

# HOLLYWOOD & LLOYD FARMERS MARKETS

## 2021 Vendor Handbook



Hollywood & Lloyd Farmers Markets

[Info@hollywoodfarmersmarket.org](mailto:Info@hollywoodfarmersmarket.org)

(503) 709 - 7403



Thank you for your interest in being a new or returning vendor at Hollywood or Lloyd Farmers Markets! Hollywood Farmers Market is a non-profit organization which runs and manages both Hollywood Farmers Market (HFM) and Lloyd Farmers Market (LFM).

In early 1997, a group of Northeast Portland neighbors sat around a table and put together a plan to create the Hollywood Farmers Market. In May of that year, the market opened in the Washington Mutual parking lot with 10 vendors. Since that time the market has grown, moved and been sustained by even more wonderful neighbors! In 2000, we moved to our present location on NE Hancock Street between NE 44th and 45th Avenues. This location now comes alive on Saturdays throughout the year -- packed with vendors, community booths, musicians, volunteers and neighbors. In 2011, Hollywood expanded to a year-round season, *and* we gained Lloyd Farmers Market, increasing our ability to bring fresh, local food to Portland's urban neighborhoods! We welcome you to this friendly community of food and fun!

---

## TABLE OF CONTENTS

Mission, Vision and Values	3
Board of Directors and Staff	4
Hours and Location	5
Product Guidelines	6
Market Day Logistics	10
Site Logistics	14
Applications	17
Stall Fees	18
Attendance	20
Enforcement and Disputes	20
Market Tokens and Currency	21
Licenses, certifications, and registration	24
Other Resources	25
Checklist for Vendor Applicants	26

---

## MISSION, VISION & VALUES

### MISSION STATEMENT

To celebrate the bounty of Oregon agriculture through the operation of community-based farmers markets and other ventures that support small farmers and

healthy urban neighborhoods.

## VISION

We envision community-based, celebratory farmers markets that draw a diversity of people throughout the year to meet old friends, make new ones, and shop the bounty of Oregon agriculture. The markets strive to be environmentally sustainable, socially responsible, and educational for all ages.

## VALUES

- *Community:* We believe that nurturing relationships in shared public spaces builds neighborhoods.
  - *Food Focus:* We concentrate on produce to support regional farmers, a healthy local food system and a healthy community.
  - *Trusteeship:* We believe that we have an obligation always to be mindful of the market's integrity, sustainability and prosperity.
  - *Equity:* We believe that everyone deserves access to fresh, local food from their neighborhood farmers market.
  - *Pride:* We believe the presence of a vital, high quality farmers' market enhances our neighborhood's distinct character.
  - *Education:* We believe in providing educational experiences related to healthy communities and sustainability.
  - *Civic Participation:* We believe that informal social gatherings of neighbors in open public spaces encourages civic participation in our community.
  - *Volunteerism:* We believe that volunteers and an active and supported volunteer program are essential to the success of our market and a healthy community.
  - *Fun:* We believe that involvement in the farmers markets should be enjoyable and rewarding.
- 

## BOARD OF DIRECTORS AND MARKET STAFF

### STAFF

Market Director: Alison DeLancey

Market Coordinator: Ari Rosner

Market Assistant: Kelly Cook

Bookkeeper: Nancy McMahon

## BOARD OF DIRECTORS

President: TBD

Vice-President: TBD

Secretary: TBD

Treasurer: TBD

Members at Large: David Brown, Alex Gund, TomiRene Hettman, Gus Liszka, Dennis Martin, Aaron Nichols, Linda Rasmussen, Mary Lou Soscia, Jeanne Sutter, Ramona White.

---

## HOURS & LOCATION

### HOLLYWOOD FARMERS MARKET (HFM)

Hollywood Farmers Market is located on NE Hancock Street between 44<sup>th</sup> and 45<sup>th</sup> Avenues. The 2021 market season will run as follows:

- April - November, 2021: Every Saturday, except the last Saturday in November.
- December, 2021: 1st & 3rd Saturdays.
- January, 2022: *2nd and 4th Saturdays*
- February - March, 2022: 1st and 3rd Saturdays

Market hours will be as follows:

- April – September: 8:00 AM to 1:00 PM
- October – March: 9:00 AM to 1:00 PM.

