fruit grown in the five wine appellations of Washington State.

Processed foods must be produced by the vendor from raw ingredients. Vendors in this category are those who have cooked, baked or otherwise treated the product they sell. No commercially prepared dough mixes, crusts, shells or fillings are allowed. Our intent is to support local agriculture. It is expected that the vendor will use raw ingredients that are grown in Washington, as appropriate for the product, and when possible, use products from participating Market farmers. All processed foods must have the proper permits and licenses as required by the WSDA, City of Seattle, and Seattle-King County Health Department. All processed foods must carry product liability insurance. Copies of proof of insurance must be provided to the QAFMA. All processed foods must be properly labeled (see section VIII).

E. PREPARED FOODS: Allowed are freshly-made foods available for sale and immediate consumption on-site. Vendor must be an active owner/operator of the business and may not be operating the business under a franchise agreement. When selecting prepared food vendors, priority

will be given to vendors preparing food from raw ingredients grown and/or produced in Washington State and by participating Market farmers. Vendors must have the proper permits and licenses as required by the City of Seattle, Seattle Fire Department and Seattle-King County Health Department. All prepared foods must carry product liability insurance. Copies of proof of insurance must be provided to the QAFMA. All prepared food vendors must carry a current City of Seattle business license.

F. OTHER: QAFMA may allow, on a case-by-case basis, vendors selling nonfood items that promote our mission. Priority is given to neighborhood businesses.

Our goal is to limit vendors in categories D and F to less than 30% of the total vendors selling at the Market.

IV. HOW MARKET VENDOR PARTICIPATION IS DETERMINED

The QAFMA grants Permits to Sell based on the Market's need to balance available produce with a well-rounded product mix. The QAFMA strives to meet the needs of participating farmers and our goal of creating a viable and successful market.

A. MARKET STAFF: The Manager's job is to implement Market policies. This includes overseeing vendor participation and booth assignments, set-up, collection of fees, providing information on Market policies, and assuring vendor compliance. The Manager is also responsible for public concerns and vendor concerns. The Manager has complete authority to interpret and implement policy on the Market site, as necessary, and to make all decisions regarding Market participation, stall assignments and other Market operations.

B. PARTICIPATION is determined by the QAFMA, whose job is to provide a healthy, viable mix of new and current vendors, including experienced vendors with a proven record of high sales and consistent quality/variety. The goal is to create an economically successful and sustainable Farmers Market, while also providing increasing opportunities for new vendors to direct sell their products.

Decisions are based on available space in the Market, the need for specific products, vendor's fit with Market mission and demographic, *vendor's performance history*.

Criteria for evaluating vendor performance will include: ability to follow QAFMA policies and Manager's directions (e.g., communication, punctuality, clean-up, weights, signage, 48 hrs. advance notification when canceling, etc), product quality, visual display, sales history, and record of no outstanding balances.

The goal of the QAFMA is to create a Market vendor mix with at least 70% farmers. The QAFMA is also committed to supporting and helping incubate smaller start-up businesses in vendor categories D and F, when possible. ***Priority is given to returning vendors.***

V. HOW STALL ASSIGNMENTS ARE MADE

STALL ASSIGNMENTS are made by QAFMA based on the following criteria: (1) available space in the Market, (2) the need for a specific product and the vendor's ability to provide it, and (3) the number of spaces the vendor requires.

Participation in the Market is not a guarantee of a particular stall location. The Manager will make every attempt to keep stall space assignments consistent throughout the season. However, stall assignments will change over the course of the season in order to maximize shopper experience, make the best use of Market space, and provide a good mix of products.

VI. 2010 MARKET PARTICIPATION FEES

APPLICATION FEE FOR ALL VENDORS: \$30 nonrefundable, due upon application

DAILY STALL FEE for CATEGORIES A-D

10 X 10 space	\$30 or 6% daily sales (whichever is greater)
10 X 10 space with truck parking	\$35 or 7% of your daily sales (whichever is greater)
10 X 20 space	\$60 or 7% of daily sales (whichever is greater)
10 X 20 space with truck parking	\$65 or 8% of your daily sales (whichever is greater)

DAILY STALL FEE FOR CATEGORIES E & G (PREPARED FOOD & OTHER)

10 X 10 space	\$30 or 7% of daily sales (whichever is greater)
10 X 10 space with truck parking	\$35 or 8% of your daily sales (whichever is greater)
10 X 20 space	\$60 or 8% of daily sales (whichever is greater)

Vendors must report their daily gross revenue to Manager at the end of each market. Gross revenue includes the value of any on-site CSA pick-ups, pre-orders, special orders, bulk/wholesale orders and invoiced orders, plus all revenue from wooden tokens, WIC and Senior FMNP checks, Helping Harvest vouchers, and regular cash sales.

