



2016 Vendor Handbook



Market Co-Managers

Nicki Passarella

Cell: 610-420-9533

nicki@portlandfarmersmarket.org

Amber Holland

Cell: 503-679-8664

amber@portlandfarmersmarket.org

This handbook informs each prospective and participating vendor of PFM's rules, procedures and policies. It is intended to serve as a primer in order for everyone at PFM markets - vendors, shoppers, staff and volunteers alike - to have a safe, fun and successful market experience.

All vendors, including business owners and at-market staff, are expected to adhere to all items listed in this handbook.

Welcome Portland Farmers Market vendors!

Dear PFM Vendors:

Our bright new crop of market staff made it smoothly through 2015. Thank you for your patience and understanding during our transition. **Nicki Passarella** and **Amber Holland** took lead as Market Managers, brought on mostly all new Coordinators and Crew and didn't miss a beat setting up 181 markets in 2015.

You know what they all do at the markets. And there is a back-up team working in the office to support them and you too. I'd like to introduce them:

- **Accounting and Office Manager, Alodie Spires** makes sure we all get paid, tracks finances manages multiple aspects of our office of 16 staff and budget of nearly \$2 million including our companion charity, Farmers Market Fund.
- **Communications Manager, Kelly Merrick** brings shoppers to our markets through advertising, social media, print materials and touting the awesomeness of each of you.
- **Program Manager, Sydney Leonard** builds relations with community groups to attract new shoppers and puts on educational events at our markets that make them a fun place to shop.
- **Project and Office Coordinator, Haley Hessler** supports all of us by managing our merchandise and shipping station, coordinating volunteers and vendor interest forms and several other customer service tasks.
- **and me, Executive Director, Trudy Toliver**, I work with the board of directors to assure our mission and strategic plans are fulfilled. I also connect with sponsors and partners; oversee marketing, finance, market operations and programs and am also the Executive for Farmers Market Fund.

Coming for 2016:

Happy 25th Anniversary to Portland Farmers Market. Look for lots of opportunity to celebrate starting in summer 2016.

- Our **cookbook** will be for sale starting in late May
- Several local **chefs and restaurants** will honor us with special dinners
- We hope to have a few **farm dinners** too
- Each market will have its own **party**
- We expect **media attention** and some unexpected fun too!

Double Up Food Bucks – Farmers Market Fund's SNAP matching program got a USDA grant to fund a **\$10 SNAP match for fruits and vegetables only** at PFM's neighborhood markets (and 40-some other markets around the state).

Strategic Action Plans – Our 3-year planning completed in mid-2015; soon we'll launch a business acceleration program for vendors, equity awareness training for staff and increased effort in community relations to attract new shoppers.

Please let me know if you ever have questions, ideas or concerns. Helping your business succeed is why we are here!

Gratefully,



trudy@portlandfarmersmarket.org
503.241.0032

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About Portland Farmers Market

Portland Farmers Market (PFM) is a nonprofit organization operating seven vibrant farmers markets in Portland, Oregon. Our markets provide a direct connection to more than 200 vendors with deep roots in Oregon and Washington, including farms, nurseries, bakeries, meat and seafood providers, cheese makers and specialty food producers.

Mission

PFM operates world-class farmers markets that contribute to the success of local food growers and producers, and create vibrant community gatherings. As a trade association, success for our vendors is our primary objective. Listening and leaning from vendors and shoppers produces outstanding farmers markets where vendors prosper and communities thrive.

Vision

PFM is a catalyst for the nation's most prosperous, healthy and sustainable food system.

- Food producers thrive and expand
- All residents have access to farm fresh food
- Farmer's markets build, nourish and inspire community

Our Strategy

It all starts with a strong foundation. PFM is a sustainable organization that invests in its vendors, employees and volunteers. This strong base allows us to lead growth in the local food system. For our vendors we are a marketing organization that attracts shoppers to marketplaces where vendors can prosper and we are committed to providing business accelerations opportunities such as expanded marketplaces, educational workshops and a diversified shopper base.

Learn more

Learn more about staff and the board of directors in the [appendices](#) section of this handbook or at www.portlandfarmersmarket.org



2016 Markets Schedule

Saturday ~ Portland State University (PSU) (52 markets)

January 2nd – December 24th

Location: [South Park Blocks at Portland State University](#)

Cross streets: SW Park between SW Montgomery & Hall

Market hours:

8:30 a.m. to 2 p.m. March – October

9 a.m. to 2 p.m. November – February

Market closure: December 31st

Sunday ~ King (30 markets)

May 1st – November 20th

Location: [Northeast Portland](#)

Cross streets: NE 7th at Wygant between Alberta and Prescott

Market hours: 10 a.m. to 2 p.m.

Sunday ~ Lents International (22 markets)

June 5th – October 30th

Location: [Southeast Portland](#)

Cross streets: SE 91st and SE Foster

Market hours: 10 a.m. to 2 p.m.

Monday ~ Pioneer Courthouse Square (PCS) (13 markets)

June 20th – September 26th

Location: [Pioneer Courthouse Square](#)

Cross streets: SW 6th between Morrison and Yamhill

Market hours: 10 a.m. to 2 p.m.

Market closures: July 4th & September 5th

Wednesday ~ Shemanski Park (30 markets)

May 4th – November 23rd

Location: [South Park Blocks at Shemanski Park](#)

Cross streets: SW Park between Salmon and Main

Market hours: 10 a.m. to 2 p.m.

Wednesday ~ Kenton (18 markets)

June 1st – September 28th

Location: [North Portland](#)

Cross streets: N McClellan Street and Denver Avenue

Market hours: 3 p.m. to 7 p.m.

Thursday ~ Northwest (18 markets)

June 2nd – September 29th

Location: [Northwest Portland](#)

Cross streets: NW 19th at Everett

Market hours: 2 p.m. to 6 p.m.

Criteria for Vendor Selection and Governance

This information pertains to businesses applying to become a PFM vendor. It also serves as a reference for approved vendors seeking reminders about:

- PFM screening and vendor selection criteria
- Required licenses
- Products category definitions
- PFM application process

PFM is committed to creating a diverse marketplace with the highest quality, locally-produced products available. PFM will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse anyone as a PFM vendor.

Products welcome at PFM

All products must be grown, raised, produced, caught, or gathered **by the vendor** in Oregon or Washington, and must **be pre-approved before being sold** at the market. See [“Vendor and Product Categories”](#) section of the appendices for details.

Products not accepted at PFM

PFM is a marketplace for food and food products with an emphasis on locally grown and raised agricultural products. We also showcase locally-produced value added foods with ingredients that are directly sourced from the region

The following items are not accepted at PFM:

- Crafts.
- Carnival-like foods and confectionaries with no connection to local agriculture.
- Overly processed and/or fried foods.
- Vendor products distributed in ten or more U.S. states.
- Energy drinks.
- Produce not grown and processed by the farmer (i.e., brokered items intended for resale).
- Non-food items not grown *and* processed by the producer such as: soaps, flowers, herb tinctures, candles.
- Products grown or processed using genetically modified seeds (GMO).
- Products exposed to growth hormones, such as rBGH, may not be sold at the market.

General acceptance criteria for all vendors (in order of priority)

1. Agriculture

- Priority is given to those regional farmers and producers who bring products to market that are 100% grown and harvested on farmland in Oregon or Washington that they own and/or operate.
- Priority is given to farmers who use environmentally responsible and sustainable growing, breeding, raising, and harvesting methods.
- Farmers have priority over food artisans, bakery and hot food vendors.

2. Conduct, compliance and customer service

- History of compliance with market rules and federal, state, and local regulations.

