

The logo for Hollywood Farmers Market features an orange fork with a tomato on it to the left of the word "HOLLYWOOD" in a grey, dotted, sans-serif font. Below "HOLLYWOOD" is the word "FARMERS MARKET" in a solid orange, sans-serif font.

**HOLLYWOOD**  
**FARMERS MARKET**

**&**

The logo for Lloyd Farmers Market features the word "LLOYD" in a grey, sans-serif font. The letter "O" is replaced by a dark grey tomato. Below "LLOYD" is the word "farmers market" in a lighter grey, lowercase, sans-serif font.

**LLOYD**  
farmers market

**2017 Vendor Rules**

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## **A. MISSION AND VALUES**

### **Mission Statement**

The Hollywood Farmers Market is a 501(c) 6 non-profit corporation whose purpose is to celebrate the bounty of Oregon agriculture through the operation of a community-based farmers' market and other ventures that support small farmers and healthy urban neighborhoods.

### **Market Values**

- 1. COMMUNITY**-We believe that nurturing relationships in shared public spaces builds neighborhoods.
- 2. FOOD FOCUS**-We concentrate on produce to support regional farmers, a healthy local food system and a healthy community.
- 3. TRUSTEESHIP**-We believe that we have an obligation always to be mindful of the market's integrity, sustainability and prosperity.
- 4. EQUITY** – We believe that everyone deserves access to fresh, local food from their neighborhood farmers market.
- 5. PRIDE**-We believe the presence of a vital, high quality farmers' market enhances our neighborhood's distinct character.
- 6. EDUCATION**-We believe in providing educational experiences related to healthy communities and sustainability.
- 7. CIVIC PARTICIPATION**-We believe that informal social gatherings of neighbors in open public spaces encourages civic participation in our community.
- 8. VOLUNTEERISM** – We believe that volunteers and an active and supported volunteer program are essential to the success of our market and a healthy community.
- 9. FUN**-We believe that involvement in the farmers markets should be enjoyable and rewarding.

The Lloyd Farmers Market supports the “Healthy Worksites” initiative of the Oregon Department of Human Services. Products sold at LFM must meet the goal of making “the healthy choice the easy choice.”

## **B. BOARD OF DIRECTORS AND MARKET STAFF**

Market Manager – *Francesca Benedetti*

Market Coordinator – *Ari Rosner*

Market Assistant – *tbd*

Bookkeeper – *Nancy McMahan*

### 2017 Board of Directors:

Board chair – *Claudia Fabbrini*

Vice chair – *Kristine Falletta*

Secretary – *Abigail Chipley*

Treasurer – *Molly Notarianni*

*Abigail Chipley*

*Erinn Criswell*

*Claudia Fabbrini*

*Kristine Falletta Abraldes*

*Gus Liszka*

*Yua Lo*

*Ava Mikolavich*

*Michael Mason*

*Molly Notarianni*

*Bruce Richard*

*Ramona White*

*Beth Wilmart*

## C. HOURS AND LOCATIONS

### Hollywood Farmers Market

The Hollywood Farmers Market is located on NE Hancock Street between 44<sup>th</sup> and 45<sup>th</sup> Avenues.

The 2017 market season will run on the 1<sup>st</sup> & 3<sup>rd</sup> Saturdays of each month from January through March, every Saturday from April 1<sup>st</sup> through November 18<sup>th</sup>, and on December 2<sup>nd</sup> and December 16<sup>th</sup>. Market hours from April – September are 8:00 AM to 1:00 PM. Market hours from October – March are 9:00 AM to 1:00 PM.

### Lloyd Farmers Market

The Lloyd Farmers Market is located in the Oregon Square Courtyard on NE Holladay Street between 7<sup>th</sup> and 9<sup>th</sup> Avenues. The property is owned and managed by American Assets Trust.

The 2017 market season will run every Tuesday except for December 26<sup>th</sup> and January 2<sup>nd</sup>. Market hours are from 10:00 AM – 2:00 PM.

## D. PRODUCT GUIDELINES

### PRODUCTS

The Hollywood and Lloyd Farmers Markets are venues for Oregon and Washington producers to directly market their locally-grown or locally-made products. The markets are **not** an outlet for the resale of wholesale products.

