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February 6, 2018

Dear Potential Market Vendors,

Thank you for your interest in participating in the 2018 season of the Gorge Grown Farmers Markets! This packet will provide you with all of the information you need. If you have any questions or need any further assistance, please contact us. There have been a few changes to our markets and vendor procedures. Please make sure you read this packet in its entirety. All information is to be followed weekly by all vendors.

Gorge Grown Food Network manages three farmers markets: Hood River Farmers Market, Mosier Farmers Market, and Mercado del Valle in Odell. Our mission is: to build a resilient and inclusive regional food system that improves the health and well-being of our community. Farmers markets are one of several tools we use to increase access to fresh, healthy, and local food for Gorge residents, and to increase local outlets for small farmers and producers. For more information on our other programs, visit www.gorgegrown.com.

We will hold mandatory vendor orientation meetings for all of our markets (see schedule on page 2). In these meetings we will review market guidelines, ODA food safety regulations, certify your produce scales, and make plans for a fantastic season together. All vendors **MUST** attend the orientations. **Vendors that miss their scheduled orientation may be asked to attend an alternative meeting.**

Our markets have become a weekly community event where families gather to reconnect and celebrate the harvest of the season. Each relationship that we build makes our markets stronger and more meaningful. Together, we'll work hard to ensure that every visitor has a remarkable experience at the markets, and that every one of you has a successful season!

Sincerely,

Hannah Ladwig

Hood River Farmers Market Manager
Communications & Outreach Manager
Gorge Grown Food Network

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Gorge Grown Farmers Market Information

Market	Location	Dates	Vendor Orientation Meeting
Hood River Farmers Market	Columbia Parking Lot- 5 th & Columbia	Saturdays, 9am – 1pm May 5 – November 17	Thursday, April 19 th 6pm – 8pm Rockford Grange, 4250 Barrett Drive, Hood River
Mosier Farmers Market	Downtown Mosier	Sundays 10am – 1pm June 17 – October 14	TBD
Mercado Del Valle	Downtown Odell	1 st & 3 rd Thursday 4pm- 7pm, June – October	TBD

Note to produce vendors: NOW is the time to call to register to accept WIC and Senior Farmers Market coupons! **We will require those selling produce items to sign up for this program.** Please call **503-872-6600** to request the simple application. It is a very easy and FREE process that will help increase your sales. Last year several thousand dollars in coupons were distributed in Hood River County alone. We expect you to register, and will **REQUIRE you to accept these vouchers from all customers using them at the markets.**

Hood River Farmers Market Vendors: Market staff will be in contact to confirm logistics of the April 19th Vendor Orientation.

Mosier Farmers Market / Mercado del Valle Vendors: Market staff will be in contact to confirm time and location details of your market’s vendor orientation.

Market Guidelines

Arrival: Please arrive one hour before the market begins. It is essential that the vendors are set-up on time. The flow of traffic for unloading and parking details for each market will be explained at the vendor meeting. Vendors will not be allowed to set up after the market opens.

Hood River Farmer Market Vendors: Vehicles will not be allowed in the market lot after 8:45 am or before 1:10 pm to ensure the safety of customers, other vendors and market staff.

Attendance: Once a vendor is approved for market dates, they are obligated to attend. Vendors will inform the manager if they will be unable to attend a market or need to alter their schedule of attendance. Vendors that fail to attend more than 2 markets they have committed to may have their market placement moved to accommodate the needs of the market or market staff may find an alternative vendor to offer a similar product instead.

We ask for 1-week notice if you are unable to make a market. If you must cancel, we ask for 24-hour notice. If you cancel with less than 24 hours notice, or do not show up, you will be charged a no show/late cancellation fee (Hood River Farmers Market = \$40, Mosier Farmers Market = \$20). Details of the market attendance policy will be discussed at vendor orientation.

Booth Displays: Vendors can set up their booth area for maximum display space, marketing needs and comfort. Displays will not exceed the allotted space or block driveways or other booth spaces. Wind is a HUGE factor at these markets, so come prepared to protect your products and display items.