### LLOYD FARMERS MARKET (LFM)

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 2021 -2022 market season runs every Tuesday from April 2021 - March 2022, except for December 28, 2021, and January 4, 2022. Market hours are always from 10:00 AM – 2:00 PM.



---

## 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 allowed at both markets:

- eggs
- seafood
- meat
- honey
- mushrooms
- cheese/dairy products
- baked goods
- vegetables
- nursery products
- prepared foods
- herbs
- fruit
- berries
- seeds & grains
- nuts
- reusable bags
- juice
- cut flowers
- wine, beer, cider, and spirits
- specialty food products
- non-edible agricultural products
- value-added products approved by the market director.

\*Crafts may be sold at both markets in November and December.

### CRITERIA FOR VENDOR SELECTION

HFM and LFM reserve the right to accept or refuse any business or products. HFM does not offer exclusive rights to any one vendor to sell any one product. Criteria include:

- Products are within product guidelines.
- Vendors have necessary insurance, licenses, registrations, etc.
- Vendors have submitted a complete Application and Secondary Product Form (where necessary).
- Products lend balance and diversity to existing product mix, with small-scale, locally based production and distribution.

- Farmers and ranchers are based in Oregon or Washington, and use or are striving to further use environmentally responsible and sustainable production methods.
- Returning vendors in good standing are considered first. (Vendors in good standing have a responsible attendance record, have paid stall fees on time, have a clean, well-organized set-up, and respect market rules.)
- Non-growers strive for waste-reduction and lowest environmental impact in packaging.
- Supports populations traditionally marginalized by the food system through systemic inequities.
- Preference is given to prepared food vendors who source from local farms; sourcing from HFM and LFM vendors is best!
- Vendor's business has ethical practices -- staff are treated well, with good working conditions and fair wages.

### GROWER PRODUCT GUIDELINES

A grower actively manages the production (planting, growing, and harvesting) of crops or livestock on owned or leased land.

### SECONDARY FARM PRODUCTS (SFP)

A Secondary Farm Product is defined as a product not grown by the applicant vendor. HFM and LFM only allow the sale of Secondary Farm Products (a product not grown by the applicant vendor) with prior approval from the Market Director. Parameters include:

- 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 HFM or LFM.
- 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 may be Secondary Farm Products without prior approval from the Market Manager.

## SFP APPROVAL

Submit a Secondary Farm Product Form along with Vendor Application before season begins. If a vendor wishes to add an SFP during the market season, ask the Market Director for a form. Some considerations for secondary product approval include:

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

## RULES FOR SELLING SFPs

- 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.
- Each Secondary Farm Product must have a sign with required information: the product name, variety, location grown, and name of grower.

## VALUE-ADDED PRODUCTS

- Growers wishing to sell value-added products must have grown or produced the main ingredient in each item.
- 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.
- Merchandise (hats with logos, etc.) are allowed if approved by the Market Director.

## 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.

## NON-GROWERS PRODUCT GUIDELINES

### 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.
- 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 given to vendors selling products harvested in WA or OR waters.

### 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 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.
- Preference will be given to prepared and ready-to-eat food vendors who sell food items that primarily feature ingredients produced and/or processed in Oregon or Washington. Food processors who source from HFM and LFM vendors are prioritized. *Applicants will be asked to list the sources of their ingredients.*
- Raw ingredients that cannot be sourced locally will be prioritized if they promote sustainable practices (organic, fair trade, rainforest certified).
- 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.

- *Processed products and ready-to-eat foods new to the market will be invited to participate in a product jury as part of the application process. The Director will contact you to schedule a product sample submission.*

## CRAFTS

Non- agricultural and craft may be sold during the November & December Farmers Markets. All craft items must be created by the vendor.