The following products are allowable at both markets:

- eggs
- seafood
- meat
- honey
- juice
- cheese/dairy products
- baked goods
- prepared foods
- herbs
- vegetables (non-waxed)
- fruit (non-waxed)
- berries (non-waxed)
- mushrooms
- seeds & grains
- nuts
- cut flowers
- nursery products
- wine, beer and cider
- specialty food products
- non-edible agricultural products
- reusable bags

\***Crafts** may be sold at the Hollywood Farmers Market in November and December.

**Market management reserves the right to prohibit any product from being sold at the market if the product is not compatible with the overall concept of the market or the product mix currently offered at the market.** HFM does not offer exclusive rights to any one vendor to sell any one product. All products sold must be grown or prepared in compliance with Oregon Department of Agriculture, Oregon Health Department, and HFM guidelines to ensure high quality and market safety.

### **Reusable Bags**

If vendors wish to sell reusable bags at their stall to encourage the reuse of shopping bags, the bags must be sold at cost to the consumer. Vendors must indicate on their application that they intend to offer reusable bags for sale and must submit proof that the cost is equal to the consumer price prior to selling bags at the market.

## **GROWERS**

### **Definition of a Grower**

The Hollywood Farmers Market defines a grower as someone who actively manages the production (planting, growing, and harvesting) of crops or livestock on owned or leased land. If a grower farms on rented or leased land, they must provide HFM with a copy of the signed lease agreement (s).

### **Value-Added Products**

Growers wishing to sell value-added products must have grown or produced the main ingredient in each item. During a vendor's peak season, **produce vendors must contain their value-added display to four square feet.** Non-produce vendors (i.e. meat, cheese, honey, etc.) are not limited. All value-added items must be produced in compliance with existing law and approved by the Market Manager before they are sold in the market.

### **Non-Edible Agricultural Products**

Growers wishing to sell non-edible agricultural products are required to have grown and processed (if applicable) the product. Non-edible agricultural products must be connected to a farm's existing operations and should remain in the same four square foot display space allowed for value-added products when possible.

### **Nursery Vendors**

Nursery products and plants must be propagated by the vendor from plugs, seed, cutting, bulbs or plant division and sold in standard, non-decorative nursery containers. When non-traditional containers are appropriate, such as Bonsai dishes, succulent dishes, hanging baskets, or planter boxes, the value of the container may not exceed the value of the plant material. Nursery vendors may not sell hardware, fertilizers, or nutritional supplements.

## **SECONDARY FARM PRODUCTS**

The Hollywood Farmers Market allows the sale of Secondary Farm Products with prior approval from the Market Manager.

### **What is a Secondary Farm Product?**

A Secondary Farm Product (SFP) is defined as a product not grown by the applicant vendor. We allow the limited sale of Secondary Farm Products provided the policies below are followed. The sale of Secondary Products outside the below guidelines may be grounds for dismissal from the Hollywood or Lloyd Farmers Markets.

Secondary Farm Products must be obtained directly from another local grower within the states of Oregon or Washington.

Wild foraged products such as mushrooms and wild berries may be purchased directly from the forager by the vendor and offered at the market. No living wild collected plants may be sold at the Hollywood Farmers Market.

### **Who can sell Secondary Farm Products?**

Growers are the only vendor type that will be considered for Secondary Farm Product approval. Nursery vendors may not sell Secondary Farm Products.

**No more than 25% of products displayed by a vendor on any given market day may be Secondary Farm Products without prior approval from the Market Manager.**

### **How do I get a Secondary Farm Product approved?**

Vendors who wish to sell SFPs must fill out and submit a Secondary Farm Product Form along with their Vendor Application before the season begins. If a vendor wishes to add an SFP during the market season, an SFP Form may be requested from the Market Manager. Vendors should not expect to bring Secondary Farm Products on a given market day without prior Manager approval.

Approval of Secondary Farm Products will be limited and may be denied or revoked if a product is available in sufficient quantities by growers vending at the Hollywood Farmers Market.