- Periodic market attendance by owner operators over the course of their season to foster a connection between the vendor business and customers.
 - Courteous and knowledgeable at-market staff with strong customer service skills and a history of positive interactions with market staff, customers, fellow vendors and volunteers.
 - Timely submission of application, licenses, gross sales forms and other market correspondence.
 - Billing and payment history according to [fees and payment procedures](#).
 - Adherence to PFM's policy prohibiting [workplace violence](#).
- 3. Product quality**
- Consistently high product quality: fresh, flavorful, and ripe.
 - Clean and attractive displays.
- 4. Food safety**
- Vendors adhere to the highest standards in safe food production and handling. This includes all [county, state and federal food safety regulations](#).
 - Vendors are encouraged to display any certifications to customers.
- 5. Product balance**
- Priority may be given to unique or unusual products not already represented in the market
 - Duplicate products may be denied entry.
- 6. Seniority**
- Number of years a vendor has sold at PFM.
 - Number of PFM markets at which a vendor sells.
 - Positive attendance record.
 - History of compliance with market rules.

Additional criteria for processed foods: food artisans, value-added farm foods and hot food vendors

In addition to the factors and criteria for general vendor acceptance listed above, **food artisans and hot food vendors must submit products to a jury process. This includes farmer vendors with value-added products.**

Priority is given to start-up businesses. Products are evaluated on the factors outlined below.

PFM staff will closely monitor the following criteria; up to and including audits for individual businesses.

- 1. Ingredient sourcing**
- * NOTE: this is an area which will be specifically monitored by PFM staff
 - Ingredients are grown by vendor business participating at PFM.
 - Ingredients are sourced from regional farms (Oregon and Washington), with priority given to participating PFM farm vendors.
 - At least 25% of raw ingredients are from local sources. Products available in Oregon and/or Washington are expected to be sourced **locally** and **directly** from producers.
- 2. Production and distribution**
- All value-added products must be made by the vendor participating at PFM.
 - Farmers may use a co-packer for products containing their unprocessed ingredients.
 - Farmers may direct market certain processed products without ODA licensing in accordance with the [Oregon Farm Direct Marketing Law](#). This includes fruit based syrups, preserves, pickles and other lacto-fermented foods. See ODA fact sheet for

details and requirements.

3. Market needs

- Products complement PFM's mission (i.e. demonstrate our direct producer-to-consumer values and reflects seasonal availability of products).
- Well-rounded product balance and booth space availability.

4. Artisan quality

- Handmade with traditional methods in mind.
- Unique and of the highest quality.

5. Labeling and packaging

- Legal requirements (weight, ingredients, etc.).
- Priority may be given to packaging that reflects a waste-reduction ethos (i.e. packaging that has maximum recycled content, accepting a deposit for containers that may be reused by the vendor, etc.)
- An artisanal, handcrafted aesthetic - does not resemble commercial-style packaging.

Durable serviceware requirement for hot food vendors

- Hot food vendors at the PSU, King, Northwest and Kenton market locations are required to use reusable, durable, non-breakable plates, bowls and utensils (forks, knives, spoons) for food service. Dishes must be a unique color, pattern or other identifying criteria.
- Plates must be round and 10" diameter maximum.
- Bowls must be a 16 ounce capacity or smaller.
- Uncoated paper liners are allowed but discouraged to reduce waste.

Partnerships and shared market space

PFM does not allow second farm applications, however does allow partnered businesses to share market space and resources. Each shared booth member is required to have his or her own liability insurance, submit a separate application and pay a separate application fee. Signage at the market must include both business names, locations, and products of each shared booth member. To be considered, interested vendors should submit a written request with a copy of the partnership agreement. All requests will be reviewed and approved at PFM's discretion.

Relevant partnerships include:

- Geographical proximity between farms
- Value added vendors primarily using the farm partner's raw ingredients
-

PFM Policies for all Vendors

As a valued PFM vendor, you and your at-market staff are responsible for reading, understanding and following all applicable market rules, policies and regulations pertaining to your business category. This includes regulations and policies set by applicable local and state agencies. Following the rules helps keep Portland Farmers Market a vibrant and viable community asset with the highest degree of integrity.

Complying with the rules makes you a "*vendor in good standing.*" Actions and behavior that result in non-compliance with market rules will result in a range of consequences, including warnings, fines, probation and suspension (see pages 15-17). We appreciate your cooperation!

If you have questions about any of the information in this handbook, please contact market co-managers:

Nicki Passarella

Cell: 610-420-9533

nicki@portlandfarmersmarket.org

Amber Holland

Cell: 503-679-8664

amber@portlandfarmersmarket.org

Requirements for acceptance

Vendor acceptance, market sales by accepted vendors and/or third-party businesses, and/or specific product sales at the market are **solely at PFM's discretion**.

PFM reserves the right to deny a vendor application, prohibit anyone from selling at the market, and/or prohibit any product from being sold at the market.

The following are requirements for all vendors who participate with PFM:

1. Application and agreement

- All prospective vendors must complete and sign a PFM vendor application and agreement.
- All prospective vendors must read the entire vendor handbook before the start of their season at PFM markets each season to ensure a full understanding of PFM's policies and updated materials.
- All vendors, returning or new, must submit an annual application fee with submitted applications. One flat fee includes application to any and all of PFM locations.

2. Product declarations

- Vendors are required to submit a complete list of all products they wish to sell at the time of application to PFM.
- Vendors must list all ingredient sources for products to be sold at market.
- **Non-farm vendors must source at least 25% of raw ingredients from local outlets.** Products available in Oregon and/or Washington are expected to be sourced **locally**. See "ingredient sourcing" (#1 in general requirements for all business [categories](#).) Detail and document any second party processor or co-packer information and activity. Products processed by a second party or a co-packer may be approved on a case-by-case basis.
- The following specific information must be included on packaged, processed foods: product name, net weight, ingredients in descending order by weight, name and address of the producer or distributor. These labeling requirements do not apply to bulk dried foods. See [ODA Food Safety Guidelines](#) for details.
- Before selling any products, vendors must have pre-approval from PFM management .
- In order to add products to the original approved list, a vendor must submit additions to PFM in writing. Requested product additions must be submitted a minimum of one week before vendor wishes to sell the product(s) at market.
- Without exception, processed items require a submitted sample for jurying before items are sold at market. This applies at any point during the season.

3. Documentation and insurance requirements

- All vendors must provide PFM with copies of all relevant licensing and certification documents upon acceptance (i.e. liability Insurance, organic certification, ODA

licenses, etc.). Documents may be submitted by mail, email, hand-delivery, or upload to the vendor record in [Manage My Market](#).

- All appropriate documentation must be available in vendor booth at market.
- PFM is not responsible for any loss or damage incurred by vendors.
- Liability insurance naming PFM as an additional insured party is required for all vendors (\$1,00,000 minimum).
- Upon notification of acceptance and prior to market attendance, a copy of the certificate of insurance must be provided. Again, documents may be submitted by mail, email, hand-delivery, or upload to the vendor record in [Manage My Market](#).

4. Product jury and farm visits

- All processed products must be submitted for evaluation by PFM as part of the application process before being sold at market. This applies to all vendor business categories. Samples of products submitted must appear as they would be sold at the market. This includes labels and packaging. Products may not be sold prior to approval (either during annual product jury process or as needed throughout the season).
- Product jury is the second half of the application process. Vendors are not approved until all processed products are successfully juried. All farms are subject to a farm visit by PFM staff or PFM representatives to verify farming activity practices.

5. Orientation meeting

- All new vendors are required to attend a vendor orientation meeting prior to each market season. This meeting is generally in early March.

Product additions

Mid-season product addition requests must be submitted in writing at least one week prior to the date of requested sale. Proposed additions will be juried and acceptance is at PFM's discretion.