---

## MARKET DAY LOGISTICS

### HOLLYWOOD LOAD-IN

- Vendors may drive their vehicles into the market for unloading from 6:00 AM to 7:30 AM. (7 - 8:30 AM in winter markets). Vendors must have vehicles off the lot half an hour before the market opens. Set-up must be finished when the market opens at 8:00 AM (9 AM during Winter Market hours).
- Vendors who have been assigned a specific stall may begin set-up upon arrival. All others must check in with the Market Director for their stall assignment.
- Reserved spaces are held until 15 minutes before opening. After this time the Market Director may allow another vendor or community group to utilize the space.
- Vendors must drive onto the lot from 45th Ave., and off the lot via 44th Ave. This keeps all traffic safely flowing in the same direction.
- *Please drive slowly and carefully at all times!*
- If you are going to be late, please let the market manager know. Vendors arriving after 7:30 AM in the main season or 8:30 AM in the winter season must park outside the market and carry all supplies to their booth.

### LLOYD LOAD - IN

- Vendors may begin set-up at 8:00 AM and must be finished when the market opens at 10:00 AM.
- The Market Director or Market Coordinator will be on the premises at 9 AM.

- Stalls will be assigned to vendors before the market. There is a link to the market map on the LFM website. New vendors should arrive at 9 to check in with the Director or Coordinator before setting up.
- Vehicles are *not* permitted to drive into the market area. Vendors may pull into the entrance on NE Pacific Street and use the provided carts to wheel products and equipment into the market area. Wheeled carts are limited and shared among vendors. Please be considerate!

### HOLLYWOOD PARKING:

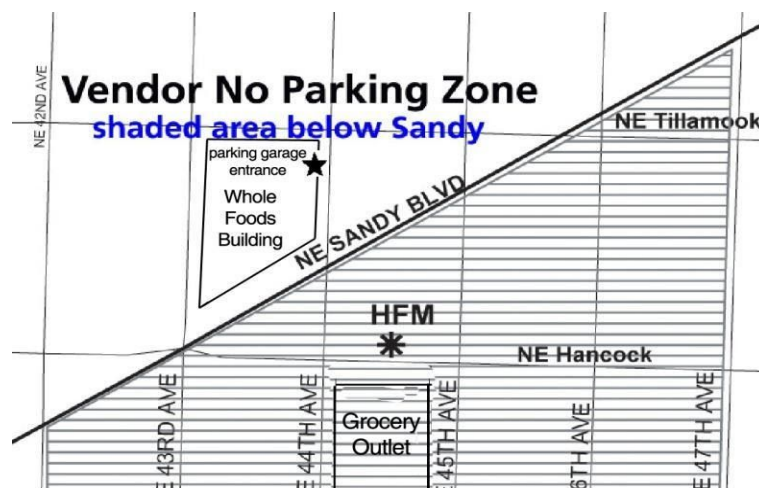
Vendors may park:

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

Please do not park:

- In the Grocery Outlet parking lot
- The DHS parking lot (directly behind Grocery Outlet)
- Rose City Park Presbyterian Church
- Davis Business Center.

The Market Director has the right to ask vendors to move their vehicle.



## LLOYD PARKING

Vendors may park in the spaces along NE Pacific Street between NE 7th Ave and NE 9th Ave. (NE Pacific is a one-way street that can be accessed from NE 7th Ave.)



## MARKET OPENING

Vendors can sell before opening if they are completely set up and feel comfortable doing so. The opening of the Hollywood Farmers Market is indicated by a bell.

## DURING MARKET HOURS

Booths must remain set up during the *entire* hours of operation at both markets. If you have sold out of products and wish to leave your booth, leave a sign. This allows the market to continue without disruption. In special circumstances (like illness) vendors may request permission directly from the Market Director to discreetly break down and depart before the market is over.

## BOOTH STAFFING & VOLUNTEER BREAKS

Vendors are expected to keep their booths staffed at all times. During the Main Season (April - November) HFM operates a robust volunteer program. If market volunteers are available, they may give solo vendors a short break (15 minute

maximum); they should not be expected to sell your products, unless you have provided adequate information for them to do so.

### HFM TEARDOWN

- No sales are allowed after the market has closed, because we want customers to exit the site *before* vehicles start to enter.
- Vendors can start to break down their stalls at closing. This is indicated by the ringing of a first bell at 1:00 PM.
- Vehicles can come onto the lot at 1:15. A second bell at 1:15 PM will alert vendors that it is safe to drive their vehicles into the market.
- Vehicles must come onto the lot via 45th, and leave via 44th. This keeps traffic flowing smoothly in the same direction.
- Stall spaces must be packed, cleaned and vacated by 2:30 PM

### LFM TEARDOWN

- Vendors can start to break down their stalls at closing. You are welcome to use the market hand carts to pack up your things, but please be aware that other vendors need to use them too!
- 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.

