

Veneta's Downtown Farmers' Market Vendor Requirements

MISSION and VISION

The City of Veneta wants to increase its support of local farmers by promoting you and creating community support for your endeavors. We know you cultivate much more than food, and want to share this with potential consumers. By supporting the local food network around Veneta, we see the potential for our community members to:

- Decrease their environmental impact
- Increase their consumption of local food
- Educate the others of the benefits of buying local
- Create relationships with local farmers.

The City is also working to create more foot traffic in our downtown area, creating a sense of place where there currently is none. Through the farmers' market we aim to:

- Establish the vision described in our Downtown Master Plan
- Create a consistent community venue to create and build relationships
- Enlist support and partner with existing businesses.

MARKET LOCATION, TIMES AND PARKING

Veneta's Downtown Farmers' Market (VDFM) will be held on the vacant lot next to Our Daily Bread Restaurant, on the corner of Territorial Highway and West Broadway. The Market will be held on Fridays from 2 to 6 p.m. Vendors will load from the Restaurant's parking lot up to an hour prior to the market and be done loading in time for the market to begin. Vendor parking will occur in the surrounding downtown neighborhood streets. It will not be located along West Broadway from Territorial to 2nd or in the Restaurant's parking lot, where customer parking is located. Nor will it be located in the lot behind Dari Mart on West Broadway. Vendors must be willing to continue to sell products to late customers as they are breaking down their stalls.

MARKET FEES AND CONSIGNMENT

There will be a \$15 fee per week for a 12'x12' space.

Products may also be sold at a consignment booth by arrangement with the market manager. There will be an upfront cost of \$15 (for the season) with 15% consignment base.

Agricultural producers and gardeners who wish to participate in the markets but do not have enough product to warrant renting a stall can sell by consigning their products through the consignment table. Consignment fees are calculated at 15% of the gross sales of these products. The net will be paid to the consigner at the end of each market day or by other arrangement with the market manager. All consignments must comply with all VDFM rules and are subject to farm inspections to verify compliance. Products not grown by vendors must be accepted on a consignment basis.

PRODUCT CLASSIFICATIONS AND GUIDELINES

All products sold at VDFM will primarily consist of locally grown agricultural products. This may consist of products grown or raised by vendors, or grown and processed by vendors. All products must be grown, raised, and/or processed within a 50 mile radius of Veneta, and sold by those whom have aided in production. Exceptions may be made on a case-by-case basis. Further description follows:

Grown or raised by vendors:

The majority of items fall within this category. Ideally, these products would be grown or raised within a 30 mile radius. This includes produce, cut flowers, and bedding plants. They must be of high quality and honestly represented. Vendors must include a complete list of all items you intend to sell at market and the location where it is grown upon submitting an application.

Herbaceous and woody plants must be grown by the vendor from seed or vegetative material (cuttings, divisions, etc.). Any plant not started by the vendor must be grown by the vendor for at least two months prior to sale at market. All plants must be sold in containers whose value does not exceed one-third of the value of the plant offered for sale.

Non-food value-added farm products, such as wreaths, must derive two-thirds of their value from products grown by the vendor. Vendors selling non-food value-added products must include a complete list of items used in the final product and the location of where the agricultural products are grown with your application. Wild/collected plants may not be sold.

Eggs may be sold at market without a license but only by the farm that produces the eggs. Eggs must be in a clean container showing vendor name. Egg vendors are encouraged to include a tracking date on the container.

Grown and processed by vendors:

Processed foods made primarily from products grown or raised by the vendor within a 50 mile radius of Veneta can be sold. A processed item is one that is transformed from its natural state. Typical examples of processed foods include jams, jellies, dried fruit, wine, cider and salsa. All processed food items in this category must be approved prior to selling at the market.

Processed food must be made in a licensed kitchen. (Vendors may be able to use kitchens licensed by others, but generally ODA will require a separate license for the vendor's use of that kitchen.) Meat and poultry products must be 100% from animals raised for 50% or more of the animal's life under direct supervision of the vendor on property owned or leased by the vendor. Animals may be butchered or processed off farm. Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the market management.

To be included in this category, milk must be from the farmer's own herd. Cheese and other dairy products must be made by the farmer. Production must comply with State and Federal dairy requirements and licensing and the farmer must supply documentation of such compliance to the market management.

