

Hood River Farmers Market New & Potential Vendor FAQs

1. When do farmers markets applications become available?

Applications are published in mid-February for the outdoor season (May – November).

2. What are the benefits of selling at the farmers market?

There are so many! Farmers markets provide:

- a consistent local outlet for your product
- an opportunity to build a customer base: Hood River Farmers Market average weekly customer attendance is 865, with over 1,000 each week in peak season. From customer surveys, we know that 65% of our customers live within 15 miles of the market location. 25% of our customers live 60+ miles from the market location.
- the ability to connect with customers and get feedback about your product
- an opportunity to accept food assistance program funds like SNAP EBT (formerly known as food stamps), WIC and Senior farmers market vouchers, Veggie Rx etc. Complete details will be discussed on a case by case basis with all vendors, pending product eligibility.
- learning opportunities from a network of other vendors, entrepreneurs and experienced small business owners
- amplified promotion across Gorge Grown and Hood River Farmers Market platforms: print, newsletters, social media, radio etc.

3. How does the application process work?

Please read through the vendor application and vendor packet before completing the application.

Fill out an application online or print/ mail and pay the application fee. Applications will not be reviewed until the application fee has been paid. Send to: GGFN Farmers Markets, PO Box 752 Hood River OR 97031.

Market staff will be in contact regarding your application approval and potential market schedule within two weeks. Craft makers/ artists' products will be juried before being allowed to sell at the market.

4. What types of products are a good fit for the farmers markets?

We allow a wide variety of products at the farmers market:

- Farm products: fruits, vegetables, nuts, honey, eggs, herbs, meat and dairy products. There is especially demand for organically grown or Certified Organic farm products at the market.
- Fish and seafood products legally caught (not farmed) in OR or WA.
- Foraged products: mushrooms, herbs, plants or wild berries legally gathered from public or private land in the Gorge.
- Nursery products grown or cared for by the farmer
- Beverages: using locally sourced ingredients
- Alcohol: only closed bottle sales and tastings of alcoholic beverages (pending approval from OLCC) will be permitted
- Processed farm products/ value-added products: cheese, dairy, dried fruits and vegetables, jams, etc.
- Prepared food items/ concessions: ready-to-eat foods prepared on site with locally sourced ingredients. There is high demand for vendors that can offer breakfast or lunch options at the market
- Processed non-food agricultural products: wool, beeswax etc.
- Craft products/ art (will be juried before acceptance into the market)

We do not accept applications from distributors of overseas items, commercial resellers, or those who are considered a direct sale/ multi-level marketing company (examples: Mary Kay, doTERRA, LuLaRoe, Herbalife).

For more details see pages 5-6 in the Vendor Packet

5. How much does it cost?

If submitted before the priority deadline, the application fee is \$20; after the priority deadline it is \$30. Booth fees are to be paid weekly at the market. Full booth spaces (10' x 10') cost \$25 per week. We also allow vendors to share space for \$30.

6. Does Gorge Grown allow craft makers and artists at the farmers markets?

Hood River Farmers Market strives to provide a place where local and unique products are sold. In recognition of this, we have developed guidelines to help determine how appropriate each crafter/ artist applicant is for the markets. Each maker/ artist should meet two for these three criteria:

- Use of Local Materials: Products incorporate local materials and support local growers whenever possible
- Compatibility: Products are unique, and/ or fill a niche in the market. Priority will be given to products in the realm of food, farm and agriculture.
- Production: The vendor has a substantial “hands- on” contribution to the making of the final product.

7. Do I have to commit to selling at the market each week?

No! When you fill out your application, only select dates that work best for you. Keep in mind: the key to market success is consistency.

8. What if I can't make it to a market date that I signed up for?

We ask for 1-week notice if you cannot make a market you have committed to. If you must cancel for unforeseen circumstances, we ask for 24 hours notice. If you cancel with less than 24 hours notice, or do not show up, you will be charged a late cancelation/ no show fee. Hood River Farmer Market late cancellation fee/no show fee is \$40. 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. See pg. 2 of the Vendor Packet for complete attendance policy.

9. Can I add items not listed on my application to my market booth?

Yes, but you will require approval from the market manager before you may begin selling items not listed on your application.

10. What should I bring for my market booth?

Vendors must display a sign with their farm/ business name and location. Vendors should also bring a cashbox with small bills to make change. We strongly encourage you to bring a canopy tent for the market. Please reach out to market staff for recommendations on where to purchase new tents. Successful booth displays can be made using simple materials. Ideas for booth displays will be shared at the vendor orientation.

11. Can I apply to more than one farmers market?

Yes! Visit www.gorgegrown.com/farmmarket for a complete list of other farmers markets in the Gorge.