### 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 are for market shoppers, and may not be used by vendors.

### VENDOR CONDUCT

Vendors and their employees are expected to behave in a respectful and professional manner with other vendors, market staff, market volunteers, and customers.

This includes:

- No unruly and/or aggressive behavior
- No hawking for sales (yelling outcries in a loud and repetitive manner.)
- Hollywood Farmers Market welcomes and respects each and every person regardless of ethnicity, sex, gender expression, sexual orientation, socio-economic demographic, religious or spiritual beliefs, political affiliation, nationality, age, size, or ability. Any form of abuse or harassment will not be tolerated at the market. Any vendor engaging in these behaviors will be barred

from vending at the market.

## GROSS SALES REPORTING

HFM and LFM require vendors to report their gross weekly sales data. Rest assured this information is kept completely private, and *is never shared* with the IRS or other vendors or markets. We maintain the highest level of vendor confidentiality.

We track gross sales because this information:

- Helps us prove our impact on the local food economy (this is often important to potential funders).
- Helps us to know if our advertising campaigns are benefitting the vendors.
- Helps us discern if our product mix is meeting customer and vendor needs.

## SMOKING, VAPING & CHEWING TOBACCO

Vendors who wish to smoke, vape, or chew tobacco must do so outside market grounds.

## COVID-19 SAFETY PROTOCOLS FOR VENDORS

- Have hand sanitizer or a hand washing station available at checkout.
  - Wear face masks at the market
  - Sanitize high-touch surfaces frequently.
  - Ask staff to STAY HOME when feeling even slightly ill.
  - Assign a Social Distance Monitor for your stall. Make sure that waiting customers are appropriately socially distanced (at least 6 feet apart).
  - Hot food sales are for take out only, and must be delivered in closed containers.
  - Agree to comply with changing safety protocols when communicated by the Market Director. (Protocols may change as guidelines from the [Oregon Department of Agriculture](#) and the [Governor's office](#) change.)
- 

## SITE LOGISTICS

HFM and LFM provide stall space only. Vendors must provide their own canopy, weights, display cases and tables.

- Vendors are responsible for arranging their space attractively and safely.
- Vendors must secure their canopies with adequate weights at all times. Vendors are required to use at least 10 lbs. of weight on each canopy leg. **If there is**

**windy or inclement weather, vendors are responsible for adding enough weights to fully secure their tents.**

- Any time a vendor's equipment does not meet with the safety expectations set by the Hollywood Farmers Market, the Market Director may ask the vendor to remove the equipment from their stall space.

#### UTILITIES AT HOLLYWOOD

Electrical outlets are limited and must be requested at time of application. 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.

#### UTILITIES 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 onsite bathrooms, however we recommend LFM vendors bring their own water.

#### SIGNAGE

- 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.
- Growers who sell secondary products must make this information available to customers on individual price tags next to or on each product in addition to the secondary product board. 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.
- Prepared food vendors are asked to list ingredients that are sourced from Oregon or Washington, especially those purchased from other HFM or LFM vendors!
- 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 Director.

#### FOOD SAMPLING

##### NON-COVID times:

- 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.

#### DURING COVID

*Sampling requirements change depending on which pandemic phase Multnomah County is in.* However, all vendors shall also comply with any pandemic related orders or regulations issued by Multnomah County and the City of Portland. The Market Director will keep you informed of current state, county and market guidelines, but ultimately vendors are responsible for complying with the most recent regulations.

#### PETS

Vendors are not allowed to have pets at the market during market hours. 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. Bags without handles used to protect a purchased item from other purchased items (e.g., produce, bulk food, meat) are exempt. *(Not in effect under COVID-19 guidelines.)*

#### VENDOR SAFETY

Portland is a big city and sadly, robberies at farmers markets have been known to occur. To avoid problems:

- Do not keep valuables in your vehicle while you are a market.
- Set up your booth so there are no blind spots; make sure you can see everything.
- Secure your cash box or tip jar.
- Keep large bills on your person.
- Have someone watch your booth any time you leave it.
- For your safety, do not pursue a thief.