**Considerations for Secondary Farm Product Approval:**

- Product mix in market
- Consumer demand
- Number of vendors with similar product
- Producer's history of selling such product
- Producer's history of compliance with Vendor Rules

**What are the rules for selling Secondary Farm Products?**

- No more than three SFPs may be sold per market day per vendor.
- Only one vendor may sell a specific variety provided by a specific SFP grower on any given market day.
- A second HFM vendor may sell the same variety by a different SFP grower on the same market day.
- Secondary Farm Products may not take up more than 25% of the total products displayed on any market day.

**Secondary Farm Products on Market Day**

- The Hollywood Farmers Market will provide a dry-erase board to each vendor approved to sell SFPs.
- Secondary Farm Product information must be made available to customers on the display board and must list the name and variety of the SFP and the name and location of the farm/nursery.
- The HFM will pass out dry-erase boards during market setup and will collect the dry-erase boards at the end of each market day.
- Vendors may display information (additional signs, price tags, etc.) in addition to that on the dry-erase board but may not supply their own SFP information display board.

**NON-GROWERS**

**Seafood**

All seafood sold at the market must be in compliance with the Monterey Bay Aquarium's Seafood Watch guide (only green and yellow coded seafood will be accepted) or be included on the Marine Stewardship Council's list of certified seafood. Relevant product information including origin of seafood, processing location and farming/fishing practices must be declared on the application and made available to customers on clearly marked signs. Preference will be given to vendors selling product caught by vessels home ported in Oregon or Washington.

**Wild Foraged Products**

Wild foraged products such as mushrooms and wild berries may be purchased directly from the forager by the vendor and offered at the market. No living wild collected plants may be sold at the Hollywood Farmers Market.

**Prepared & Ready-to-Eat Food**

Prepared foods include bakery and restaurant products, coffee, pasta, wine, specialty food products and cheeses made by a non-grower. Growers selling primarily value-added products are also considered prepared food vendors.

Hollywood Farmers Market expects prepared and ready-to-eat food vendors to source as many ingredients as they can from farmers at the HFM or LFM. Preference will be given to vendors who sell food items that primarily feature ingredients produced and/or processed in Oregon or Washington. All prepared food vendors should be familiar with what is available at the market and produced locally.

The HFM prohibits the sale of any beverage not manufactured by the vendor out of raw materials. All drinks must be listed on the application and prepared by the vendor.

## Crafts

Non-agricultural craft items may be sold by special arrangement during the November & December Hollywood Farmers Markets, if space is available. **All craft items must be created by the vendor.**

## E. SET UP AND OPERATION

### Hollywood Set Up & Unloading

Vendors may begin set up at 6:00 AM and must be finished when the market opens at 8:00 AM (9am during Winter Market hours). Vendors who have reserved a specific stall may begin set up upon arrival. All others must check in with the Market Manager for their stall assignment. Reserved spaces are held until 7:45 AM. After this time the Market Manager may allow another vendor or community group to utilize the space.

Vendors may drive their vehicles into the market for unloading from 6:00 AM to 7:30 AM. Vendors arriving after 7:30 AM must park outside the market and carry all supplies to their booth. For the safety of vendors and volunteers, vendors must move their vehicles from the market immediately after unloading and no later than 7:45 AM.

### Lloyd Set Up & Unloading

Vendors may begin set up at 8:00 AM and must be finished when the market opens at 10:00 AM. Stalls will be assigned to vendors by the market manager upon arrival. Every effort will be made to accommodate preferences but no space is guaranteed on an on-going basis. Reserved spaces are held until 9:45 AM. After this time the Market Manager may allow another vendor or community group to utilize the space.

Vehicles are not permitted to drive into the market area. Vendors may pull into the entrance on NE Pacific St. and use the provided carts to wheel products and equipment into the market area. Wheeled carts are limited and shared among vendors. No vendor shall obtain a cart before 2:00 PM for breakdown purposes and should only begin using a cart after the booth is completely broken down and packed.