Vendor and Product Identification

- Each booth space must prominently display a sign clearly identifying the farm or business name and location. Signs must be a minimum of 11" x 17" with lettering at least 3" high. Signs must be posted by the opening bell of the market day and remain posted until the market closes. All descriptions of products must be accurate and truthful.
- All items for sale must be clearly marked with the retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- PFM does not allow declarations regarding *pesticide or chemical* use that cannot be certified (e.g. "unsprayed," "no spray," "sustainably grown" and "pesticide-free"). This includes written and verbal declarations.
- Vendors are required to produce the written statement about production methods for any consumer who requests it and should have copies of the statement available in his/her stall.
- All *meat and dairy products* must be labeled as processed food products in accordance with ODA requirements. See [ODA Food Safety Guidelines](#).
- All certified organic vendors must:
 - Provide PFM with copies of organic certification prior to the start of their market season.
 - Keep a copy of certifying documentation in vendor stall while at market.

- Sign a PFM affidavit showing sales of under \$5,000 for any vendor seeking exemption and exclusion from organic certification. . (See *National Organic Standards: Subpart B, applicability subsection 205.101, Exemptions.*)

Shopping bag restrictions and sales

The City of Portland does not allow the use of plastic, compostable or “biodegradable” checkout bags with handles as of October 1, 2013. These bags are also known as T-shirt bags. Vendors are allowed to use recycled paper bags or reusable bags as checkout bags for customers. Recycled paper bags must contain at least 40% recycled content and be accepted into the City of Portland curbside recycling program. The policy allows bags without handles used to protect a purchased item from other purchased items, such as produce, bulk food and meat.

More information about the City’s ban on plastic bags can be found at <https://www.portlandoregon.gov/bps/56157>. Questions may also be directed to Patty VanAntwerp, City of Portland Bureau of Planning and Sustainability; Patty.VanAntwerp@portlandoregon.gov; 503.823.8468.

PFM allows vendors to sell reusable bags for \$5 or less retail. Shopping bags must be sturdy and a minimal part of a booth display. PFM offers inexpensive reusable tote bags for purchase by vendors to resell to customers. The tote bags are black with a green PFM logo. Bags are available at the price of \$50.00 for 25 bags. See market staff for more information.

Gross sales reporting

PFM recognizes the sensitivity around gross sales reporting by vendors but firmly believes collecting gross sales data and publicly reporting combined totals prove PFM’s impact on the local food economy. Total sales and shopper counts are critical measures of our collective success.

- Vendors are requested to submit completed gross sales forms by product category for each market day attended and to represent themselves with honesty and integrity. In order to maintain the highest vendor confidentiality, PFM maintains the following procedures:
- Forms are collected monthly for the previous month to avoid end-of-day sales tallies at the market.
- Forms may be submitted anonymously.
- Only the market manager, market coordinator or executive director is privy to the original forms and they are not permitted to discuss the sales tallies of individual vendors.
- Once individual vendor data is incorporated into a combined spreadsheet by vendor, submitted forms are destroyed.

Vendor roster publication

- PFM makes available the participating vendor roster on the PFM website. Information about individual businesses, including websites and phone numbers, is available to the public. This information is sourced directly from vendor applications in [Manage My Market](#).
- Vendors are asked to indicate on their applications if they want PFM to release their personal information. No vendor’s name will be posted or given without signed

- permission by the vendor.
- The vendor roster will not be shared or sold by PFM to prospective markets or competitors for the purpose of soliciting vendors.

Permits and licenses

- Vendors must provide PFM with copies of any permits and licenses applicable to the sale of their products. Some examples are nursery licenses for bedding plants, organic certification, scales, meat seller licenses, and licensed kitchens for processed foods.
- See [licensure section](#) of appendix for more information.
- Documents may be submitted through the "license" tab on vendor's Manage My Market profile, by email or by hand delivery.

Employment practices

Suitable on-site sales personnel include family members or verifiable employees paid hourly, on commission, or by salary. PFM may request proof of employment. Vendors are responsible for making sure that all persons working at their booths are familiar with and adhere to all market rules, regulations, and guidelines. On-site sales personnel do not set the price, nor retain ownership of the product.

Limits on market participation

- **Multiple businesses**
A vendor who may be involved in more than one business entity is limited to selling at the market as only one of those business entities. Exceptions may be made on a case-by-case basis, or when the product of one of the business entities is a hot food vendor.
- **Approval of selling privileges**
PFM's approval of selling privileges is always for a specified period and never exceeds one market season.
- **Product overlap**
Vendors whose products or practices place them in more than one category are subject to all requirements for both product categories.
- **Exclusivity**
PFM does not extend exclusive rights to any one vendor to sell any one product. However, if PFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.
- **Reselling**
Buying products from another farmer, wholesaler, store, or other food operation and then selling those products is not permitted at PFM markets, except as provided for under the product representative guidelines.
- **Transfer of s booth space**
Vendors may not sublet or loan stall space to others. If a vendor sells his or her business, stall space does not transfer to the new business owner. The new owner must submit an application for approval. PFM does not guarantee acceptance.
- **GMO products**
Vendors may not knowingly sell products grown with genetically modified seeds or containing genetically modified ingredients.

Cancellations and additional attendance policies

Cancellations

- Once a vendor is approved for market dates they are obligated to attend and pay for all scheduled market days. Exceptions may be made on a case by case basis for seasonal delays for farmers.
- Attendance tracking begins with the first scheduled market day.
- Vendors who must cancel a market date are asked to provide 72 hours notice. Notice must be given by calling the PFM office or directly contacting the appropriate market coordinator.
- Vendors are allowed **two excused absences** per market without penalty (three at PSU), after which they are required to pay for all absences.
- More than four cancellations may result in a change of status as a “vendor in good standing”.
- Vendor cancellations of market dates due to health, business failure, or other extraordinary circumstances will be taken into consideration regarding any fees due.

PFM reserves the right to change the cancellation policy.

Stall assignments

- Change in space assignment for vendors with guaranteed stall reservations may occur at PFM's discretion.

Additions to a vendor's market season

- As space allows, additional consecutive market dates may be granted if a vendor is in good standing. Requests should be submitted in writing to PFM for consideration.

Vendor communication

PFM circulates semi-regular vendor updates by email to communicate market news, policy changes, sponsor news and other information relevant to our market community. **Vendors are expected to read these communications thoroughly** as they contain important and time-sensitive information. A paper copy is available upon request.

Safety and Market Logistics

All vendors and at-market employees are responsible for reading and understanding PFM's rules regarding safety and licensing requirements. This includes federal, state, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of products.

Basic booth safety and set up

- **Booth canopies and tables**
 - Vendors must supply their own booth covering and tables. Booths and tables must not be a hazard to the public or other vendors.
 - Vendors with on premise prepared foods and baked goods are required to have a full canopy covering for the booth. An umbrella is satisfactory if it is sufficiently weighted and covers the entire table area.



- **Weights**
 - All canopies, umbrellas and other booth coverings are **required to have weights (minimum 10 pounds) securely attached to each leg. This rule is strictly enforced for every market day, no matter the predicted, perceived or actual weather.** See picture for example of properly secured weight.
- **Trip Hazards**
 - Vendors are responsible for ensuring that booth set-up, equipment, back-stock and all products do not pose safety hazards to anyone on premises. This includes the general public, other vendors, market staff etc.