#### 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 Director will schedule a time with the vendor that is convenient for both parties.



---

## APPLICATIONS

### 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 with any questions about applications: 503-709-7403.

- All vendors are re-evaluated for participation on a yearly basis.
- Applications for both markets' will be available online at [www.managemymarket.com](http://www.managemymarket.com) January 1.
  - Priority applications will be open from January 1 to February 1. The market director will inform you of your status by or on Feb.19th.
  - Rolling applications will reopen in March. These will be reviewed on an as-needed basis. You will hear from the Market Director about the status of your application *only if accepted to the market*.

### HFM APPLICATIONS

Applications are available at [Manage My Market](#).

- Please request all the dates you wish to be at the market, including winter dates.
- There is a \$25 nonrefundable application fee for vendors with businesses that have existed for 2+ years. This must be submitted at time of application.
- Businesses that are *less than 2 years old* are only required to pay an application fee *after* being approved for the market.
- Approved vendors must pay their first week's stall fee within 2 weeks of acceptance to reserve their place at the market.
- Vendors new to HFM are required to attend a New Vendor Meeting prior to the start of the market. You will be informed of the date. (This may not take place during the COVID pandemic, or it may take place over ZOOM. Details TBD.)

### LFM APPLICATIONS

Applications are available at [Manage My Market](#).

- Vendors will only be asked to pay an application fee after being accepted at the market.
- Application fee and first week's stall fees will be collected on the first day the vendor is at the market.

- Please request every date that you wish to be at the market on Manage My Market, including winter dates.

## VENDOR SUCCESSION

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

- The new owner of the vendor business has a minimum of 51% management, control, and ownership of the vendor business.
- 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.
- The new owner of the vendor business has actively participated with the outgoing vendor at market for at least one year.

---

## STALL FEES

HFM and LFM are outdoor markets. If it is deemed necessary to close a market due to hazardous conditions, this will be communicated to all affected vendors. We will not charge any stall fees for the day.

## 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 5-9 weeks and a 10% discount for prepayment for 10+ weeks. Payment must be received prior to the dates that are discounted.
- Winter market stall fees at HFM reflect a 20% discount from Main Season prices.
- *If a returning vendor's sales have been negatively impacted by the COVID-19 pandemic, tell the Market Director to receive a discount on your stall fees.*

## HOLLYWOOD STALL FEES: GROWER

GROWER	1 WEEK, MAIN SEASON	5-9 WEEKS MAIN SEASON	10+ WEEKS, MAIN SEASON	1 WEEK, WINTER SEASON
UMBRELLA	\$37	\$175	\$333	\$30
10 X 10	\$44	\$209	\$396	\$36
10 X 15	\$67	\$315	\$603	\$54
10 X 20	\$88	\$418	\$792	\$70
10 X 30	\$159	\$755	\$1431	\$127
10 X 30 +	\$206	\$978	\$1854	\$165

## HOLLYWOOD STALL FEES: NON-GROWER

NON-GROWER	1 WEEK, MAIN SEASON	5-9 WEEKS, MAIN SEASON	10+ WEEKS, MAIN SEASON	1 WEEK, WINTER SEASON
UMBRELLA	56	266	504	44
PREPARED FOOD	64	304	576	52
CRAFT	62	-	-	52

## HFM RESERVED STALLS

Vendors may be able to occupy the same stall from week to week by paying the stall fee in advance, or committing to be at the market for the full season. *However, the Market reserves the right to adjust stall boundaries and assign stall locations as needed.*

## ON-CALL VENDORS

On-call vendors will be contacted by the Market Director if we have space for them in an upcoming market. On-call vendors have no obligation to accept, however we require the vendor to confirm either way within 24 hours or the vendor 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 the products a vendor will be selling.
- *If a returning vendor's sales have been negatively impacted by the COVID-19 pandemic, tell the Market Director to receive a discount on your stall fees.*

**LLOYD FARMERS MARKET STALL FEES: ALL VENDORS\*\***

<b>SEASON</b>	<b>1 WEEK 10 x 10</b>
<b>MAY - SEPT</b>	\$36
<b>OCT - APRIL</b>	\$31

---

## **ATTENDANCE AT MARKET**

When you fill out your application, you will be asked what dates you want to be at the market. When approved, you will receive notice from Manage My Market as to which of your chosen dates were approved. **WRITE THESE DATES DOWN!** Requesting a date and having it approved implies a commitment by both the vendor and the market.