## Parking

*The HFM is not responsible for any towing fees incurred by the vendor.*

### At Hollywood:

**Vendors may park in one of two places:**

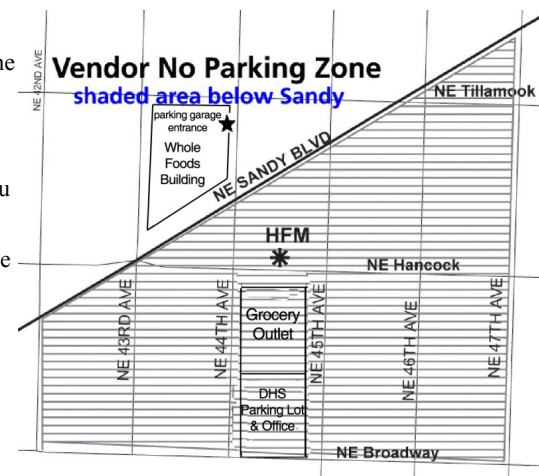
**Two Blocks Away** — If you are parking on the street, please refer to the map to the right and DO NOT PARK in the shaded area. This is to ensure that customers can park close to the market.

**Anywhere North of Sandy Blvd** — Vendors may park anywhere north of Sandy Blvd, even if it is within two blocks of the market. If you have a small vehicle, you may park on the **3rd floor** of the Whole Foods parking garage.

**No Parking in the lot behind Grocery Outlet (DHS lot).** Vendors no longer have permission to park in the DHS parking lot directly behind Grocery Outlet.

**Vendors may not park in the lots for Grocery Outlet, Rose City Park Presbyterian Church, Davis Business Center or any other adjacent parking lot.**

The Market Manager has the right to ask vendors to move their vehicle if parking becomes hazardous to local traffic or customer safety.



## **At Lloyd**

Vendors may park in the spaces along NE Pacific Street between NE 7th Ave and NE 9th Ave. Each vendor will be given **one** parking pass for their vehicle for the season. These passes cannot be replaced if lost.

### **Market Opening**

Selling before the market opens is **strictly prohibited** at both the Hollywood and Lloyd Farmers Markets. The opening of the Hollywood Farmers Market is indicated by a bell. The purpose of this rule is to promote the safety of vendors, volunteers and customers during market set-up.

### **Hours of Operation**

Booths must remain set up during the entire hours of operation at all markets, even if a vendor has sold out of products. This allows the market to continue without disruption. In special circumstances, vendors may request permission directly from the Market Manager to discreetly break down and depart before the market is over.

### **Breakdown**

Vendors may begin breaking down their stalls at the end of the market's hours of operations. At Hollywood this is indicated by the ringing of a bell at 1:00 PM. A second bell at 1:15 PM will alert vendors that it is safe to drive their vehicles into the market. Stall spaces must be packed, cleaned and vacated by 2:30 PM.

### **Clean-Up**

Vendors are responsible for cleaning up and taking home all debris, garbage and compost generated by their operation. **The HFM and Oregon Square Courtyard garbage cans may not be used by vendors.**

### **Behavior at Market**

Vendors and their employees are expected to behave in a respectful and professional manner while at the market. This includes communications with other vendors, market staff & volunteers, and customers. For farm vendors it is recommended that at least one staff person works on the farm as to provide in-depth knowledge of farm methods and products. Vendors are prohibited from engaging in unruly and/or aggressive behavior and will be subject to disciplinary action if they violate this rule. Vendors may not attract attention to their items for sale by hawking (calling attention to products in a loud, repetitive public manner) or by standing outside of the stall area. The Market Manager has the discretion to ask any vendor and their staff to change any inappropriate behavior.

### **Attendance at the Market**

Vendors are expected to attend all markets committed to at the time of the application. If an unforeseen circumstance requires a vendor to miss a scheduled market, they must notify the Market Manager in writing (ie. E-mail) **and** preferably also by phone (call or text). Excessive absences may result in a change in a vendor's status and/or dismissal from the market. Late cancellations may result in a forfeited stall fee (see "Stall Fees"). Market Manager will confirm receipt of cancellation.

While preference will be given to those vendors who sign up for all markets taking place during the season when their product is available, HFM understands that all people deserve a vacation. HFM asks vendors to plan **for no more than two market absences** during their product's season, April through October (participation in markets November through March is optional). An exception may be made at the discretion of the Market Manager, but more than two absences will be considered when evaluating future HFM applications.

## **F. SITE LOGISTICS**

### **Booths**

The HFM provides stall space only. Vendors must provide their own canopy, display cases and tables. Vendors are responsible for arranging their space attractively and safely. Vendors must avoid setups



that may cause potential hazards to customers. Vendors must secure their canopies with adequate weights at all times. It is recommended that vendors use weights of 25lbs or greater on each canopy leg. All equipment must be fully operational at all times. If at any time a vendor's equipment does not meet with the safety expectations set by the Hollywood Farmers Market, the Market Manager may ask the vendor to remove the equipment from their stall space.

