Thank you for your interest in being a new or returning vendor at Hollywood Farmers Market!

We are very excited to be celebrating our 25th season in 2022! Early in 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, and is packed with vendors, community booths, musicians, volunteers and neighbors. In 2011, Hollywood expanded to a year-round season, increasing our ability to bring fresh, local food to NE Portland! Welcome to this friendly community of food and fun!
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MISSION, VISION & VALUES

MISSION STATEMENT
To celebrate the bounty of Oregon and Washington 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 and Washington agriculture. The market strives 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 & MARKET STAFF

STAFF

Market Director: Alison DeLancey
Market Coordinator: Ari Rosner
Token Program Coordinator: Ingrid Hayden

BOARD OF DIRECTORS EXECUTIVE COMMITTEE

President: Alex Gund
Vice-President: Claudia Fabbrini
Secretary: Risa Lichtman
Treasurer: Bruce Kubert

BOARD OF DIRECTORS MEMBERS AT LARGE: David Brown, TomiRene Hettman, Linda Rasmussen, Bruce Richard, Raeven Richelle, Mary Lou Soscia, Jeanne Sutter, Katie Turley, Brett Warnock, Ramona White.

HOURS & LOCATION

Hollywood Farmers Market is located on NE Hancock Street between 44th and 45th Avenues.

The 2022-23 market season will run as follows:

- April - November, 2022: Every Saturday through the 3rd week of November. (No market the weekend after Thanksgiving)
- December, 2022 - March 2023: 1st & 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.
PRODUCT GUIDELINES

PRODUCTS
The Hollywood Farmers Market is a venue 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 the market:

- 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 reserves 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.
- 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
  ○ Are respectful of market rules, other vendors, volunteers, and staff.
• 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 vendors is best!
• Vendor’s business has ethical practices -- staff are well-treated, employers strive to provide good working conditions and fair wages.

PRODUCT GUIDELINES FOR GROWERS
A grower actively manages the production (planting, growing, and harvesting) of crops or livestock on owned or leased land, or is an independent forager or a fisher.

Secondary Products
If a grower wants to sell a product that they did not grow, forage or catch by themselves they must get approval from the Market Director before selling. Secondary products must be obtained directly from the source, and have a natural relationship to the vendor (for example, a nearby farm or a cultural connection). A secondary product must have signage that clearly states its source. Rules for Secondary Products are:

• Product is 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 market.
• Only growers can sell Secondary Products.
• Nursery vendors may not sell Secondary Products.
• No more than 25% of a vendor’s total display can be Secondary Products.
• No more than three Secondary Products may be sold per market day per vendor.
• Only one vendor can sell a specific variety provided by a specific Secondary Product grower on any given market day; a second HFM vendor can sell the same variety from a different Secondary Product grower on the same market day.
• Each Secondary Product must have a sign stating the product name, variety, location grown, and name of its grower.
• Returning vendors do not need to get previously approved Secondary Products approved again.

To get a Secondary Product approved before the season starts, submit a Secondary Product Form with your application. To get a Secondary Product approved during the season, email the Market Director directly. (hfmmarketdirector@gmail.com)

Value-added Products
Value-added products are defined by USDA as having a change in the physical state or form of the product (such as milling wheat into flour or making berries into jam).
• 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 Director (by email) before being 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 is 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.

**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 is given to vendors selling products harvested in WA or OR waters.

**PRODUCT GUIDELINES FOR NON - GROWERS**

**Prepared and Ready-to-eat Foods**

Processed products are foods for human consumption that the vendor made from raw ingredients in a state-certified kitchen, non-inspected kitchen under the 2012 Oregon Farm Direct Bill, or 2015 Home Baker Bill. These may be value-added products, or ready to-eat, at-market foods such as bakery and restaurant products, coffee, pasta, wine, specialty food products and cheeses.