Food safety and sampling

- See [ODA Food Safety Guidelines](#) for detailed requirements regarding sanitation and sampling.
- Fresh fruits and vegetables may be displayed in open air, but they must be stored off the ground by using impervious plastic tubs or setting empty containers under those holding the produce. Pumpkins and large squash are the only exceptions to this rule.
- Potentially hazardous perishable foods stored, displayed and offered for sale must be packaged and refrigerated at or below 41 degrees farenheight. Vendors are required to have a calibrated thermometer on-site to gauge and demonstrate temperature.
- Any questions regarding safe food handling should be directed to [ODA food safety specialists](#).
- Vendors providing product samples must comply with ODA rules governing market sanitation and health issues. See [ODA Food Safety Guidelines](#) in this handbook.
- Vendors providing samples must use a hand washing station and comply with all ODA food safety guidelines.
- All sampling must be contained within the vendor booth.
- Vendors who sell or sample a product that produces trash must have a trash receptacle accessible to customers.
- PFM encourages sampling practices that minimize and eliminate waste whenever possible. Examples of this include sampling on an edible “vehicle” (using pretzel sticks to sample cheese); using durable serviceware for samples (reusable glasses for beverages); and using environmentally low-impact disposables (wooden popsicle sticks for jam samples).

Trash disposal

- 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.**
- Before leaving the market, all vendors must sweep their stall spaces ensure that all litter, toothpicks, produce, and other product debris is removed.

Electricity

- Any electrical equipment must be pre-approved by PFM. Access to electricity is not guaranteed and provided at PFM's discretion. Vendors approved to use electrical power

are responsible for providing their own **outdoor extension cords and mats to cover all portions of the cord.**

- Use of generators is not permitted during market hours.

Workplace violence prohibited

The safety of PFM employees, customers, volunteers, vendors and visitors is of utmost importance. Threatening behavior, both verbal and physical and acts of violence at PFM's markets, office or by electronic means will not be tolerated. Any person who engages in this behavior shall be removed from the premises as quickly as safety permits and banned from PFM premises pending the outcome of an investigation. Subsequent to the investigation, PFM will respond appropriately. This response may include, but is not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person or persons involved.

If you experience workplace violence at the market or other PFM designated location, please communicate with the market manager as quickly as possible so the matter can be addressed.

Compliance with the Americans with Disabilities Act (ADA)

- ADA regulations require customer service counters to be a maximum of 36" high from the ground, a minimum of 27" clear underneath, and a minimum of 36" long. Food and beverage service counters must be a maximum of 34" high from the ground.
- In addition, vendors should offer assistance in their booths to disabled customers whenever needed.

Weather-related market cancellations

PFM's 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 attendees.

- We rely on the NOAA (National Oceanic and Atmospheric Administration) as well as other weather predictors to make the best decision for the safety of vendors and shoppers.
- Market managers will communicate any market closures to all affected vendors with the most notice possible.
- If extreme weather is predicted and a vendor chooses to cancel their market with less than 72 hours notice, PFM will determine on a case-by-case basis whether to require payment for that market or not.
- If unexpected extreme weather occurs during a market, and PFM decides to cancel the market, all vendors will not be charged a stall fee for the day.

Pets in the market

Pets are not allowed within vendor booths at any PFM location.

Service animals are welcome at all PFM markets. Additional information about requirements for service animals available at http://www.ada.gov/service_animals_2010.htm

Pets are not allowed at the PSU or Shemanski Park markets. All other PFM locations are open to pets, provided the following:

- Dogs are to be kept on a short leash.
- Dogs are kept under control and by the owner's side at all times.
- Dogs are to be friendly with other dogs and people.
- Owners are considerate of those who do not wish to be in contact with dogs or other animals.
- Owners clean up after pets.

PFM reserves the right to request that owners remove pets from the market at any time.

On-site Compliance Checklist and Enforcement

The market manager and his or her designee may, with or without notice, evaluate vendor booths using the compliance checklist and assess penalties as outlined on the **On-site Compliance Checklist**. See [appendices](#) section.

Vendor Conduct

This section highlights PFM market policies that have been implemented to create a safe environment for vendors and the public. It is not intended to be an exhaustive list but highlights the policies most relevant to the vendors and to on-site issues.

Fair and honorable marketing practices

- Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting potential sales for other vendors. This does not include sampling.
- All items for sale must be clearly marked with the retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- **Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud, repetitive public manner, and selling products in an aggressive way.**
- All sampling must be contained within the vendor booth space.
- Vendors must accept U.S. currency and other applicable [market currencies](#).
- Vendors are not allowed to sell products before the opening bell without pre-approval from PFM.

Unloading and loading etiquette; parking and on-site driving

- Vendors are expected to unload all of supplies and products in their designated space, park vehicles, and then return to unpack products and set up the booth space. The reverse should be true for load-out. Unloading and booth set-up is not permitted until time specified for each market.
- Vendors who do not have a confirmed stall assignment should speak with market staff before entering the market.
- For the safety of customers and vendors, vendor vehicles must be removed from the market after specified times for set-up and are not allowed in the markets for take-down before specified times.
- Late arrivals must load-in from the perimeter of the market.
- Vendors are encouraged to park at least three blocks away from the market site to allow

- for customer parking. Some market locations have designated vendor parking sites.
- Prohibited driving behaviors include driving on the grass, driving into the market before the specified load-in time, reckless driving, and blocking traffic while waiting to drive into the market for loading or unloading.
 - Maximum speed within the market is 5 miles per hour.

Stall assignment and appearance

- Stall spaces are assigned to vendors by PFM staff. Vendors with their stall assignments may occupy their spaces upon arrival. Reserved spaces not occupied 30 minutes prior to opening may be reassigned to another vendor.
- Booth disassembly is not permitted until the market closes, without exception.
- Vendors are responsible for keeping their space clean and attractive during market hours.
- Vendors must clean up their stall space after the market closes, including sweeping up any debris and removing all trash.
- Ground tarps are required for vendors selling berries, stone fruit, or other products that could stain the pavement. This includes all hot food vendors.
- Vendors with spaces on grassy areas, or who use grassy areas for storage, are required to set up on a tarp to prevent damage to the grass. Plywood is recommended for high-traffic areas.
- No part of a booth set up may extend into the common customer traffic areas.
- Signage including product prices, vendor identification, and organic certification must be clear and visible.

Courtesy and customer service

- While at the market, vendors are expected to conduct themselves professionally at all times, behaving courteously toward market staff, customers, other vendors, and volunteers.
- Vendors are not permitted to play radios or use other sound-generating electronics during market hours.
- Vendors may not publicly disparage other vendors, products, or markets. See the [PFM policy prohibiting workplace violence](#).
- Customer questions regarding farming practices should be answered factually and knowledgeably.

No Smoking

Vendors are not allowed to smoke within the market footprint at any time.

Community Engagement

Musicians

Live music at the market provides enjoyable entertainment, creates a festive atmosphere, and builds community. PFM schedules paid musical acts for all markets except Shemanski Park. Tables and chairs are provided as market goers enjoy taking a break from shopping to sit and relax or to catch up with friends and neighbors.

Whenever you find yourself tapping your foot or dancing in your booth, think about giving the musicians a tip in trade. Musicians report that their favorite part of playing at PFM is the generous gifts of produce and market goodies they receive.

Veggie Valet

PFM offers a parcel pick-up service for our shoppers at the PSU Market information booth (SW Park and Montgomery). Customers are invited to leave purchases at the booth with staff and volunteers. When they are finished shopping, they can drive up to the booth to load their purchases. Market volunteers can help customers load their purchases as time allows. If you see customers struggling with purchases, be sure to let them know about this great service.

Volunteers



Volunteers are very special folks—we love them and we couldn't operate the market without them. You can't miss them—they will be wearing a red apron and a giant smile!

Volunteers donate their personal time to support our vendors and help the market by staffing the information booth, supervising kid's activities, organizing market tastings, counting tokens, and assisting with other office tasks.

Annually, PFM volunteers contribute almost 1,000 hours to PFM.