PRODUCTS

	Grown or Raised by Vendors	Grown and Processed by Vendors	Animal Products			Non-food value added farm products
Definition	Herbaceous and woody plants grown by the vendor from seed or vegetative material such as cuttings or divisions.	A processed item is one that is transformed from its natural state.	Meat	Dairy	Eggs	
Examples	Produce, cut flowers, bedding plants	Jams, jellies, dried fruit, salsa and cider				Wreaths, beeswax candles, goats milk soap
Requirements	Any plant not started by the vendor must be grown by the vendor for at least two months prior to sale at market. All plants must be sold in containers whose value does not exceed one-third of the value of the plant offered for sale. Wild/collected plants may not be sold.	Processed foods made primarily from products grown or raised by the vendor within a 30 mile radius of Veneta. All processed food items in this category must be approved prior to selling at the market.	Meat and poultry products must be 100% from animals raised for 50% or more of the animal's life under direct supervision of the vendor on property owned or leased by the vendor. Animals may be butchered or processed off farm.	Milk must be from the farmer's own herd. Cheese and other dairy products must be made by the farmer.	Eggs must be in a clean container showing vendor name. Egg vendors are encouraged to include a tracking date on the container.	Products must derive a minimum of two thirds of their value from products grown or raised by the vendor.
Licensing & Disclosure Information	Vendors must include a complete list of all items you intend to sell at market and the location where it is grown upon submitting an application.	Processed food must be made in a licensed kitchen. (Vendors may be able to use kitchens licensed by others, but generally ODA will require a separate license for the vendor's use of that kitchen.)	Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the market management.	Production must comply with state and federal dairy requirements and licensing, and the farmer must supply documentation of such compliance to the market management.	Eggs may be sold at market without a license but only by the farm that produces the eggs.	Vendors selling non-food value-added products must include a complete list of items used in the final product and the location of where the agricultural products are grown with your application.

PRODUCTS (CONTINUED)

Non-Profit Fundraisers

These are items that are sold by local 501 (c) (3) (non-profit) organizations for raising funds. Local is defined as having a purpose that pertains to the residents of Veneta and its surrounding communities. As the market is a government funded project, the market may not enter into agreements to sell products for faith-based organizations. These items will be reviewed on a case by case basis and may only be sold through a special arrangement with the market manager at the consignment table. Consignment fees will be waived for non-profit organizations.

VENDOR OBLIGATIONS

All products offered for sale at VDFM sites must comply with state and federal standards governing weight, packaging, display and labeling. Vendors must learn and follow Farmers' Market Guidelines issued by the food safety division of the Oregon Department of Agriculture. The Oregon Department of Agriculture has developed Farmers' Market food safety guidelines to assist in the sanitary operation of the state's markets. These include information on processed product facilities licensing, hazardous food processed product facilities licensing, hazardous food handling & safe sampling information. To obtain a copy, go to http://egov.oregon.gov/ODA/ADMD/farmers_markets.shtml. All items offered for sale should be of high quality and must be honestly represented. Vendors are responsible for keeping their application information current.

Vendors must disclose all partners and growing locations and must provide lease agreements on request.

Vendors are responsible for obtaining all necessary licenses, permits and certifications, which must be available upon request. Vendors are encouraged to obtain general liability insurance and are required to do so if potentially hazardous foods, as defined in OAR 603- 25-010(22), are sold. Eggs are included in this definition. All processed and food vendors are required to carry such insurance. VDFM is not responsible for any loss or damage incurred by vendors.

Vendors will be charged a stall fee for markets they do not attend when expected if they do not notify market management by noon on Thursday.

All canopies or other booth covers are required to have weights sufficient to keep the coverings in place during windy conditions, even if it is not windy during set-up. For the safety of our customers, all vehicles must be in place or removed from the market site 30 minutes before the start of market.

Vendors arriving late may lose their regular space for that day. Vendors wishing to leave the market early must inform the market management.

To minimize congestion before and after markets, unloading vendors should unload and move vehicles before focusing on set-up. Likewise, breakdown should be accomplished before vehicles return.

- All trash and debris must be packed out by vendors.
- Vendor smoking is prohibited at the market.

- Vendor pets are not allowed at the market.
- Vendors may not sublet their space.
- Vendors must set up a table.
- Vendors must bring their own tables, canopies, and weights.

DISPUTES

The market manager has all onsite authority. If there is a complaint against the market manager, a challenge must be made in writing to the City of Veneta's City Administrator. The market manager, City Administrator, and the disputer will work together toward resolution of the conflict.

VDFM has the right to modify these guidelines at any time to clarify issues or circumstances that may not have been addressed directly in these guidelines.