- 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 vendors are prioritized. Applicants will be asked to list the sources of their ingredients on an **Ingredient Sourcing Form**.
- Raw ingredients that cannot be sourced locally will be prioritized if they promote sustainable practices (organic, fair trade, rainforest certified, etc).
- 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
LOAD-IN
● Vendors may drive their vehicles onto the market site for unloading from 6:00 AM to 7:30 AM during Main Season, and from 7:00 AM to 8:30 AM during Winter Season. Vehicles must be off the lot 15 minutes before the market opens (7:45 AM during Main Season; 8:45 AM during Winter Season.)
● Set-up must be finished when the market opens (8:00 AM during Main Season; 9:00 AM during Winter Season).
● Vendors must drive onto the lot from 45th Avenue, and off the lot via 44th Ave. This keeps all traffic flowing in the same direction.
● Drive very slowly and carefully at all times!
● Vendors who have been assigned a specific stall may begin set-up upon arrival. Others should check in with the Market Director for their stall assignment.
● Vendors arriving after 7:30 AM during the Main Season or 8:30 AM during the Winter Season must park outside the market and carry all supplies to their booths.
● Reserved spaces are held until 15 minutes before opening. After this time the Market Director may allow another vendor to utilize the space.

PARKING
Vendors may park:
• On the south side of Sandy, vendors must park 2 blocks away from the market. Refer to the map - do not park in the shaded area. This ensures 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.

DO NOT PARK IN:
• The Grocery Outlet parking lot.
• The DHS parking lot (directly behind Grocery Outlet).
• The Rose City Park Presbyterian Church parking lot on Sandy.
• The parking lot on 44th.

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

MARKET OPENING
The opening of the Hollywood Farmers Market is indicated by a bell. Vendors may sell before opening if they so desire.

DURING MARKET HOURS
Booths must remain set up during the entire hours of operation. If you sell 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 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 can 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.
TEARDOWN

- No sales are allowed after the closing bell has rung. This is to encourage shoppers to safely exit the market site before vendors bring their vehicles on site.
- Closing is indicated by the ringing of the first bell at 1:00 PM; vendors break down their stalls after the bell has rung.
- A second bell at 1:15 PM will alert vendors that it is now safe to drive vehicles onto the market site.
- Vehicles must enter 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.

CLEAN UP

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

VENDOR RESPONSIBILITIES

SENDING EMPLOYEES TO WORK AT MARKET

Business owners who have staff run their market booths without the owner present are required to inform staff of the market rules. Failure to do so may result in the loss of good vendor standing. Necessary information includes

- How to find their stall site on the map
- Driving and parking instructions
- Load-in and load-out rules, what times vehicles can be on-site
- Attaching appropriate weights to tent legs
- How to accept tokens
GROSS SALES REPORTING
Vendors are required to report their gross weekly sales data. This information is never shared. This information:

- Helps us prove our impact on the local economy (often important to potential funders).
- Helps us to know if advertising campaigns are benefitting the vendors.
- Informs us if our product mix meets the needs of shoppers and vendors.

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
- STAY HOME when feeling ill.
- Comply with changing safety protocols as 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 provides 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 securely attach a minimum of 20 lbs. of weight to each canopy leg. Vendors will not be allowed to sell products from tents with insufficient weights.

UTILITIES
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.

SIGNAGE
- All vendors must have a sign with the name of their business displayed clearly.
The sign must be legible and large enough to be easily read.

- Prices for each product must be clearly posted.
- Growers who sell Secondary Products must inform shoppers that they didn’t grow the items. *The name and variety of the product and the name and location of the farm where the product was sourced must be written next to each SFP product.*

- Prepared food vendors are asked to list ingredients that are sourced from Oregon or Washington, especially those purchased from other HFM vendors!
- Use of the word “organic” is prohibited unless the product is certified organic. To use the word “organic” at the market, *a copy of the vendor’s current organic certification must be provided to the Market Director.*

**FOOD SAMPLING**

Have a suitable hand washing station in the booth where sampling takes place. Provide a trash receptacle at your booth. Sampling must be in compliance with all Oregon Department of Agriculture Food Handling Regulations. Sampling outside of stall boundaries is not allowed.

All vendors must 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 may not 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.

SAFETY
Robberies at farmers markets occur. To avoid problems:

- Do not keep valuables in your vehicle while you are at the market.
- Set up your booth so there are no blind spots.
- Secure your cash box or tip jar.
- Keep large bills on your person.
- Have someone watch your booth whenever you leave it.
- For your safety, do not pursue a thief.
- If you must leave your booth unattended, take your cash box with you. (You can always leave it at the Info Booth if needed.)

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.