**Vendors are required have someone staffing their booth at all times.** Volunteers may be available to give vendors a break, with the understanding that volunteer responsibilities related to market operations take priority

### **Utilities**

**At Hollywood:** Electrical outlets are limited and must be requested prior to the start of the season. A \$5/market day surcharge will be added to the stall fee of those vendors using electricity. Water is available to all vendors from the church on the north side of the market.

**At Lloyd:** Electrical outlets are limited and must be requested prior to the start of the season. Water is available to all vendors from the kitchen next to the bathrooms.

### **Signs**

**Business Name:** All vendors must have a sign with the name and location of their business. The sign must be legible and large enough to read easily.

**Products:** Growers who sell secondary products must make this information available to customers on individual labels next to each product in addition to the secondary product white board (e.g. on the price tag). The individual labels must include the name and variety of the product and the name and location of the farm where the product was sourced.

**Ingredients:** Prepared food vendors are encouraged to list ingredients that are sourced from Oregon or Washington, especially those purchased from other Hollywood Farmers Market vendors.

**Organics:** Use of the word "organic" is prohibited unless the product is certified organic. A copy of the vendor's current organic certification must be provided to the Market Manager.

### **Smoking**

Vendors who wish to smoke must do so outside the market.

### **Food Sampling**

Any vendor who engages in the sampling of products is required to have a suitable hand washing station in the booth where sampling takes place. Safe Sampling Practices must be followed and sampling must be in compliance with all Oregon Department of Agriculture Food Handling Regulations. Sampling outside of stall boundaries or in a manner that obstructs a customer's access to other booths is not allowed. Vendors offering food samples must provide a trash receptacle at their booth.

### **Insurance**

While it is not required, vendors are strongly encouraged to carry liability insurance. The HFM is not responsible for any loss or damage incurred by the vendors. Prepared food vendors must have liability insurance as required by state law. *The Hollywood Farmers Market* must named as an additional insured.

### **Pets**

Vendors are not allowed to bring pets to the market. Service animals are permitted as required by law.

### **Plastic Bag Ban**

The City of Portland "requires that retail establishments and food vendors only provide recycled paper bags or reusable bags as checkout bags for customers. Recycled paper bags must contain an average of at least 40 percent recycled content and be accepted in the City of Portland curbside recycling program. The policy exempts bags provided by a pharmacist to contain prescription medication and bags without handles used to protect a purchased item from other purchased items (e.g., produce, bulk food, meat)".

## G. APPLICATIONS AND FEES

### Application Process

Vendors must complete an application prior to the first market they will be attending. Applications must be filled out online at [www.managemymarket.com](http://www.managemymarket.com). Please contact the market office for assistance with market applications: 503-709-7403. **All vendors are re-evaluated for participation on a yearly basis.**

### Vendor Succession

HFM understands that sometimes market vendors may need to retire or sell their business. HFM values the longtime commitment of vendors to the market, and will permit a vendor's market stall may be transferred if all of the following apply:

1. The new owner of the vendor business has a minimum of 51% management, control, and ownership of the vendor business.
2. The new owner of the vendor business is in the same vendor category as the original vendor, and offers substantially similar products for the first year at the market.
3. The new owner of the vendor business has actively participated with the outgoing vendor at market (i.e. employee, co-owner, or volunteer) for at least one year.

Vendors interested in stall transfer must complete a **HFM Stall Transfer** form prior to the 2018 Early Application Deadline.

### Hollywood Early Application

Hollywood Farmers Market vendors who are accepted to participate in the market for a second full season and complete the season in good standing may submit an early application to the market for the following season. The early application must be submitted no later than **October 1st, 2017**. The early application will be conditionally approved provided:

1. The vendor finished the season in good standing with the market.
2. The early application does not include significant changes to the vendor's approved product list.
3. The early application is submitted with the \$25 application fee and a \$100 deposit to the market. The deposit will be credited towards the vendor's stall fee at the onset of the following season, or forfeited by the vendor if:
  - a. the vendor chooses not to return to the market the following season OR
  - b. the vendor makes changes to their product list or business structure, resulting in a declination for participation by market management.