Vendors may express creativity in their booth design and in the clothing they wear, as long as decoration and clothing are appropriate for all ages of market customers, including children. Vendors who do not follow these guidelines may lose the privilege to sell at the market.

Booth Fees: Weekly booth fees must be paid in cash or check (to GGFN) at the info booth when turning in your market tokens. Fees vary by market. See application for details. Gorge Grown will not accept booth fees paid by credit/ debit card.

Business Categories: Vendors should self-select their business category on the vendor application.

Farmer: Those actively involved and invested in the planting, growing, and harvesting of agricultural products. This includes ranchers, flower growers, fisherpeople etc. Farmer category also includes vendors who sell value-added products made from a *majority* of their own farms' products.

Value- Added Producer: Those who are actively involved and invested in the processing of a product sold at the market. Value- Added Foods can include bake goods, canned goods, artisanal food products etc. Value- Added producers are responsible for knowing and acquiring all necessary licenses.

Prepared Food Vendor: Those who sell food that is freshly made and available for immediate consumption on site. Vendors must have a Hood River County Temporary Restaurant Permit, Food Handlers License and any other relevant permits. For details, contact Ian Stromquist with Hood River County Health Department at (541) 387-7130 / ian.stromquist@co.hood-river.or.us.

Alcohol Vendor: Those selling closed bottles/ cans of alcoholic beverages or offering tastings of alcoholic beverages. Alcohol vendors must acquire all necessary licenses from Oregon Liquor Control Commission. Resources can be found at www.gorgegrown.com/farmmarket/vendor.

Craft Maker/ Artist: Those who sell quality craft items they made themselves. Craft makers/ Artists should incorporate materials produced in the Gorge as much as possible. Reselling a previously manufactured craft item will not be allowed. We do not accept applications from those who are distributors of overseas items, commercial resellers, or those who are considered a direct sale business (for example: Mary Kay, Avon etc.)

Canopies: All tents/canopies must be weighed down with **at least 25 pounds** on all 4 corners to secure the tent during high winds. If canopy is not properly weighed down, market staff will ask you to take your tent down for your safety and the safety of neighboring vendors and market shoppers. Additional weights may be available for rent from market staff for \$5 deposit/ week. Supply is limited. Gallon jugs of water are NOT sufficient – use cinder blocks, sand bags, sand filled PVC pipes, etc.

For details, visit the site linked below:

<http://www.wafarmersmarkets.com/resources/canopysafety101.html>

Currency at Market: Vendors are responsible for knowing which market currencies they are able to accept. Market staff will not reimburse incorrectly used tokens or vouchers. If a new employee is covering your booth, it is your responsibility to make sure they are aware of which tokens to accept. When no change is allowed for a token or voucher, please work with shoppers to ensure they receive the full value. Customers can supplement tokens and vouchers with cash. A copy of the currency guide is included in the back of this packet. The details of each market currency will be covered at Vendor Orientation.

Data Collection: Our organization uses sales data to track the growth of the market, attract new vendors and apply for grants. We appreciate your complete cooperation weekly. This data is collected and stored confidentially and is a great resource for the market. We also track weekly attendance, SNAP/DEBIT sales, a variety of customer dot surveys, and other data.

Departure: Vendors will not begin breaking down their booth space prior to the end of the market. If you sell out, you may post a “Sold Out” sign on your table and enjoy the rest of the market. Details on departure will vary for each market and these details will be covered at the vendor orientation meeting.

Donations for Musicians: It is a long-standing tradition that ALL vendors donate some product to the musicians every week. A volunteer will collect these donations near the end of market. Thank you for recognizing the value these musicians add to the market and donating to support them!

Dogs: Dogs are allowed at some markets. Details will be covered at the vendor orientation meeting.

Electricity: A weekly fee of \$5 is collected from those vendors using electricity. Details will be discussed at the vendor orientation meeting. If you plan to use electricity at a market, please be prepared with an extension cord.

Farm Direct Nutrition Program (WIC & Senior Vouchers): All produce vendors will be required to accept these vouchers – even if you don’t register. Please call 503-872-6600 to request an application.