ATTENDANCE (read this!)
You request your preferred market dates when you fill out your application in Manage My Market. If accepted as a vendor, you will receive notice as to which of your requested market dates are approved. **Requesting a date and having it approved implies a commitment -on your part to be at that specific market; it means that HFM has reserved a stall space for you on that market day.**

- If you need to change a date more than 1 week in advance of a market, go into your Manage My Market and change the date to 'Withdraw'.
- If you need to cancel the week of market, notify the Market Director by phone or
email by Wednesday at noon for the following Saturday’s market. If you cancel after Wednesday noon of market week you will still be charged your stall fee.

Sudden illness, family emergencies, or vehicular breakdowns on the way to market are acceptable reasons for a last-minute cancellation. Please be aware that excessive absences of any kind can result in a change in vendor status and/or dismissal from the market. This is because we depend on stall fees to run the market, and a loss in stall fees negatively impacts the entire market.

**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 yelling, unruly, 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, or ability. Any form of abuse or harassment will not be tolerated at the market. Any vendor who engages in these behaviors will be barred from vending at the market.

**ENFORCEMENT & DISPUTES**

**RULE ENFORCEMENT**

The Market Director will typically use the following guidelines when enforcing the Vendor Rules:

- 1\(^{st}\) Offense – Verbal Warning
- 2\(^{nd}\) Offense – Written Warning
- 3\(^{rd}\) 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 an investigation (as conditions permit) to make a determination on the product challenge. If the challenged vendor is found to be in violation of these rules, that vendor may be fined, suspended or removed from the market at the discretion of the Board of Directors.

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.

- All vendors are re-evaluated for participation on a yearly basis.
- Applications will be available online at www.managemymarket.com by January 1.
  - Priority applications will be open until February 1. The market director will inform you of your status by or on Wednesday, Feb.17th.
  - Rolling applications open 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.
- Request the dates you wish to be at the market, including winter dates. Being accepted for a date signifies that you have made a fiscal agreement to pay for a stall space/s for that market.
- There is a $25 nonrefundable application fee for vendors with businesses that have existed for 2+ years.
- 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. (During the COVID pandemic this may take place via ZOOM. Details TBD.)

**VENDOR SUCCESSION**
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 & DEPOSITS**
**STALL FEES**
Stall fees are determined by booth size and the type of product a vendor will be selling. When accepted, a vendor will be asked to pay the first week’s stall fee. This is not refundable, and must be received within 2 weeks after being accepted to reserve your spot at the market. After your first day opening day, the Market Director will collect fees on the day of market. Prepayments can be made by cash, check, or orange market tokens.

Discounts are available for vendors who prepay for consecutive weeks. Discounted payments must be received prior to the dates that are discounted.
- There is a 5% discount for prepayment for 5-9 weeks.
- There is a 10% discount for prepayment for 10+ weeks.

All winter market stall fees at HFM reflect a 20% discount from Main Season prices.
There are no prepayment discounts for winter stall fees.

**HOLLYWOOD STALL FEES: GROWER**

<table>
<thead>
<tr>
<th>GROWER</th>
<th>1 WEEK, MAIN SEASON</th>
<th>5 WEEKS, MAIN SEASON</th>
<th>10 WEEKS, MAIN SEASON</th>
<th>1 WEEK, WINTER SEASON</th>
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<tbody>
<tr>
<td>UMBRELLA</td>
<td>$37</td>
<td>$175</td>
<td>$333</td>
<td>$30</td>
</tr>
<tr>
<td>10 X 10</td>
<td>$44</td>
<td>$209</td>
<td>$396</td>
<td>$36</td>
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<tr>
<td>10 X 15</td>
<td>$67</td>
<td>$315</td>
<td>$603</td>
<td>$54</td>
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<tr>
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<td>10 X 30</td>
<td>$159</td>
<td>$755</td>
<td>$1431</td>
<td>$127</td>
</tr>
<tr>
<td>10 X 30 +</td>
<td>$206</td>
<td>$978</td>
<td>$1854</td>
<td>$165</td>
</tr>
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**HOLLYWOOD STALL FEES: NON-GROWER**

<table>
<thead>
<tr>
<th>NON-GROWER</th>
<th>1 WEEK, MAIN SEASON</th>
<th>5 WEEKS, MAIN SEASON</th>
<th>10 WEEKS, MAIN SEASON</th>
<th>1 WEEK, WINTER SEASON</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMBRELLA</td>
<td>56</td>
<td>266</td>
<td>504</td>
<td>44</td>
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<tr>
<td>PREPARED FOOD</td>
<td>64</td>
<td>304</td>
<td>576</td>
<td>52</td>
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<tr>
<td>CRAFT</td>
<td>62</td>
<td>-</td>
<td>-</td>
<td>52</td>
</tr>
</tbody>
</table>

**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 Director 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.
MARKET CLOSURES
HFM is an outdoor market. If it is 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 that day.