If a vendor submits an early application and it is approved, the vendor will be required to notify market management of any application changes by the general application deadline. Such changes will be subject to the approval of market management.

*A vendor will be considered "in good standing with the market" at the end of the season if the vendor was not subject to any disciplinary action and had no more than one written warning during the season.*

### General Application

Applications for both markets will be available online at [www.managemymarket.com](http://www.managemymarket.com). Hollywood opens in January and Lloyd in February, and the application deadline is listed on ManageMyMarket.com. Late applications will not be considered.

### Hollywood Application and Stall Fees

A **\$25 non-refundable fee** must be included with all applications. Applications submitted without this fee will not be processed. If accepted, all vendors must submit payment equivalent to one week's stall fee prior to their first day at market.

Returning vendors must include payment equivalent to **one week's stall fee** along with their application.

Refunds of the application fee will be processed for any vendor not accepted by the HFM.

All new vendors accepted to participate in the Hollywood Farmers Market are required to attend the New Vendor Meeting prior to the start of the market held in April.

### Lloyd Stall Fees

LFM stall fees are due the day of the market. No advance season deposit is required.

### Site Visits

The Hollywood Farmers Market reserves the right to visit farms and production facilities to learn more about a vendor's practices and/or production methods. If a vendor's farm/business is chosen for a site visit, the Market Manager will schedule a time with the vendor that is convenient for both parties.

### Hollywood Stall Fees

Stall fees are determined by booth size and the type of product a vendor will be selling. Discounts are available for vendors who prepay for consecutive weeks. There is a 5% discount for prepayment for 5 weeks and a 10% discount for prepayment for 10 weeks or more. Payment must be received prior to the dates that are discounted. November and Winter market stall fees reflect a 20% discount.

Grower	One Week	Five Weeks	Ten Weeks	October-March One Week	October-March Three Weeks
<b>Umbrella</b>	\$33	\$157	\$297	\$26	\$74
<b>Small (10x10)</b>	\$39	\$185	\$351	\$31	\$88
<b>Medium (10x15)</b>	\$59	\$278	\$527	\$47	\$134
<b>Large (10x20)</b>	\$78	\$371	\$702	\$62	\$177
<b>Extra-Large (10x25)</b>	\$98	\$463	\$878	\$78	\$222
<b>Premium (10x30)</b>	\$145	\$689	\$1,305	\$116	\$331

Non-Grower	One Week	Five Weeks	Ten Weeks	October-March One Week	October-March Three Weeks
<b>Umbrella</b>	\$49	\$233	\$441	\$39	\$111
<b>Prepared</b>	\$56	\$266	\$504	\$45	\$128
<b>Craft</b>				\$45	\$128

### Reservations and On-Call Vendors

Vendors may be able to occupy the same stall from week to week by paying the stall fee in advance. However, the Hollywood Farmers Market reserves the right to adjust stall boundaries and assigned stall locations as needed and the Market Manager may occasionally require a vendor to shift their stall space. *See Section D, Stall Boundaries on Page 4.*

Payment must be received no later than Saturday at 1:00 PM to reserve a booth for the following week. For vendors paying one week at a time, the prepayment is credited to their last market of the season.

On-call vendors will be contacted by the Market Manager no later than Thursday of **each week** that the HFM has space for them to attend the market. On call vendors have 24 hours to reply to confirm availability or may lose the space. On-call vendors may not be able to occupy the same booth every week.

## Lloyd Stall Fees

Stall fees are determined by booth size, regardless of products a vendor will be selling.

Season	Fee per 10 feet of frontage
June – September	\$32
October – May	\$27

## Cancellations

Vendors must call the Market Manager no later than **12:00 PM on Wednesday** to cancel a reservation for a Saturday market and **12:00 PM on Sunday** to cancel a reservation for a Tuesday market. If the vendor cancels a reservation after the deadline, their stall fee is forfeited and will not generally be credited/refunded. All cancellations must be submitted in writing (email is preferred). A verbal notification should accompany the written notice when appropriate.