It's an easy process and will help increase your sales. We can help you if you have any difficulties with this process.

FISH Food Bank: FISH Food Bank volunteers and/or market staff can collect donations at the market. These collections help GGFN meet our goals of assuring access to nutritious local food to everyone. Thank you for donating!! Farmers donating extra food may be eligible to receive a tax credit. More info is available below:

https://services.oregon.gov/DOR/forms/FormsPubs/crop-donation-tax-credit_101-240.pdf
<http://www.oregonlaws.org/ors/315.154>

Insurance: All vendors are encouraged to carry their own liability insurance and to have Gorge Grown Food Network listed as an "additional insured" party. A copy of this insurance should be filed with the Market Management. Let us know if you need the physical address for each market.

Market Promotion: Vendors should help assist Gorge Grown with market promotion. Helping to hang posters, displaying market sandwich boards, social media activity, and letters to the editor are ways that vendors can help promote the market. Vendors should also alert market management to upcoming sales or new product availability to help build promotion for market. Details for each market will be discussed at vendor orientation.

Market Token Redemption: Tokens are given to market customers that use credit, debit, or SNAP/ EBT cards at the info booth. Vendors will become educated about the proper use of the market token systems and are asked to redeem their market tokens for cash at the market INFO booth **each week**. Please have tokens counted before coming to exchange them. The info booth will remain open for an additional 10 minutes after the market has closed to exchange tokens. Market staff will NOT redeem tokens that were incorrectly used (like if hot food vendors accept SNAP tokens). Be sure to inform substitute staff about all market tokens and rules before selling at market. A currency guide is available in this packet for your reference.

Sampling: Vendors sampling must use a hand washing station and follow all ODA food safety rules. Instructions on making a simple and cost effective hand washing station are available at www.gorgegrown.com/farmmarket/vendor.

Scales: The ODA scale inspectors must certify all scales used at the market. Scales can be certified at our vendor orientation meetings. Please contact Eric Thorson with ODA at 503-881-8956 or ethorson@oda.state.or.us with questions, to request an application or schedule an inspection. Scale certifications from ODA must be available upon request for all those using scales at market.

Second Farm Products: Vendors are allowed to bring second farm products from the Gorge to increase the diversity of offerings at the market. Please list all second farm products you plan to sell that you did not produce yourself on your application. Second farm products must be clearly marked to indicate source to customers. You will not be allowed to sell second farm products without approval from market management. Second Farm products will not exceed more than 50% of a vendors gross weekly sales or booth display.

Signs/ Labeling: Signs are a HUGE part of a successful market. Use your space to clearly label/price all of your products. Please be prepared for the wind! Unsecured signs will have to be taken down. The following signs are required:

- Vendors must have a clearly visible sign (1 foot x 1 foot minimum) indicating the name of the farm/vendor and the location of the farm/business (example: Happy Valley Orchard – Odell, OR).
- **Second farm products require a separate sign, indicating source and location.**
- Each product for sale must be labeled with name of product and price.
- Only vendors with organic certification (or working under the certification exception sales floor of \$5,000) may use the term “Organic” in their signs/labels
- Farmers and Value Added Producers are required to display currency signs (provided by Gorge Grown)
- Signs indicating your participation with government programs including WIC / SFMNP, etc. must be prominently displayed.
- Prepared Food Vendors must display signs that list local ingredients and their producers
- Packaged processed foods must be labeled with the following information: name of
 - product, net weight, and ingredients in descending order by weight, and name and address of the producer or distributor. Bulk dried foods do not have the same labeling requirements as packaged foods.
 - See ODA Food Safety Guidelines for further details.

Use of Local Ingredients: Prepared Food vendors will incorporate at least 25% of ingredients from local products. Ingredients must be clearly advertised with the following information: the ingredient, what product it is in, who produced the ingredient and the location of the producer. If you cannot get the products that you are seeking in the Gorge we ask that you at a minimum source products from OR or WA. Please ask market staff if you need help sourcing local ingredients. We’d be happy to help.