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 SNAP/EBT cards or 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 as we can only reimburse for HFM tokens.

- **$5 ORANGE TOKENS**
  These have been purchased with a debit/credit card and are used like cash. They can buy any item at the market; change must be given in cash. Vendors can use Orange debit tokens to pay their stall fees.

- **$1 GREEN & PURPLE TOKENS**
  Green and purple tokens are purchased with a SNAP/EBT card. They may only be used to purchase SNAP eligible foods (vegetables, fruit, poultry, seafood, meat, breads, dairy products, and vegetable, fruit and herb plants and/or seeds, cold food.) Do not give change for Green or Purple tokens. These cannot be
used to pay stall fees.

- **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 the [Farmers Market Fund](https://www.farmersmarketfund.org/). Paper coupons (bucks) are given as a match for EBT token purchases, dollar-for-dollar up to $20 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.

### Market Currencies

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DEBIT/CREDIT</th>
<th>EBT /SNAP</th>
<th>DOUBLE UP FOOD BUCKS</th>
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</thead>
<tbody>
<tr>
<td>APPEARANCE</td>
<td>Orange wooden token</td>
<td>Green or purple wooden tokens</td>
<td>Paper Coupon</td>
</tr>
<tr>
<td>WHAT CAN IT BUY?</td>
<td>Anything at the market!</td>
<td>All grocery items, except hot foods, alcohol, flowers, or non-food. Can be used for starts for edible plants.</td>
<td>Any variety of fresh, dried, or frozen fruits and vegetables without added sugars, fats, oils, or salt. Mushrooms, herbs, starts for edible plants.</td>
</tr>
<tr>
<td>WHAT IS IT WORTH?</td>
<td>$5</td>
<td>$1</td>
<td>$2</td>
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<tr>
<td>SHOULD I GIVE CHANGE?</td>
<td>Yes - cash!</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>EXPIRATION?</td>
<td>No</td>
<td>No</td>
<td>12/31/2022</td>
</tr>
</tbody>
</table>

### TOKEN REIMBURSEMENT

Vendors will be handed a token reimbursement pouch and a token reimbursement form at the start of each market. Folders with tokens and filled-out reimbursement forms must be turned in to the Info Booth by 15 minutes after close at the end of 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 must be specifically named as an additional insured* on the insurance document. Insurance certificates must be emailed to the Market Coordinator (ari@hollywoodfarmersmarket.org) 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](https://securedps.oregon.gov/corps). (Washington State Licensing found here.)

- **LICENSES:** The treaty rights of Native American vendors allow them to sell products 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.

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 2022-23 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 Vendor Handbook.
● If applying to resell products that have been grown, made, caught, gathered, or processed by someone else, submit a Secondary Products Form.
• Submit samples of products for a Food Jury if asked (for processed products and ready-to-eat food vendors.) At that time, you will also be asked to submit an Ingredient Sourcing Form for your product/s.

CHECKLIST FOR ACCEPTED VENDORS

• Upload business license and relevant certifications to the licensing tab in Manage My Market.
• Check to see which of your requested market dates were approved in Manage My Market; input to a calendar.
• Email a copy of your liability insurance with HFM listed as an additional insured to the Market Coordinator (ari@hollywoodfarmersmarket.org) HFM is not responsible for any loss or damage incurred by vendors.
• Pay your first week’s stall fee within 2 weeks of acceptance; if you have not yet paid your application fee, do so as well. Mailing check to: PO BOX 13233, Portland, OR , 97213. Be sure to note the name of your business, and what the payment is for!

Questions? Contact Alison at (503) 709-7403 or Info@hollywoodfarmersmarket.org