If an unforeseen circumstance requires a vendor to miss a scheduled market, they must notify the Market Director in a timely fashion, or they will still be expected to pay the stall fee for that day.

- Cancellations must be made by Wednesday noon for HFM (for the following Saturday's market) or the vendor will still be charged.
- Cancellations must be made by Saturday noon for LFM (for the following Tuesday's market) or the vendor will still be charged.

Excessive absences may result in a change in a vendor's status and/or dismissal from the market.

---

## **ENFORCEMENT & DISPUTES**

### **RULE ENFORCEMENT**

The Market Director 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 Director & Board Review: The HFM Board will review the infraction and decide on an appropriate penalty.

The Market Director 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. However, a vendor may appeal any decision of the Market Director 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 Director. 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.

---

## MARKET CURRENCY

### WIC/SENIOR FARM DIRECT NUTRITION PROGRAM

The Oregon Farm Direct Nutrition Program (FDNP) is a state-administered, federal nutrition program serving families enrolled in the Women, Infants and Children (WIC) program and income-eligible seniors. FDNP participants receive green \$4.00 checks to spend on fresh, locally-grown fruits, vegetables, and cut edible herbs. WIC and senior nutrition programs run from June – November. Participants bring their coupons directly to the vendors -- the market is not involved in the exchange.

All growers of fresh fruits, vegetables and herbs are required to accept coupons at the market. If you are new to the program, [fill out an application here](#). If you were a participating farmer or farmers market last year, the FDNP team at Oregon WIC will contact you after April 1 to update your information or reapply as needed.

### MARKET TOKENS

Customers may use their SNAP/EBT Oregon Trail Card (formerly known as food

stamps) or their credit/debit cards 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. Do not accept tokens that say anything but Hollywood Farmers Market!

### \$5 ORANGE TOKENS

These have been purchased with a debit/credit card, and must be treated like cash -- they can be used to buy any item at the market. If change is given, it must be given in cash. Vendors may use Orange debit tokens to pay their stall fees. Orange tokens are placed in the token reimbursement pouch with your tokens.\*(See below)

### \$1 GREEN & PURPLE TOKENS

Green tokens are purchased with a SNAP/EBT card. Purple tokens are part of the Fresh Funds program.

- Green and Purple tokens may *only* be used to purchase SNAP eligible foods.
- Do not give change for Green or Purple tokens.
- May be used to purchase vegetables, fruit, poultry, seafood, meat, breads, dairy products, and vegetable, fruit and herb plants and/or seeds.
- Green and Purple tokens *cannot* be used to pay stall fees.

Green and purple tokens are placed in the token reimbursement pouch with your tokens.\*(See below)

### DOUBLE UP FOOD BUCKS (DUFB)

All vendors who are eligible to accept DUFB are required to do so. Double Up Food Bucks is a program administered by Farmers Market Fund. Paper coupons (bucks) are given as a match for EBT token purchases, dollar-for-dollar up to \$10 per market. Each coupon is worth \$2. Acceptable DUFB purchases include:

- Unprocessed vegetables and fruit
- Culinary herbs
- Nuts that have no additives (such as salt or oil)
- Food-producing plant starts
- Mushrooms

DUFB cash is placed in the token reimbursement pouch with your tokens.\* (See below)