Vendor Parking: Specific directions for vendor parking will be covered at vendor orientation. It is the responsibility of all vendors to know where to park during market hours. Vendors will not be allowed to park in designated customer parking spaces.

Market Rules

1. All vendors will adhere to the Market Guidelines and all Federal, State and County regulations.
2. Any vendor that repeatedly fails to comply with these rules/guidelines will be warned and may lose their booth space for a week or the season after review by the Manager and the Board.

Criteria for Vendor Selection, Placement and Governance

Market management will use the following to guide the vendor selection process. All of the factors below will also be considered when booth spaces are assigned. Grievances should be presented to the management in writing for review and consideration. Vendor complaint forms are available at the Info Booth and on the Gorge Grown website (www.gorgegrown.com/farmmarket/vendor).

Promotion of Local Agriculture

- Priority is given to those regional farmers and producers who bring product to market that is 100% grown and harvested on farmland in the Columbia River Gorge that they own and/or operate
- Preference will be given to the most local producer, without compromising quality

Product Quality, Presentation & Customer Service

- Consistently high product quality: fresh, flavorful, and ripe
- Clean and attractive displays / courteous, strong customer service / knowledgeable staff

Conduct and Compliance

- History of compliance with market rules, federal, state, and local regulations
- Positive conduct toward customers, fellow vendors, market staff, and volunteers
- Timely submission of application, licenses, market absence, proof of insurance, gross sales and other market forms
- Adheres to the highest standards in safe food production and handling

Seniority

- Number of years the vendor has sold at market
- Attendance record / history of compliance with market rules

Season Extension

- History of participating in shoulder season or willing to commit to shoulder season dates, if applicable

Product Representation

- We will try to refrain from oversaturating the market with a product OR underrepresenting a product. For example, we don't want 5 strawberry producers nor would we want only one

Products Allowed at the Market

Beverages: Only locally sourced beverages or those made on site will be allowed for sale at market, including juices, coffee (roasted locally), smoothies, etc. Sodas and other commercial products with no connection to the Gorge will not be allowed for sale at the market. Only closed bottle sales and tastings of alcoholic beverages (pending approval from OLCC) will be permitted at Gorge Grown Farmers Markets.

Farm products: Fruits, vegetables, nuts, honey, eggs, herbs, meat and dairy products. All farm products must be grown, raised, produced, caught, or gathered by the vendor in the Gorge (Hood River, Wasco, Sherman, Klickitat or Skamania Counties). Eggs may be sold at markets without an egg handler's license, but only by OR farms that produce the eggs. All other eggs, even from a friend, must be from licensed facilities and comply with all restrictions. Regulations vary between OR and WA.

Fish and seafood products: Must be legally caught (not farmed) by the producer in OR or WA. All appropriate licenses and certifications are required and copies must be made available to the manager.

Food related products: Sales of food related products will differ for each market. This will be covered at the vendor orientation meeting.

Foraged products: Mushrooms, herbs, plants or wild berries legally gathered from public or private land by the vendor in the Gorge (Hood River, Wasco, Sherman, Klickitat or Skamania Counties). Vendors wishing to sell wild mushrooms must:

- List each type of mushroom by common and scientific name on their application.
- List training and experience in mushroom collection.
- Signage must accurately identify all mushrooms and if they are wild-crafted or cultivated.
- Prominently display mushroom safety information.

Nursery products: Grown or cared for by the farmer and include fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, or shrubs that are propagated by the vendor in the Gorge (Hood River, Wasco, Sherman, Klickitat or Skamania Counties).

Processed farm products: Farm products made from raw ingredients, the majority of which are grown and produced by the farmer in the Gorge (Hood River, Wasco, Sherman, Klickitat or Skamania Counties). These products include all farm products that must in some way be processed including cheeses, dairy, meats, dried fruits and vegetables, juices, jam or other processed agricultural and livestock food products. Products may contain a portion of ingredients coming from outside this region if the ingredients cannot be sourced locally.