## H. ENFORCEMENT AND DISPUTES

### Rule Enforcement

The Market Manager is subject to the oversight to the Board of Directors and has the ultimate authority on-site to enforce all of the Vendor Rules. The Market Manager will typically use the following guidelines when enforcing the Vendor Rules:

- 1<sup>st</sup> Offense** – Verbal Warning
- 2<sup>nd</sup> Offense** – Written Warning
- 3<sup>rd</sup> Offense** – Disciplinary Action by Market Manager & Board Review: The HFM Board will review the infraction and decide on an appropriate penalty.

While these guidelines will generally be observed, **the Market Manager has discretionary authority to impose any other disciplinary action for any infraction, including barring the vendor from selling at the market for that day and any future market days.** A vendor may appeal any decision of the Market Manager concerning violation of these rules by immediately presenting a written appeal to the HFM Board of Directors. A vote by a majority of the Board of Directors shall constitute a final decision on any appeal. All disputes and their resolutions shall be recorded at the next regular meeting of the Board of Directors.

### Product Challenge Form

Vendors may submit a **Product Challenge Form** if they believe another vendor is misrepresenting their product. **Product Challenge Forms** are available from the Market Manager and must be submitted with a \$100 deposit on *the same day* the violation is observed. The Hollywood Farmers Market will conduct investigation as conditions permit to make a determination on the product challenge. If the challenged vendor is found to be in violation with these rules, that vendor may be fined, suspended or removed from the market at the discretion of the Board of Directors.

## I. MARKET CURRENCY

### WIC/Senior Farm Direct Nutrition Program

All growers eligible for participation in the WIC (Women, Infants & Children) and Senior Farm Direct Nutrition Program must apply with the Oregon Department of Agriculture before the start of the season and be authorized by June 1<sup>st</sup>. Authorized vendors must learn and follow all Farm Direct Nutrition Program rules.

### Token Program

Customers may use their SNAP/EBT (formerly known as food stamps) or debit card to purchase wooden tokens at the Information Booth. These tokens bear the Hollywood Farmers Market logo and may be used to purchase items at the market. All vendors accepted into the Hollywood Farmers Market are required to participate in the token program.

There are four types of tokens: \$5 Orange, \$1 Green, \$1 Purple, and \$2 Double Up Food Bucks.

### ***\$5 Orange Tokens***

**All vendors are required to accept the orange debit \$5 tokens.** These tokens are purchased with a debit card and must be treated as cash. If change is given, it must be given in cash. **Vendors are not permitted to give \$1 tokens as change at any time.**

### ***\$1 Green and Purple Tokens***

Green tokens are purchased with a SNAP/EBT card. Purple tokens at Hollywood have been received as a SNAP/EBT match through our Fresh Funds Program; purple tokens at Lloyd have been received via one of our community partners in the voucher incentive program. Green and Purple tokens may only be used to purchase SNAP eligible foods. Vendors may NOT make change for Green or Purple \$1 tokens. The market accepts EBT cards issued from any state in the United States of America.

**Acceptable Green (SNAP) and Purple Token Purchases:** *vegetables, fruit, poultry, seafood, meat, breads, dairy products, and vegetable, fruit and herb plants and/or seeds.*

Vendors may use Orange debit tokens to pay their stall fees. **Green and Purple tokens will not be accepted for stall fee payments.**

Vendors must turn in their Token Reimbursement Pouch to the Market Manager or Information Booth by 15 minutes after the close of the market on any market day. Vendors are encouraged to turn in their tokens at least once a month, or more frequently depending on the volume of tokens received. Reimbursement checks will be hand-delivered in the Token Reimbursement Pouch one week after the tokens are submitted, or the checks will be mailed at the end of each vendor's season.

### ***Voucher Incentive Program – Lloyd Farmers Market***

The voucher incentive program is a nutrition incentive program of the Lloyd Farmers Market. The Hollywood Farmers Market partners with several low-income housing organizations to distribute three sets of \$10 vouchers to participating residents during the course of the market season. These vouchers are traded in for \$1 Purple tokens described above.

### ***Double Up Food Bucks (DUFB) – Hollywood & Lloyd Farmers Markets***

DUFB is a program that provides low-income Oregonians who receive SNAP benefits with a match that encourages them to purchase fruits and vegetables, and supports local growers. When customers use their SNAP benefits at Lloyd FM starting January 2016 and Hollywood FM starting May 2016 they receive an equal amount of DUFB, in \$2 increments, up to \$10 per visit.