Gleaners

PFM works with local non-profit [Urban Gleaners](#) to encourage donations of perishable food at the end of each market day. Urban Gleaners efficiently distributes unsold produce and other products to the local community through emergency food relief agencies and food to schools programs. Donation receipts are available directly from gleaners on request. Gleaners generally arrive at the market during the last hour and check in with vendors to find out if there are any donations for the day. Alternatively, vendors are welcome to leave donations at the market information booth for pick-up by gleaners.

Buskers

Where applicable, PFM adheres to Portland Parks and Recreation and/or [City of Portland rules and regulations](#) as the markets we organize are permitted events.

- Music buskers are permitted at select PFM locations as space allows. They are asked to check in at the PFM information booth and adhere to suggested locations within the market footprint. Buskers are asked to move to a new location after one hour and perform for no more than two hours total.
- Electronic amplification is not allowed nor is playing or singing in a loud, disruptive manner such as to impede communication between vendors and customers. Vendors are encouraged to communicate with PFM staff if these guidelines are not being followed by an individual busker.
- Buskers other than musicians are specifically prohibited from PFM markets. This includes balloon artists, jugglers, massage therapists and face painters.

Signature gatherers

PFM sites that operate as a licensee of the City of Portland recognize the injunction entered by the U.S. District Court for the District of Oregon in the case of Gathright vs. City of Portland that limits PFM authority to control the activities of members of the public attending the market. The text of this decision is available for review at the managers booth.

Signature gathering at PFM locations on public property is permitted as long as the gatherers are not disrupting the market (specifically vendor's sales).

Sponsors and Partnerships

Vendor fees at PFM cover the basic cost of operating the markets, including site lease, permits, insurance, and staffing. In order to keep vendor fees low PFM solicits sponsors to provide additional income for educational outreach, advertising, special events and market programming, such as Chef in the Market series and kids activities. Sponsor companies are evaluated on an individual basis to ensure there is alignment with PFM's mission and values.

Sponsors might be ongoing or appear on single occasions. PFM allows some sponsors to table and sample their products. As with ongoing market sponsors, these products must meet criteria and align with PFM's mission. Items that directly compete with market vendor products are limited and those sponsors may sample their product at markets only once per month.

PFM may also hold fundraising events, receive in-kind donations, enlist support from volunteers, and cultivate community partners to ensure the organization's continued success.

Vendor and Product Categories

Vendor categories

A **vendor** is an owner/operator of a business entity approved to sell at the market by Market Management. A vendor may not operate under a franchise agreement. A vendor may not share stall spaces with other entities.

Different categories of vendors at the market are **farmer** and **non-farmer**:

Farmer – Those actively involved and invested in the planting, growing, and harvesting of agricultural product on owned, rented, leased, or share-cropped land. This includes ranchers, dairymen, fishermen, etc. If a farmer farms leased land, they must provide PFM with a copy of the signed lease agreement(s). Farmer category also includes vendors who sell value-added products made from a majority of their own farms' products.

Non-Farmer – Those who are actively involved and invested in the processing of product sold at the market. Non-farmer vendors may sell processed foods, value-added foods, baked goods, hot foods, etc. Non-farmer vendors must provide PFM with all applicable copies of licenses as appropriate to their product. Vendors are responsible for knowing and acquiring all necessary licenses. See [appendix](#) for resources. Non-farmer vendor categories are outlined below:

- **Food artisan:** Those who sell processed or value-added foods such as pickles, condiments, jams and charcuterie. These vendors do not grow/raise/catch/gather the ingredients in their products.
- **Bakery:** Those who bake breads, pastries, and desserts, or make chocolates for sale at the Market.
- **Hot Food Vendor:** Those who sell food that is freshly made and available for

immediate consumption on-site. Hot food vendors must have a [Multnomah County Temporary Restaurant Permit](#).

Product Representative – Those who do not meet the above categories. Product representative is defined as either:

- An individual who does not grow, raise, process, or gather the product they sell.
- An individual who produces and sells items comprised mainly of non-local ingredients.

This type of vendor sells particular types of products not otherwise available at the market and is only admitted to sell on occasion. These vendors are subject to strict guidelines and selling dates. Product representatives' booths may be separate from the general traffic flow and limited to one area of the market. Items that directly compete with regular market vendors' products are not allowed. Product representatives' products must meet strict criteria and align with the mission of PFM. All products are strictly at PFM's discretion.

Product Categories

Farm products are grown or raised by the farmer upon land that they control through ownership, lease, rental, or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, meat, and dairy products.

Processed farm products are farm products made from raw ingredients, all of which are grown and produced by the farmer. These products include all farm products that must in some way be processed *including cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam, or other processed agricultural and livestock food products*. Some processed farm products are not processed by the farmer but are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved, or otherwise significantly treated. **PFM recognizes the distinction between processed farm products grown and prepared by the farmer and those that have purchased raw ingredients and then processed.**

Value-added foods are processed products that the vendor made from raw ingredients which have been cooked, canned, dried, baked or preserved, including artisan baked goods, spreads, pickles and condiments.

Hot food is freshly made food available for sale and immediate consumption on-site.

Fish, seafood and salmon products are sea foods raised or caught by the producer in Oregon or Washington waters. Salmon and value-added salmon products made from farmed salmon are prohibited at the market.

Nursery products are grown or raised by the farmer upon land that they control through ownership, lease, rental, or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, shrubs that are propagated from seed, cuttings, bulbs, plugs, or plant divisions. Nursery product vendors may require a nursery license from ODA. Dried flowers and wreaths may be sold during the "shoulder and winter seasons" in October-April and must be made by materials grown or gathered by the Vendor.

Wild-crafted or foraged products such as mushrooms and wild berries are gathered from public or private land by the vendor. 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.
- Provide copies of the public lands collection permits or private approval.
- Applicants may be required to pass an interview with a mycology expert or take a test to

establish that they can identify species reliably, can collect responsibly from the resource, has the appropriate permits and will bring quality product to market that they themselves are collecting (not buying and reselling).

- Signage at market must accurately identify all mushrooms and whether the product is wild-crafted or cultivated.
- Prominently display mushroom safety information.

Processed non-food agricultural products are agricultural by-products of products that the vendor has grown/produced that are not edible, have been altered from their raw state, and are handcrafted or processed at the farm by the vendor. These agricultural by-products may be allowed when the vendor also sells the associated agricultural food product from which these by-products are derived (e.g., a honey vendor may sell a beeswax candle; a milk vendor may sell a milk-soap).

Fees and Payment Procedures

The following section addresses the fee structure for different sizes of booths by market and by vendor type. Payment options, methods and policies addressing cancellations are also covered here.

Definitions

- **Vendor stall:** Selling space rented and assigned to vendors in increments of 10' x 10', unless otherwise noted.
- **Multiple stalls:** Two or more contiguous 10'x10' vendor stalls. A limited number of multiple stalls are available. Fees for multiple stalls are calculated in multiples of the base fee for a 10'x10' for that market.
- **Corner stall:** Vendor stall located on a corner where vendor has two or more selling sides.
- **Extra deep stall:** Vendor stall that extends deeper than 10 feet.
- **Umbrella stall:** Vendor stall not large enough for a 10' x 10' canopy, but suitable for a market umbrella and/or card table. Umbrella stalls are not guaranteed to be larger than 5' in frontage.