Prepared food products: On-premise prepared foods (ready-to-eat). Prepared foods must be prepared, stored and served in accordance with Hood River County Health Department requirements. (Contact Ian Stromquist, with this Department at 541-387-7130)

Processed non-food agricultural products are agricultural by-products or products that the vendor has grown/produced that are not edible, have been altered from their raw state, and are handcrafted or processed by the vendor (e.g., a honey vendor may sell beeswax candles).

Second Farm Products are products that are grown, raised, or cultivated in the Gorge but not by the vendor. Market management must approve second farm products before they can be sold at market. Second farm products sales must not exceed 50% of weekly gross sales or booth display. Clear signage must distinguish the sources of second farm products.





Craft products: Art and/ or craft products will be allowed at markets. Art to food vendor ratios will not exceed 1:1. All arts and craft vendors will be juried before being allowed to sell at the Hood River Farmers Market. For more information, please see our Crafter Application (found on page 7 and 8 of our Vendor Application).





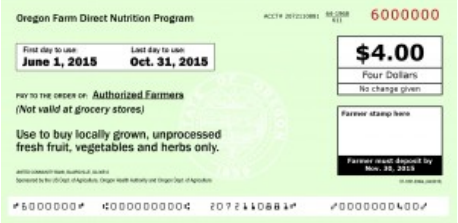
Product review process: Vendors wishing to sell products that don't fit into the above categories should submit a written request for approval. The market manager and/or Board will review the request and notify the vendor of their decision. The cooperation of all vendors is greatly appreciated.

Gorge Grown Farmers Markets Vendor Currency Guidelines

Gorge Grown Farmers Markets use several different tokens and vouchers. We accept credit cards, debit cards, checks, and SNAP EBT at the information booth for tokens. Please read below for details about how to accept each token and voucher. Please remember:

- **Always** redeem your tokens at the info booth **every** week.
- If a **new employee or friend** is covering your booth, it is your responsibility to make sure they are aware of which tokens to accept.
- You **will not** be reimbursed for mistakenly accepted tokens.
- When no change is allowed for a token, please **work with shoppers** to even out their total or have the customer supplement tokens with cash.
- All vendors **must** track and report weekly gross sales for our records.
- Mushroom Vendors- you may accept currencies specified for Produce/ Fruits/ Vegetables like POP, Veggie Rx, FDNP Vouchers for the sale of FRESH mushrooms

Currency	Details	Looks Like
Cash	<p>MANDATORY – all vendors</p> <p>If customers run out of cash, you can direct them to the information booth to purchase GREEN market tokens. Vendors will accept these tokens like cash.</p>	
Personal Check/ Debit/ Credit	<p>OPTIONAL – all vendors</p> <p>You are not required to accept checks or use platforms like Square or PayPal. Checks, Debit/ Credit can be used at the info booth for \$10 tokens.</p>	
\$10 GREEN Tokens	<p>MANDATORY – all vendors</p> <p>All vendors must accept the green \$10 tokens. These tokens work like cash – a shopper receives them when using a credit/debit card, check, or gift certificate at the info booth. We charge a flat \$2 fee to credit/ debit customers to cover the cost of our POS machine. CASH CHANGE MAY BE GIVEN</p>	
Veggie Rx Vouchers	<p>MANDATORY – all PRODUCE vendors</p> <p>All PRODUCE vendors must accept the \$2 Vegetable Prescription Program (Veggie Rx) Vouchers. For the purchase of whole fresh fruits and vegetables only. Please note the expiration dates printed on the vouchers. NO CHANGE GIVEN</p>	
- FLIP FOR MORE -		