- Vendors who fail to report accurate sales may forfeit their right to sell at our Market.
- Vendors who cannot attend on a Market day should call the Message Line or the Manager AT LEAST **48 hours prior to Market day**. Vendors who do not call at least 48 hours before Market day will be charged the minimum stall fee for that Market day and a fine if applicable.
- Additional fees may be charged for electricity. Vendors must provide their own cords.

VII. VENDOR RULES FOR 2010

A. Only Washington State farmers, producers and businesses may sell at the Market.

Permits to Sell are only granted to the *principal* farmer/producer owner. The principal farmer/producer may send family members, partners or employees to the Market in their place, but are responsible for having their on-site representatives aware of **all** Market rules, procedures, and violation policies.

- All staff must have working knowledge of the farm/business in order to develop good customer relationships.
- The principal farmer/producer is expected to attend the VENDOR ORIENTATION before the season opens, and at as many Markets as feasible during the season.
- The principal farmer/producer is expected to staff their booth AT LEAST ONCE a season.

B. All products must be grown or produced in Washington State (see Section III for complete details). Any violation of these policies will result in the product being automatically removed from the vendor's table and possible revocation of permit to sell.

C. WEIGHTS ARE REQUIRED: All vendors with tents, canopies and umbrellas are required to have at least 25 pounds per tent leg or umbrella stand, securely attached at all times, in order to sell at the Markets. Failure to have proper weights means that vendor's tents and umbrellas cannot be set up on Market day. **ANY DAMAGE INCURRED BY A VENDOR DUE TO INSUFFICIENT WEIGHTS WILL BE AT THE EXPENSE OF THAT VENDOR.**

D. PUNCTUALITY

TYPICAL HOURS OF OPERATION: 3:00 pm – 7:00 pm. No vendors are allowed on the site more than TWO hours prior to opening bell. All vendors must vacate the site within ONE HOUR of market

closing.

The Market site is not insured, nor staffed, outside of set-up, selling and clean-up time. Vendors who arrive early or leave late may be fined for noncompliance. Recurrence may result in dismissal.

1. Vendors are not allowed on the site until the Market area has been chalked and the Manager gives permission.
2. Vendors must unload their vehicle completely prior to setting up, so as not to block other vehicles.
3. No selling shall begin before the opening bell at each Market. Selling must end at Market closing time.
4. Vendors must be set up and ready to sell by start time.
5. Vendors who are assigned a load-off stall must remove their vehicle from the Market area at least 30 minutes before start-time.
6. Vendors are required to stay until closing. Vendors who sell out early must keep their stall set up until closing time and should post a sign letting customers know they have sold out.
7. Vendors should not leave their vehicles and possessions unattended. Vendors' stalls **MUST** be staffed at all times. If you need to leave your stall (for e.g., for a restroom break), ask the vendor next to you to sell for you until you return.
8. Gross sales must be reported and fees paid no later than one hour after the Market is closed. Noncompliance may result in fees to cover staff time.
9. Vendors who cannot attend on a Market day should call or the Message Line or the Manager 48 hours prior to Market day. Vendors who do not call at least 48 hours before Market day will be charged the minimum stall fee for that Market day.

E. SIGNAGE: All vendors will post a sign identifying the name of the farm/business represented and where it is located. Signs should not be smaller than 24” wide by 8” high. Vendors will have their signs displayed before sales begin. The QAFMA is available to assist any vendor with obtaining a proper sign. Vendors should limit their advertising of other types of marketing (CSA, websites, etc) to brochures and/or small information signs on their tables.

F. PRICE SIGNAGE: All goods for sale must be **CLEARLY MARKED WITH THEIR PRICES**. This can be done by individually tagging each item with a sign or by listing all produce and prices on a large sign or blackboard, so that it is clearly readable.

G. SELLING SPACE: Vendor stalls, selling space and vehicles must not extend beyond allotted boundaries of the stall space without prior approval of Manager.

H. SET OUT DISTANCE FOR VENDOR DISPLAY: Displays and signs must allow clear visibility to adjoining booths. Display and selling techniques must not impair other vendors’ ability to sell, nor create a hazardous situation for customers. Our intention is to create a visually enticing Market for customers and to enable all vendors to maximize their selling space.

I. VENDOR VEHICLES and LOADING or UNLOADING: Vendor vehicles must be off-site no later than 30 minutes before the Market opens and be **PARKED AT LEAST THREE BLOCKS AWAY FROM THE MARKET SITE OR AT THE PARKING SITE DESIGNATED FOR VENDORS**. Fees may be charged by site and/or parking lot landlords for the privilege of parking a vehicle off-site.