See Fee Structure Chart on next page

Fee Structure Chart

PFM Market	Vendor type	Price per 10 x 10 stall	Corner stall	Deep stall	Umbrella stall
PSU	Farmer	\$46	\$56	\$61	\$35
	Food Artisan	\$56	N/A	N/A	\$39
	Bakery	9% of gross sales*	N/A	N/A	N/A
	Hot Food Vendor	11% of gross sales*	N/A	N/A	N/A
	Product Rep	11% of gross sales*	N/A	N/A	N/A
Shemanski	Farmer	\$42	\$52 ~	N/A	\$32
	Food Artisan	\$47	N/A	N/A	\$36
	Bakery	8% of gross sales*	N/A	N/A	N/A
	Hot Food Vendor	10% of gross sales*	N/A	N/A	N/A
	Product Rep	10% of gross sales*	N/A	N/A	N/A
PCS	Farmer	\$41	\$51 ~	N/A	\$31
	Food Artisan	\$46	N/A	N/A	\$36
	Bakery	8% of gross sales*	N/A	N/A	N/A
	Hot Food Vendor	10% of gross sales*	N/A	N/A	N/A
	Product Rep	10% of gross sales*	N/A	N/A	N/A
Northwest, Kenton, King	Farmer	\$36	\$46	N/A	\$26
	Food Artisan	\$41	N/A	N/A	\$31
	Bakery	8% of gross sales*	N/A	N/A	N/A
	Hot Food Vendor	10% of gross sales*	N/A	N/A	N/A
	Product Rep	10% of gross sales*	N/A	N/A	N/A
Lents International	Farmer	\$29	\$33	N/A	\$26
	Food Artisan	\$32	N/A	N/A	\$31
	Bakery	8% of gross sales*	N/A	N/A	N/A
	Hot Food Vendor	10% of gross sales*	N/A	N/A	N/A
	Product Rep	10% of gross sales*	N/A	N/A	N/A

* Vendor pays the appropriate percentage fee or the equivalent stall fee (using the Food Artisan rate), whichever is greater.

~ PCS and Shemanski: add \$30 for extra frontage

Other Fees

Application Fee

Due to the level of attention required to process and verify information presented in vendor applications, a non-refundable fee must accompany all applications for all vendors. PFM must receive this fee prior to acceptance at PFM markets.

Late Payment Fees

- A late payment fee of \$25 will be charged 31 days after the date an invoice is issued and every 30 days until full payment is received.
- Vendors with invoices over 60 days are subject to suspension from markets until the invoice(s) are paid in full.
- Vendors with unpaid fees due at the end of the season will not be allowed to return the following year.

Returned Check Policy

Checks or ACH transactions returned for insufficient funds will be charged a \$25 fee. Vendor will not be able to attend the market until the matter is resolved.

Payment Options and Methods

1. Automatic Electronic Debits (ACH Withdrawal) *Preferred*

- Monthly invoices are debited from a vendor's bank account on the 20th of the following month (or next business day).
- Vendors will be sent the invoice at least 10 calendar days prior to the debit.
- Vendor must sign the ACH agreement and provide a voided check.

2. Monthly Invoice

- Monthly invoices are mailed the first week of the month following the month being billed and are due upon receipt.
- Payments may be made by cash, check or credit/debit card (credit/debit card payments accepted at the market only).
- Monthly invoicing is available only to vendors who are able to pay according to our terms (*payment is due upon receipt and must be received within 30 days of date of invoice*) and do not show a pattern of late payments. Any vendor that has more than three late payments during the season will lose the option for monthly invoicing and will be required to either prepay for each month they participate in the market (no discounts applicable) or sign up for monthly ACH payment withdrawal.

Invoices will be sent to vendors by mail or email. Payment is due upon receipt.

Note: Market tokens may not be used to pay stall fees.

Hot Food Vendors, Bakeries and Product Representatives

Because hot food vendors, bakeries and product representatives pay a percentage of their gross sales, fees are collected after the market.

Hot Food Vendors & Bakeries

Vendors selling prepared food for immediate consumption or baked goods and/or chocolates pay a percentage of the vendor's gross revenue (see fee chart above), or a minimum fee equivalent to the rate of the booth type occupied by the vendor (using the Food Artisan rate) whichever is greater.

Product Representative

Fee is 10% of the vendor's gross revenue (11% at PSU), or the equivalent to the rate of the booth type occupied by the vendor (using the food artisan rate) whichever is greater.

Attendance at market is limited to once per month. Representatives' booths may be separate from the general traffic flow, limited to one area of the market and one 10' x 10' stall.

Fees for vendors who pay a percentage of gross sales are collected in the following ways:

- **Weekly Payment:** At the beginning of each market day for the week immediately past. (Example: fees will be collected on 4/9 for the 4/2 market).
- **Vendor is responsible for bringing payment to the market managers booth.** Payment should be made by check, cash, or credit/debit card.
- **Late fees:** Percentage vendors that do not comply with the above weekly payment requirements and show a pattern of late payments will be subject to a \$25 late fee each week payment is late and suspension from the market subject to PFM's discretion.

Market Currency

This section outlines the currencies available at the markets, currency restrictions and the vendor reimbursement process.

Vendor business owners and on-site staff are required to honor all forms of PFM currency and understand the rules of acceptance for each form of currency. These programs are essential to create greater access to the market and to increase sales for market vendors.

The token program

To receive market tokens, shoppers use their debit/credit cards, checks, or SNAP/EBT card at the PFM information and managers booths in exchange for market tokens. The tokens come in two denominations: \$1 and \$5.

- A note about tokens: although the token program is successful and necessary, it is time consuming and costly for PFM to administer. Therefore, we encourage vendors to gain independence with their sales and consider new technology that connects cell phones to a merchant account, allowing individual vendors to accept debit/credit cards directly at the booth.
- On-site ATMs are available at some PFM locations.

\$5 GREEN Tokens



- Customers purchase \$5 tokens with credit/debit cards or checks.
- These tokens are eligible to purchase all market items and should be treated exactly like a \$5 bill. Cash change is given for \$5 tokens.
- Tokens are non-refundable once purchased.
- A purchase minimum and convenience fee is assessed for debit and credit card transactions.

\$1 RED Tokens

- Customers purchase \$1 tokens with EBT/SNAP cards from all 50 states. In Oregon, the SNAP program is referred to as Oregon Trail.
- There is no purchase minimum or fee to obtain SNAP tokens.
- Unused \$1 tokens may be refunded to a customer's SNAP account at the PFM information booth.
- **Eligible items:** most foods, including fruits, vegetables, animal protein, dairy products, edible seeds, baked goods to be taken home, and plants intended for growing food.
- **Prohibited items:** non-food items (such as, candles, non-edible tinctures) ready-to-eat foods, hot foods, alcoholic beverages and flowers). It is illegal to exchange SNAP benefits for these products.
- **\$1 tokens may never be given as change for any market purchases for any reason.** Any misuse of the \$1 tokens compromises PFM's eligibility to accept SNAP/Oregon Trail benefits at the market. It is a privilege to offer this service to our customers and we have been through a rigorous application process to be granted authorization. Help us maintain our eligibility by following the rules.
- Should a whole dollar not be reached, provide the customer with a receipt displaying the vendor name and amount due to the customer. The customer can bring this receipt back



- to the PFM managers booth for refund to the customer's SNAP account.
- When possible, please work with SNAP customers to modify purchases to reach a whole dollar value.

Token reimbursement process

- Vendors are asked to bring their market tokens to the market managers booth for redemption. Tokens should be divided separately by the number of \$1 and \$5 tokens, counted before arriving at the booth.
- Token redemption is available to vendors until 30 minutes after the market closes.
- The staff member at the booth will provide a receipt for the tokens.
- Reimbursement will be mailed to vendors twice per month or directly deposited if you have signed up for ACH.
- Any \$1 tokens used to purchase ineligible items will be retained by PFM without reimbursement. Sale of ineligible items with SNAP benefits is illegal and risks our ability to accept SNAP/Oregon Trail.
- Questions about token reimbursement should be directed to the PFM office.



