



WWW.GORGEGROWN.COM PO BOX 752, HOOD RIVER, OR 97031 P : 541-490-6420 F : 541-386-1203

Dear Potential Market Vendors,

Thank you for your interest in participating in the 2019/2020 Hood River Indoor Farmers Market season! This packet will provide you with all of the information you need. If you have any questions or need any further assistance, please contact us. Please make sure you read this packet in its entirety. All information is to be followed weekly by vendors.

Gorge Grown Food Network manages this market. Our mission is: **To build a resilient and inclusive regional food system that improves the health and well-being of our community.** Farmers markets are one of several tools we use to increase access to fresh, healthy, local food for Gorge residents, and to increase local markets for small farmers and producers. For more information on our other programs, visit www.gorgegrown.com.

The focus of Hood River Indoor Farmers Market is to increase access to local food for our community and provide a steady outlet to producers in the winter months. Priority will be given to food vendors and we hope to increase the availability of fresh produce at the market this year. The market will also showcase local crafters and artist wares as space allows.

2019/2020 will be the fourth season of the indoor market. **This year we will start the market the first week in December!** We hope this will give shoppers a chance to stock up on locally grown and made items before the holidays and create a seamless transition from the outdoor season. Please reach out with any questions or concerns.

Our Application Process:

1. Review the information in this Vendor Packet and the accompanying Vendor Application
2. Submit a completed application with any necessary supporting documentation
3. Submit an application fee (if applicable). An invoice will be sent to you with instructions to pay online or by mailing a check after we receive your completed application. Application fees are non-refundable. Applications will not be reviewed until an application fee is received.
4. On or around the priority deadline, Gorge Grown Food Network will review applications and be in contact with all applicants. If you submit your application after the priority deadline, GGFN will be in contact within two weeks of receiving your application. The selection process for vendors takes into consideration many factors, including product quality, sourcing, presentation, seniority, regulation compliance, customer service and the right product and vendor mix to ensure a successful market.

Warmly,

Hannah Ladwig

Farmers Market Manager
Gorge Grown Food Network
hannah@gorgegrown.com
office: 541-490-6420 mobile: 414-828-3760

Market Rules

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

Market Policies

Arrival: Please arrive one hour before the market begins. It is essential that vendors are set-up on time. Vendors will not be allowed to set up after the market opens. Vendors should unload/ enter through the main school entrance on 10th Street. Hand trucks or other moving carts are allowed for ease of unloading. Please move vehicles to the vendor parking area once you've unloaded, before you begin set up.

Attendance: Once a vendor is approved, they are obligated to attend their scheduled market dates. Vendors will inform the manager if they are unable to attend a market or need to alter their schedule of attendance. Vendors that fail to attend more than 2 markets they have committed to may have their market placement moved to accommodate the needs of the market.

We ask for 1-week notice if you are unable to make a market. If you must cancel, we ask for 24-hour notice. If you cancel with less than 24 hours notice, or do not show up, you will be charged a no show/ late cancelation fee. Details of the market attendance policy will be discussed at vendor orientation.

Booth Assignments: Hood River Farmers Market vendors will be assigned booth spaces on a weekly basis. Vendors will be notified of their booth location via email the day before market. Market staff strive to keep booth placement consistent week-to-week but a vendor's location in the market is subject to change.

Booth Displays: Vendors can set up their booth area for maximum display space, marketing needs and comfort. Displays will not exceed the allotted space or block other booth spaces. Vendors may express creativity in their booth design and in the clothing they wear, as long as decoration and clothing are appropriate for all ages of market customers, including children. Vendors who do not follow these guidelines may lose the privilege to sell at the market.

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

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

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

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

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

Alcohol Vendor: Controlled substances are not allowed for sale on school property.

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

CSA/ Membership Drop-off: Only vendors participating in the market may use the market as a CSA drop-off location.

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

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

Departure: Vendors will not begin breaking down their booth space prior to the end of the market. If you sell out, you may post a "Sold Out" sign on your table and enjoy the rest of the market.

Donations for Musicians: All vendors are expected to donate a small product to the musicians every week. Individual donations should be valued around \$5. A volunteer will collect these donations near the end of market. Thank you for recognizing the value these musicians add to the market and donating to support them.

Dogs: Per location host policy, dogs are not allowed inside the indoor market space.

Electricity: Electricity may be available upon request. If you plan to use electricity at a market, please be prepared with an extension cord.

Farm/ Site Visit: All farms and production sites are subject to a visit by Gorge Grown Food Network staff to verify farming activity and production practices.

FISH Food Bank: FISH Food Bank volunteers and/or market staff can collect donations at the market. These collections help GGFN meet our goals of assuring access to nutritious local food to everyone.

Fresh Sheets: Market staff will publish a fresh sheet for the public a few days prior to the market. The fresh sheet lets customers know what produce they can expect to find at the market. Please communicate what you expect to have available to market staff.

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

Market Cancellation: In an effort to provide a consistent market for producers and customers alike, we will only cancel market as a last resort. Market staff will be in communication with vendors if the market is canceled. Snow

/ ice that could impair driving may cause us to cancel the market. If the market is not canceled and you fail to communicate your absence at market, you may be charged a \$40 no show fee.