J. STALL SPACE CLEAN UP: Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner, including protecting the pavement from drips from any part of the vendor’s vehicle. Each vendor is responsible for complete clean up of their space at the close of the Market. This includes taking with you any trash or garbage that is generated in or around your stall and

sweeping up any product debris left on the ground. Farmers are not permitted to dispose of produce waste, overripe or leftover produce or boxes in any on-site garbage cans or dumpsters. MARKET TRASHCANS AND DUMPSTERS ARE NOT AVAILABLE FOR VENDOR USE. Vendors MUST bring their own brooms, dustpans and waste bags. Fees may be charged for any garbage left behind.

K. PRICING and QUALITY OF PRODUCE:

1. Pricing of goods sold at Market is solely the responsibility of the individual vendor.
2. Vendors are not allowed to give produce or other items away for free or at below-cost pricing, thus undercutting potential sales of other vendors.
3. Vendors are expected to bring SUPERIOR quality produce and products to Market. Vendors should inform and educate customers about produce ripeness and proper storage.
4. Vendors are responsible for the safety of their food and cannot sell adulterated food.

L. SCALES: Vendors selling produce by weight must provide their own scales. Scales must be “legal for trade” and are subject to inspection by the Dept. of Agriculture’s Weights and Measures Program. All scale displays must be readable and in easy sight to your customers during business transactions. Market staff may randomly check the visibility and accuracy of scales, as needed. Scales are to be registered annually with state.

M. NO PETS are allowed in the vendor’s selling area. The only exceptions will be seeing-eye dogs, dogs for the hearing impaired or other disability guide dogs.

N. CHILDREN: Vendors must monitor and supervise their children at all times during the Market day. The Market can take no responsibility for their safety or whereabouts, or for any damages they may incur.

O. COURTESY/CONDUCT:

1. The Market is a community event where many diverse people are gathered to shop and sell. Vendors and their representatives are expected to conduct themselves in a respectful, safe, courteous and harmonious manner with customers, Market staff and with each other.
2. Any language or behavior that jeopardizes the normal operations of the Market will be grounds for termination of the Vendor’s Permit to Sell. Vendors may not threaten or use abusive language with customers, staff, community representatives OR each other during Market operations.
3. Customer complaints about individual vendors will be discussed with the vendor. If the Market receives numerous complaints about a vendor, the Manager has the right to revoke a Vendor’s Permit to Sell.
4. Consumption of alcoholic beverages or any controlled or illegal substance while at the Market is prohibited. Any violation will result in the termination of the Vendor’s Permit to Sell.
5. Refunds: Customers who have a legitimate complaint about the produce they purchase should be given a full monetary refund or replacement of equal value. It is the Market’s policy to satisfy the customer and to promote good will by being generous with produce and food products.

P. HAWKING (calling attention to your products in a loud, repetitive, public manner) during the Market day is prohibited .

Q. TIP JARS Tips should not be requested or expected. Unlabeled tip jars are permissible at prepared food booths.

R. VENDOR DRESS: vendors are requested to wear appropriate attire and appear neat and tidy at the Markets. Vendors must wear shirts and shoes at all times.

S. VENDOR MUSIC: vendors may play individual music/radio in their stall space, but should be aware of volume and other vendors' ability to transact business without any audio interference.

T. SAFETY: vendor vehicles, tables and overhead shades must be maintained and used in a safe manner. Table legs must be firmly locked into place. Tables must have smooth edges and remain stable when loaded with produce. Tent poles, canopy legs, boxes, umbrella stands must not obstruct foot traffic flow; care must be taken when setting up or taking down displays. All tents and umbrellas must be weighted and properly tied down.

U. NO SMOKING: Smoking is not allowed anywhere on the Market sites AT ANY TIME.

V. VENDOR FEEDBACK FORMS: Vendors who have concerns regarding Market operations and vendor policies should complete a Vendor Feedback Form. Forms are available from the Manager and QAFMA volunteers. Each Feedback Form will be read and receive a response from QAFMA. Concerns may also be directed by email to the Director.

W. FARM/PROCESSOR VISITS: All Farmers/Vendors agree to host a site visit by a representative from the Market, if requested, with 24 hour notice.

X: BOOTH AUDITS: The QAFMA may conduct random booth audits at any given vendor's stall during the Market season. These audits will be carried out by third party observers.

Y. The QAFMA is not responsible for loss or damage of property.

Z. There will be no discrimination according to race, color, creed, sex, religion, sexual orientation, age or nationality.

AA. Violations

Failure to comply with any of the rules listed in the above section will result in warnings and/or fines.

FIRST VIOLATION:	Verbal Warning
2nd VIOLATION:	\$50 FINE
3rd VIOLATION:	Termination of Vendor's Permit to Sell

VIII. LICENSES, PERMITS AND SPECIAL REQUIREMENTS

A. ON-SITE FOOD STORAGE REQUIREMENTS: Seattle/King County Health Department requires that all food must be kept at least 18" above the ground.