Double Up Food Bucks SNAP Match (Replacing *Fresh Exchange*)

Despite the support of government programs like SNAP (formerly Food Stamps), many families struggle to put food on the table. To help fill the gap and get more farm-direct produce into the hands of our low-income neighbors, *Double Up Food Bucks* (DUFB) matches up to \$10 SNAP dollars each market day, and is offered at approximately 50 farmers markets across Oregon. DUFB is a program of PFM's companion non-profit, Farmers Market Fund, who is dedicated to providing low-income, elderly and under-served populations greater access to fresh, locally grown food.

Prior to 2016, PFM's SNAP matching program was *Fresh Exchange* (FE, blue \$1 tokens.) DUFB has replaced *Fresh Exchange*. However FE tokens from previous seasons must still be accepted, and operate in the same way as the \$1 red SNAP tokens outlined above.

DUFB is distributed at PFM's neighborhood markets (King, Northwest, Kenton & Lents International). The program is administered through \$2 DUFB-branded currency – similar to the size and feel of a playing card. **DUFB cards can be used for fruits and vegetables only.**

- Eligible purchase items: any variety of fresh, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt. Includes mushrooms, herbs, and dried beans.
- Prohibited items: meat, eggs, cheese, nuts, baked goods, pickles, jams, jellies, or other foods that do not fit into the above guidelines; edible plant starts; nonfood items.
- No change may be given for purchases with DUFB. The customer can add product to bring the purchase up to the whole dollar amount.
- DUFB may be only be redeemed by shoppers at neighborhood markets (King, Northwest, Kenton & Lents International).
- DUFB are redeemed by vendors for reimbursement with other market tokens, counted

separately. Please see the on-site market coordinator for details.

A note for non-produce vendors: Although non-produce vendors are not eligible to accept DUFb, non-produce vendors at other markets offering produce-only incentives have seen in an increase in sales from SNAP tokens because customers were able to spend DUFb on produce, freeing other SNAP currency for meats, cheese, baked goods, etc.

Farm Direct Nutrition Program and WIC Fruit & Veggie Vouchers

All PFM vendors selling eligible products are required to participate in FDNP and the WIC FVV program. For an FDNP/WIC FVV application packet, please contact the ODA at (503) 872-6600.

The Oregon Farm Direct Nutrition Program (FDNP) is a state-administered federal nutrition program. FDNP funds go to low-income, nutritionally at-risk pregnant women and young children enrolled in the Women Infants & Children (WIC) program and to eligible low-income seniors. These federal funds will be distributed as checks specifically to purchase locally produced fresh fruit and vegetables directly from authorized farmers at farm stands and farmers markets. Approximately \$1 million dollars in vouchers is distributed annually.

To become an FDNP authorized farmer, you must own, lease, rent or sharecrop land to grow, cultivate or harvest crops on that land AND grow fresh fruit, vegetables or cut herbs in Oregon or a bordering county to sell at your farm stand or at a farmers market. All farmers must fill out an application and sign an agreement with the Oregon Department of Agriculture (ODA) and the Department of Human Services. ODA will mail application packets to farmers who participated in the previous year in late February or early March.



OREGON WIC PROGRAM		Payable through Southern National Bank Macon, GA		64-1268 611	Acct # 2508299	600000006
9999 00123456 01 SALLY SWIFT		First Day To Use: 1/01/2015		Last Day To Use: 1/31/2015		
FOR PURCHASE OF AUTHORIZED WIC FOODS ONLY \$8 (Eight dollars) fruit and vegetables (fresh and frozen) Shopper may pay amount over value of voucher No change given		IT Type 0123		Corrected Amount \$		
		Pay to the order of Oregon WIC Authorized Vendor Number:		PAY EXACTLY \$		
		Vendor Must Deposit Within 60 Days of First Day To Use		Vendor Fill In \$ Amount Above		
OREGON HEALTH DEPARTMENT (503) 473-4040 PO BOX 14450 PORTLAND, OR 97214-0450		DISPROPER USE OF THIS VOUCHER IS SUBJECT TO FEDERAL AND STATE PROSECUTION		WIC SHOPPER SIGN HERE WIC ID CARD REQUIRED		
C60000001C A061119684A 2508299C						

The WIC Fruit & Veggie voucher (WIC FVV) is a monthly cash value voucher for fresh and frozen fruits and vegetables for all WIC families. Vouchers are distributed year-round and may be spent at WIC-authorized grocery stores and WIC-authorized farmers. About \$8 million dollars

in vouchers is distributed annually.

**Note: paper vouchers are in the process of being replaced by eWIC, an electronic method of providing these benefits. Paper vouchers are to be accepted by eligible vendors as long as they're in circulation. The electronic WIC voucher information will be updated as the new process is streamlined.*

Market Purchase Vouchers

Paper "IOU" receipts issued by PFM staff and volunteers to purchase vendor products.

- The Market sponsors programs such as Taste the Place, Kids Cook in the Market, Chef-in-the-Market, and occasional special events such as The Great Pumpkin to educate our customers, generate media coverage, and help vendors increase sales.
- Representatives from the market may ask vendors for products to be used for these activities and will pay for the items with a market purchase voucher. Market purchase

vouchers will be reimbursed with the next token reimbursement.

Honor all forms of market currency and inform your employees too!

If you are not going to be at the market yourself, inform your employees about these programs and request that they graciously accept the coupons, tokens, and vouchers.

Protocols for vendor grievances and product challenges

PFM has created protocols and procedures that allow vendors to lodge complaints against other vendors whom they believe to be out of compliance with market rules and policies. This helps PFM regulate food safety, products sold and operational safety.

To file a vendor concern or product challenge, use the [Vendor Concern Form](#) or [Vendor Challenge Form](#) in the Appendices section.

Grievance procedures

1. Complaints or problems should be directed to the market managers in a timely manner that is not disruptive to the market.
2. Vendors who have concerns regarding other vendor compliance, market staff, safety, or policies should complete a vendor concern form. Forms will be available at the managers booth. The Executive Director and Market Managers review each concern form and the concerned vendor will receive a specific written response within two weeks.
3. A vendor may appeal any decision concerning violation of these rules within 30 days. An appeal must be presented in writing to the Executive Director. A decision by the Executive Director after informing the PFM Board shall be issued within 30 days of receipt and constitute a final and binding decision of any appeal.

Product challenge

1. Product challenges may be made for misrepresentation of product by a vendor. Vendors can submit a written product challenge form when they believe another vendor is misrepresenting their product.
2. A product challenges must be signed by the person bringing the challenge and preferably be supported by physical evidence of the offense. The product challenge must be made within a week of observing the violation. Challenges alleging wrongdoings on past occasions will not be accepted.
3. There is a \$50 filing fee, which can be shared by a group of vendors. This fee is returned to the challenger if the claim is verified.
4. The vendor receiving the product challenge must respond to the challenge in writing. Failure to admit or deny a challenge may result in a determination that the challenge is valid.
5. The Market Managers will conduct a farm site visit in a timely manner to make a determination on the product challenge. If PFM deems it necessary, a third party farm inspector will be employed.
6. Product challenge forms are available at the managers booth. Because of their sensitive nature, they must be returned directly to the Market Manager or Executive Director.
7. If the vendor is found in violation, vendor may be fined, placed on probation, suspended, or evicted from the market at the discretion of the Executive Director.

How PFM monitors and enforces compliance with market rules

Vendors share responsibility for keeping PFM viable and ensuring public safety. By following the rules described in the previous section, vendors will remain a “vendor in good standing” and help create a safe, fun and profitable market environment. Violation of the rules will put the vendor “out of compliance” and result in a range of consequences.