## **J. LICENSES, CERTIFICATIONS, AND REGISTRATION**

*Vendors must submit copies of ALL required licenses and certifications with their application and are required to have them available for inspection during market hours. Please see the resources section for contact information.*

### **DBA Registration**

Vendors using an assumed business name (i.e., a business name other than the name of the vendor's corporation or other organizational form as filed with the state) must have that name registered with the Oregon Secretary of State Corporation Division's Central Business Registry.

### **Licenses**

Vendors must comply with governmental licensing regulations that regulate the production and sale of their products. Examples include, but are not limited to, nursery licenses, certified kitchen licenses and temporary restaurant licenses. Vendors who do not comply with applicable state and local regulations may be excluded from the market and may forfeit stall fees.

The treaty rights of Native American vendors allow them to sell product without licensing. The vendor's tribal identification card will need to be submitted with the application to confirm tribal status.

### **Scale Certification**

All vendors who sell by weight are required to have their own state-licensed scales. In addition to licensing, the HFM requires that vendors have their scales tested for accuracy by the ODA prior to the first market. The certification sticker issued by the ODA will be inspected at the market. Unit pricing is an alternative to licensed scales.

**Organic Certification**

Only growers who are certified organic may use the word organic in their signage. Non-certified organic growers must use other descriptive terms for their products.

**Other 3rd Party Certifications**

Vendors holding other reputable third party certifications (e.g., Naturally Grown Salmon Safe, Certified Humane, Non-GMO Project, etc.) are encouraged to display signage and identify certified products. Vendors are required to provide a copy of this certification if they wish to market it at the Hollywood Farmers Market.

## K. RESOURCES

### **Certified Kitchens & Food Handling**

Multnomah County Health Department

Phone: 503-988-3400

[www.mchealthinspect.org](http://www.mchealthinspect.org)

### **Certified Naturally Grown**

Phone: 845.687.2058

<http://www.cngfarming.org/>

### **Farm Direct Nutrition Program (WIC/Senior)**

Oregon Department of Agriculture

Phone: 503-872-6600

<http://www.oregon.gov/DHS/ph/wic/farmer.shtml>

### **Farm Direct Marketing Resources**

Oregon Department of Agriculture

[www.oregon.gov/ODA/pub\\_fd\\_ventures.shtml](http://www.oregon.gov/ODA/pub_fd_ventures.shtml)

### **License Database**

Oregon Department of Agriculture

[www.oda.state.or.us/dbs/search.lasso](http://www.oda.state.or.us/dbs/search.lasso)

### **Licensing & Food Safety Guidelines**

ODA Food Safety Division

Phone: 503-986-4720

[www.oregon.gov/ODA/FSD/index.shtml](http://www.oregon.gov/ODA/FSD/index.shtml)

### **Nursery Regulation**

ODA Plant Division

Phone: 503-986-4644

[www.oregon.gov/ODA/PLANT/index.shtml](http://www.oregon.gov/ODA/PLANT/index.shtml)

### **Oregon Central Business Registry**

Oregon Secretary of State Corporation Division

Phone: 503-986-2200

<https://secure.sos.state.or.us/ABNWeb/>

### **Oregon Department of Agriculture**

#### **Organic Certification Program**

Phone:

<http://www.oregon.gov/ODA/CID/organic.shtml>

### **Scale Certification**

ODA Measurement Standards

Phone: 503-986-4670

[www.oregon.gov/ODA/MSD](http://www.oregon.gov/ODA/MSD)

### **SNAP Program**

USDA Food & Nutrition Service

Phone: 503-326-5971

<http://www.fns.usda.gov/snap/>

**Washington State Department of Agriculture  
Organic Food Program**

Phone: 360-902-1805

<http://agr.wa.gov/FoodAnimal/Organic/>

**Washington State Department of Licensing**

<http://www.dol.wa.gov/forms.html>

**Oregon Farmers Market Association**

Phone: 503-525-1035

<http://www.oregonfarmersmarkets.org/>

**Certified Humane**

Phone: 703- 435-3883

<http://www.certifiedhumane.org/>