B. TAXES: Retail sales taxes and Business and Occupation taxes are the responsibility of the individual vendor. Most vendors are required by law to have a Washington State Master Business License Number and must supply this tax number with your application to sell at the Markets.

C. INSURANCE: All vendors must show proof of current automobile insurance for on-site vehicles, and provide the Market with policy numbers, which will be kept on file. Proof of Product Liability Insurance is required from processors in Categories B, D and E under section III.

D. PERMITS, LICENSES AND INSURANCE: All vendors shall provide, with their application to sell, current copies of any permits, insurance and licenses applicable to the sale of their products. Vendors selling shellfish must have additional licenses from the Washington State Dept. of Health. All Processors and Prepared Food vendors must have a City of Seattle business license.

E. Vendors who sell fish at QAFM must not only comply with Category A (under Section III - Products Sold at the Markets), but may also be asked to provide the following: Landing ticket or "Fish ticket," Documentation of fish pulled from cold storage to processor, Invoices from the processing facility documenting the weight of the finished product, Wholesale receipts for all other sales than direct, NMFS log book.

F. ORGANIC PRODUCTS: If a product (raw or processed) is labeled “organic,” or verbally referred to as “organic,” it must be certified as required by Washington State law. **VERBAL OR WRITTEN DECLARATIONS OF ORGANIC STATUS NOT CERTIFIED OR VERIFIED WILL RESULT IN TERMINATION OF VENDOR’S PERMIT TO SELL.** When a farmer is selling both organic and non-organic produce at the same stand, the non-organic produce must be physically separated from the organic produce and clearly labeled as non-organic or conventionally grown.

G. “UNSPRAYED, PESTICIDE-FREE OR LOW-SPRAY:” Written and verbal declarations regarding pesticide use which cannot be certified such as “Unsprayed” “Pesticide free” or “Low Spray” may need to provide a notarized affidavit attesting how these growing practices are followed. This affidavit will be kept with the Market management for the season. Consumer queries regarding farming practices must be answered factually.

H. PROCESSED FOODS: All farmers and vendors who sell processed foods **MUST** be licensed by the Washington State Department of Agriculture and/or Liquor Control Board as a Food Processor or Winery. These foods include baked goods, breads, dried fruits, dried or mixed herbs, teas, cider, wines, distilled beverages, preserves, jams, jellies, salsas, canned fish and meats, dried fish and meats, condiments, salad dressings. Beekeepers that process their own honey do not need a Food Processor’s license, unless the honey is sold wholesale. Vendors who sell processed foods are responsible for understanding and meeting all WSDA requirements for processing and selling food, and must provide copies of all permits and licenses to the QAFMA with their application to sell. State requirements include, and are not limited to: cooking, labeling, facility permits, oversight, liability insurance, acidity, Brix levels. Other King County Health Department requirements apply.

I. LABELING: Labels are required on processed foods (including honey) and must meet State requirements and include 1) The name of the product 2) Company name 3) Address (if not found in the phonebook) 4) Net weight in ounces and metric on bottom 1/3 of label and 5) Ingredients listed in decreasing order of predominance. All Organic products must be labeled accordingly. Vendors are required to provide copies of all labels of all processed foods they plan to sell at the Farmers Markets prior to selling their products at the Markets. Labeling may also be required for on-farm processed, value-added non-edible products.

J. SAMPLING: Special Health Department guidelines can be used at vendor booths for some limited food demonstration and sampling. Vendors **MUST** consult with the Health Department or Manager regarding these regulations. Sampling must be done within the Vendor’s stall space.

K. FOOD HANDLER’S PERMITS: All prepared foods and baked goods vendors must have a current King County Health Department Food Handler’s Permit, and keep a copy of this permit at their Market stall at all times.

L. VENDOR CONTRIBUTIONS: Vendors may be asked to contribute product to the Market’s promotional and educational events such as chef’s demos, produce tastings, and special events. Please consider contributing to these Market events. (Receipts are available upon request.) The Queen Anne Helpline and Seattle Children’s Home may also solicit food contributions for distribution to individuals in need. Overripe produce should not be donated.

M. SUSTAINABILITY: It is our goal to become a ZERO waste Marketplace. As part of our goal to be good stewards of the environment, we request that all Vendors thoughtfully consider the type of packaging they are using, and consider using biodegradable or recyclable packaging whenever possible.

IX. VENDOR AGREEMENT

If provided a Permit to Vend, your participation in QAFM is voluntary, as is QAFMA's choice to have you participate. At any time either party may terminate this contract. QAFMA reserves the right to modify these Rules and Regulations at its discretion. All Vendors will be notified if any changes are made.