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

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

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

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

Second Farm Products: Vendors are allowed to bring second farm products from the Gorge to increase the diversity of offerings at the market. Please list all second farm products you plan to sell that you did not produce yourself on your application. Second farm products must be clearly marked to indicate source to customers. You will not be allowed to sell second farm products without approval from market management.

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

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

No Smoking/ Vaping/ Tobacco: Vendors and customers are not allowed to smoke, vape or use tobacco products within the market area at any time.

Trash Disposal: Due to agreements with our market hosts, all trash generated by vendors must be removed at the end of the day for off-site disposal. On-site trash receptacles are for customer use only.

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

Vendor Communication: Market staff circulates semi-regular vendor updates by email to communicate market news, policy changes and other information relevant to our market community. Vendors are expected to read these communications thoroughly as they contain important and time-sensitive information.

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

Weather-related market cancelations: Gorge Grown Farmers Markets are open-air events and our policy is not to close markets due to weather unless we determine that it will be unsafe for attendants. Because weather forecasts change regularly, GGFN is unlikely to close a market. Exceptions have been made for afternoon markets due to extreme heat. Market management will communicate any market closure to all affected vendors with the most notice possible.

Criteria for Vendor Selection, Placement and Governance

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

Promotion of Local Agriculture

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

Product Quality, Presentation & Customer Service

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

Conduct and Compliance

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

Seniority

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

Season Extension

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

Product Representation

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

Products Allowed at the Indoor Market

Beverages: Only locally sourced beverages or those made on site will be allowed for sale at market, including juices, coffee (roasted locally), smoothies, etc. Sodas and other commercial products with no connection to the Gorge will not be allowed for sale at the market. Per Host regulations, alcoholic beverages will not be permitted for sale at the Hood River Indoor Farmers Market.

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

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

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

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

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

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

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

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

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





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

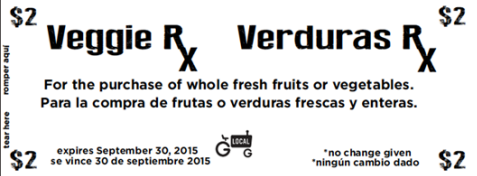



Product review process: Vendors wishing to sell products that don't fit into the above categories should submit a written request for approval. The market manager and/or Board will review the request and notify the vendor of their decision. The cooperation of all vendors is greatly appreciated.

Gorge Grown Farmers Markets Vendor Currency Guidelines

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

- Redeem your tokens at the info booth **every** week.
- If a **new employee or friend** is covering your booth, it is your responsibility to make sure they are aware of which tokens to accept.
- You **will not** be reimbursed for mistakenly accepted tokens.
- **Never** give tokens back to a customer as change.
- When no change is allowed for a token, please **work with shoppers** to even out their total or have the customer supplement tokens with cash.
- All vendors **must** track and report weekly gross sales for our records.
- Mushroom Vendors- you may accept currencies specified for Produce/ Fruits/ Vegetables like POP, Veggie Rx, FDNP Vouchers for the sale of FRESH mushrooms

Currency	Details	Looks Like
Cash	MANDATORY – all vendors If customers run out of cash, you can direct them to the information booth to purchase GREEN market tokens. Vendors will accept these tokens like cash.	
Personal Check/ Debit/ Credit	OPTIONAL – all vendors You are not required to accept checks or use platforms like Square or PayPal. Checks, Debit/ Credit can be used at the info booth for \$10 tokens.	
\$10 GREEN Tokens	MANDATORY – all vendors All vendors must accept the green \$10 tokens. These tokens work like cash – a shopper receives them when using a credit/debit card, check, or gift certificate at the info booth. We charge a flat \$2 fee to credit/ debit customers to cover the cost of our POS machine. CASH CHANGE MAY BE GIVEN	 

<p>Veggie Rx Vouchers</p>	<p>MANDATORY – all PRODUCE vendors All PRODUCE vendors must accept the \$2 Vegetable Prescription Program (Veggie Rx) Vouchers. For the purchase of whole fresh fruits and vegetables only. Please note the expiration dates printed on the vouchers. NO CHANGE GIVEN</p>	
<p>\$2 RED Tokens</p>	<p>MANDATORY – all GROCERY vendors All vendors selling grocery items (food that is not intended to be eaten on site) must accept these tokens. Eligible food includes: fruit, vegetables, meat, dairy, bread, bottled drinks etc. Ineligible food includes: prepared meals, ready to consume drinks, alcohol. NO CHANGE GIVEN</p>	
<p>\$1 BLUE Tokens</p>	<p>MANDATORY – all GROCERY vendors All GROCERY vendors must accept the blue \$1 tokens. Use these like RED tokens (see details above). NO CHANGE GIVEN</p>	
<p>\$2 ORANGE POP Club Tokens</p>	<p>MANDATORY – all PRODUCE vendors Vendors must accept the orange \$2 token for fresh fruits or vegetables only. These are tokens given to kids 12 and under who join the Power of Produce (POP) Club. CHANGE: NO CHANGE GIVEN</p>	
<p>Market Money & Gift Certificates</p>	<p>DO NOT ACCEPT THESE. They need to be turned in at the info booth for \$10 tokens. Please send shoppers to the info booth for this exchange and then they can proceed with their shopping.</p>	