TYPE	DEBIT/CREDIT	EBT/SNAP	FRESH FUNDS	DOUBLE UP FOOD BUCKS
APPEARANCE	Orange wooden token	Green wooden token	Purple wooden token	Paper Coupon
WHAT CAN IT BUY?	Anything at the market!	All grocery items, except hot foods, alcohol, flowers, or non-food.	All grocery items, except hot foods, alcohol, flowers, or non-food. Can be used for food plant starts.	Any variety of fresh, dried, or frozen fruits and vegetables without added sugars, fats, oils, or salt. Mushrooms, herbs, food plant starts.
WHAT IS IT WORTH?	\$5	\$1	\$1	\$2
SHOULD I GIVE CHANGE?	Yes, give cash. (DO not use \$1 tokens for change, ever!)	No	No	No
EXPIRATION?	No	No	No	12/31/2021

**\*TOKEN REIMBURSEMENT**

- Vendors will be handed a Token Reimbursement Folder and a token reimbursement form at the start of the market.
- Vendors must turn in folders with tokens and filled-out reimbursement forms to the Information Booth by 15 minutes after the close of the market each market day.
- Reimbursement checks will be hand-delivered in the Token Reimbursement Folder one week after the tokens are submitted, or the checks will be mailed at the end of each vendor's season.

---

## LICENSES, CERTIFICATIONS, & REGISTRATIONS

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.

### INSURANCE

Vendors are required to carry liability insurance with a minimum of \$1,000,000 coverage. HFM or LFM (depending on where you are vending) must be named as an additional insured. A certificate of liability insurance with HFM or LFM listed as an additional insured must be emailed to the market manager before vending. The HFM is not responsible for any loss or damage incurred by the vendors.

### 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](#). (Washington State Licensing [found here](#).)

### LICENSES

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.

### TEMPORARY RESTAURANT LICENSE

All vendors preparing potentially hazardous food on site must obtain a [Temporary Restaurant License](#) for Multnomah County.

### NURSERY LICENSES

ODA regulations require that any nursery having gross sales over \$250 must have an [ODA Nursery License](#). A copy of this license must be provided to the GFM with the market application prior to vending.

### SCALE CERTIFICATION

All vendors who sell by weight are required to have their own [state-licensed scales](#). In addition to licensing, the market 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., [Salmon Safe](#), [Certified Humane](#), [Non-GMO](#), [Naturally Grown](#), 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.

---

## OTHER RESOURCES

[Oregon Department of Agriculture](#) has guidelines with information on [licensing products and activities](#), and [food handling and safe sampling information](#). Please make sure you are familiar with these.

### [Multnomah County Health Department](#)

For information about certified kitchens and food handling.

Phone: 503-988-3400

### [Oregon Farmers Market Association](#)

For all things farmers market in Oregon.

Phone: 503-525-1035

### [Farmers Market Coalition](#)

A national network of support for farmers market staff, vendors and customers.

### [Food Alliance](#)

Third-party certification of sustainable agricultural and food handling practices.

Phone: 503-493-1066

### [Oregon's Farm Direct Marketing Law](#)

Allows farmers to turn what they grow into low-risk, value-added products to sell directly to consumers without being licensed food processors.

---

## **CHECKLIST FOR VENDOR APPLICANTS:**

- Read the 2021 Vendor Handbook thoroughly.
  - Create a vendor account online at Manage My Market.
  - Complete the application, and agree to the market rules as outlined in the 2021 Vendor Handbook.
  - If applying to resell products that have been grown, made, caught, gathered, or processed by someone else, submit a Secondary Products Application
  - Submit samples of products for a Food Jury if asked (for processed products and ready-to-eat food vendors.)
  - When accepted to the market:
    - Upload documents to the licensing tab in Manage My Market.
    - Check to see which of your requested market dates were approved in Manage My Market. Write these down or input to a calendar.
    - Email the Market Director a copy of your liability insurance with HFM or LFM listed as an additional insured. ([info@hollywoodfarmersmarrket.org](mailto:info@hollywoodfarmersmarrket.org))
    - If vending at HFM, mail a check with your application fee and first day's stall fee within 2 weeks of acceptance. Mail to: PO BOX 13233, Portland, OR 97213
- 

Once again, **thank you** for your interest in becoming a vendor at Hollywood and/or Lloyd Farmers Markets! Please contact the Market Director with any questions or concerns:

Alison DeLancey

[Info@hollywoodfarmersmarket.org](mailto:Info@hollywoodfarmersmarket.org)

(503) 709 - 7403