<p>\$2 RED Tokens</p>	<p>MANDATORY – all GROCERY vendors All vendors selling grocery items (food that is not intended to be eaten on site) must accept these tokens. Eligible food includes: fruit, vegetables, meat, dairy, bread, bottled drinks etc. Ineligible food includes: prepared meals, ready to consume drinks, alcohol. NO CHANGE GIVEN</p>	
<p>\$1 BLUE Tokens</p>	<p>MANDATORY – all GROCERY vendors All GROCERY vendors must accept the blue \$1 tokens. Use these like RED tokens (see details above). NO CHANGE GIVEN</p>	
<p>\$2 ORANGE POP Club Tokens</p>	<p>MANDATORY – all PRODUCE vendors Vendors must accept the orange \$2 token for fresh fruits or vegetables only. These are tokens given to kids 12 and under who join the Power of Produce (POP) Club. CHANGE: NO CHANGE GIVEN</p>	
<p>Market Money and Market Gift Certificates</p>	<p>DO NOT ACCEPT THESE. They need to be turned in at the info booth for \$10 tokens. Please send shoppers to the info booth for this exchange and then they can proceed with their shopping.</p>	
<p>Farm Direct Nutrition Program Vouchers (WIC and Senior Coupons)</p>	<p>MANDATORY – all PRODUCE vendors All PRODUCE vendors MUST register to accept the \$3 SFDNP and \$4 FDNP checks and display their WIC COUPONS WELCOME HERE sign at all markets. DO NOT redeem at the info booth. <i>See below for more details.</i> NO CHANGE GIVEN</p> <p>Farm Direct Nutrition Program funds go to low-income nutritionally at-risk pregnant women and young children enrolled in the WIC (Women Infants & Children) program and to eligible low-income seniors. Clients will receive these funds as checks, which they will use from June 1 - October 31 to purchase fresh fruit and vegetables directly from authorized farm stands and farmers markets.</p> <p>To become an authorized farmer:</p> <ol style="list-style-type: none"> 1. You must own, lease, rent or sharecrop land to grow fresh fruit, vegetables or cut herbs in Oregon or <u>a bordering county</u> to sell at your farm stand or at a farmers market. 2. All farmers must fill out and sign the application with the Oregon Department of Agriculture (ODA) and the Department of Human Services (DHS). 3. If you participated in this program last year: your application packet was/ will be mailed to you during the week of March 1. 4. If you did NOT participate in this program last year, or have not yet received your packet in the mail: please call ODA in Portland at 503-872-6600 to request an application packet. 	 <p><i>Note: Senior FDNP checks are blue.</i></p>

Please ask if you are not sure which tokens you can accept!

Gorge Grown Food Network Veggie Rx FAQ – For Farmers Market Vendors

What is the Veggie Prescription (Rx) Program?

Gorge Grown’s Veggie Rx is a fruit and vegetable prescription program designed to address food insecurity and increase intake of fresh produce. The program empowers healthcare and social service providers to ‘prescribe’ vouchers to community members who screen positive for food insecurity (hunger). Vouchers can be used to purchase fresh fruits and vegetables at farmers markets and grocery stores.

Where can the Veggie Rx prescriptions be redeemed?

The Veggie Rx vouchers will be available year round. Vouchers can be used to at farmers markets and eligible grocery stores. Grocery stores will only be able to accept Veggie Rx October – May.

What can people buy with Veggie Rx scrip?

They can buy any fresh, whole fruit or vegetable. They are NOT good for any processed foods (prepared salads, frozen vegetables, cut up fruit, etc.)

Can I give change for Veggie Rx Vouchers?

No. Please work with the customer to get the full value of their vouchers. Example: if a customer gives you a \$4 in vouchers for a \$3 kale bunch, consider giving them something else in addition. Recall that participants are experiencing food insecurity (hunger).

Do the vouchers expire?

Yes, the scrip expire every two months. Please check the expiration date and do not accept expired scrip. Let folks using expired scrip know they may be able to get current vouchers at their clinic or health department.



How do I get reimbursed for the Veggie Rx scrip that I receive?

You get reimbursed by Gorge Grown Food Network. If you are at a Gorge Grown Farmers Market, you can turn them into the manager at the info booth. Other farmers markets may be able to directly reimburse you, please check with the market staff. If not, please mail them to: Gorge Grown/ Veggie Rx PO Box 752, Hood River OR 97031. Vouchers should be sent for reimbursement no later than 10 days after the expiration date.

MORE QUESTIONS??

Contact Hannah Ladwig, Gorge Grown Food Network
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