This section covers the range of consequences of becoming out of compliance with PFM rules, both on-site during market days (“At-market”) and off-site (Non-market”).

A few “At-market” examples of non-compliance include:

- Selling before the market officially opens.
- Driving infractions.
- Selling a product that does not meet PFM’s standards for quality.
- Unsafe product storage and handling.
- Unsatisfactory stall appearance and stall maintenance.
- Multiple customer complaints.

A few “Non-market” examples of non-compliance include:

- Failing to provide PFM with copies of mandatory licenses, permits and insurance policies.
- Failing to pay appropriate stall fees or late payments.
- Failing to pay fines imposed due to non-compliance.
- Failing to respond to a product challenge made by another vendor.

How PFM monitors for compliance

- PFM frequently monitors market activity to ensure that vendors are complying with the rules.
- PFM also keeps records of “non-market” violations (customer complaints, late payment of fees, etc.) that may put a vendor out of compliance.
- PFM utilizes a [checklist](#) as a tool to regulate at-market compliance.

How PFM enforces the rules

- All rules of the market are enforced by the Market Manager or his or her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager in a timely manner.
- The Market Manager or designee will regularly evaluate vendors using the on-site vendor compliance checklist. PFM will contact the business owner to address the non-complying behavior and corresponding consequence.
- PFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business, gross receipts for percentage fee vendors or employee status.
- Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the market.
- If a vendor does not abide by any of the rules of PFM or comply with federal, state, and local regulations applicable to market participation, the Market Manager or designee may take any action deemed appropriate, including assessing fines or barring the vendor from selling

- at the market for that day and any future market days.
- PFM reserves the right to make exception to these rules and enforcement policies at its discretion.

Consequences of failing to remedy non-compliance

Disciplinary action may take the form of a verbal warning or a written notice of non-compliance that may include a fine, probation or suspension.

Multiple fines can lead to probation. Probation puts a vendor on notice that any further violations will lead to suspension.

Suspension and eviction from the market may be the result of multiple fines and numerous occasions of suspension.

The application of fines, probation and suspension can occur simultaneously while the vendor works to cure a specific or combination of non-compliance actions.

How vendors should remedy a notice of non-compliance

The vendor must correct the verbal warning or notice of non-compliance **immediately or by the following week**, whichever PFM determines to be appropriate. If the situation has not been remedied by the following week, the following disciplinary actions may be taken:

- Vendor may **lose reserved space** privilege.
- Vendor may **be suspended** from the market for a week and forfeit their stall fee.
- Vendor may be **issued a fine**. If a vendor is issued a fine due to non-compliance, the vendor must pay the fine on the day issued or 24 hours before setting up on their next market day.

Five examples of enforcement actions

1. Non-compliance: A vendor that includes products in his/her stall not listed on the original PFM application.

Consequence:

1st offense: Noncompliant product pulled plus \$50 fine.

2nd offense: 1-week suspension plus stall fees forfeited.

3rd offense: Season suspension plus stall fees forfeited.

2. Non-compliance: Three legitimate concerns regarding the vendor are found by or reported to PFM. Concerns may include customer complaints, written vendor concern forms, lack of compliance with any PFM rules, disparaging public comments, any combination of or other concerns brought to PFM's attention. PFM will investigate to assure legitimacy of complaints.

Consequence:

Probation. When probation is necessary, PFM will send a letter to the vendor letting them know of the situation and asking them to sign a letter of acknowledgement.

3. Non-compliance: Legitimate complaints greater than three.

Consequence:

PFM may suspend the vendor for one or more market dates. Severe infractions may cause PFM to evict the vendor. Eviction may be for the remainder of a market season or permanent. Some eviction notices may allow a vendor to reapply after 12 months from date of eviction notice.

4. Non-compliance: Physical violence.

Consequence:

Immediate suspension.

5. Non-compliance: Combination of at-market and non-market violations.

Consequence:

Probation. Additional violations may lead to suspension or eviction from the market.

NOTE: The list is intended to provide vendors with representative examples of non-compliance and resulting consequences. PFM management always has discretion in evaluating specific incidences of non-compliance and in applying consequences it deems appropriate.

Programs and Special Events to Support Vendors and Vibrant Markets

Market programs and special events are the vehicles for enacting PFM's educational goals. PFM believes if the markets are to continue to grow and flourish it is critical to educate consumers on the value of supporting regional agriculture and small businesses. Programs are reviewed annually in terms of costs and benefits, deleting and adding programs as appropriate. Funding for these activities is raised through sponsors and in-kind donations. In addition, volunteers give countless hours of their time to ensure the success of these events.

Food education & celebration events

PFM celebrates the value of farmers markets and seasonal foods with tastings, children's activities, preservation lessons, recipes, and other educational activities at the market. They serve as both promotional and educational opportunities, drawing people to the market to learn firsthand the benefits of supporting regional agriculture and eating local.

Chef in the Market is a series of open-air hosted cooking demonstrations at the PSU Market. Market-goers watch chefs, market vendors and other cooking pros turn the market's seasonal bounty into simple, delectable dishes. Chef demonstrations take place every Saturday at 10 a.m., June through October.

The Great Pumpkin Event is an annual Halloween harvest celebration including pumpkin carving and children's costume parades. This event takes place at the Saturday PSU Market and at the Sunday King Market.

Taste the Place is a regular educational series held at some PFM neighborhood markets with the goal of boosting vendor sales by introducing shoppers to under-appreciated produce and new recipe ideas. Periodic tastings educate shoppers about the diversity of local agriculture and seasonal eating through recipe sampling and tips on simple preparations, storage, and preservation.

Kids Cook at the Market

is a summer series of cooking classes taught by local experts for children age 7 to 11 years of age. Classes include a market shopping trip and the opportunity to meet the farmers and artisans of the market. Classes are intended to encourage children to try new vegetables and fruits for the first time and share what they know with family and friends. Many students return year after year, bringing new friends each time. Kids Cook at the Market takes place at the Saturday PSU Market in June, July & August. Preregistration is strongly encouraged. Customers may pre-register at the market or by submitting the registration form by mail.



Community booths – PSU, King, Northwest and Kenton markets

PFM is proud to offer the market as a resource to other community-based non-profits. Space is held for groups conducting educational outreach related to agriculture, farm-direct advocacy,

food and nutrition, sustainability and preservation of open space.

There is no charge for tabling and participation is limited to PFM's discretion. No sales are permitted from community booths. Advance scheduling and pre-approval from PFM staff is required.

Market Presentations

Market presentations are a way for Market staff to expand on the importance of farm-direct outlets for local food producers and reinforce the value of supporting regional agriculture. Presentations are offered to students, tourists, and civic groups and may include talks with local producers and product tastings. These conversations create the perfect opportunity to learn about how food is produced, why it is important to make good food choices, and to meet the farmers and artisan food producers from our market community. Presentations are conducted on a pre-arranged basis and are customizable based on the interest of the visiting group.

Marketing services (social media, websites)

PFM has several channels to help promote the markets and our vendors, including a website, blog and social media accounts (Facebook, Twitter and Instagram). These powerful marketing tools promote our markets and vendors by alerting customers about new crops, seasonal items and special deals, and showcase the farmers, food producers, ranchers and growers who bring their products to our markets.

PFM's website garners an average of 20,000 visits per month and showcases market dates and locations, vendor profiles and vendor contact information.

The PFM "Latest News" blog is widely read and the posts offer a way to feature products and vendors in greater detail, as well as include photos or video. The blog is a great place to feature new vendors and is also open to any vendor that wishes to be a guest writer.

PFM is a category leader in using social media to build an online community. PFM's Facebook, Twitter and Instagram feeds reach a combined audience of more than 50,000 people. If your business is listed on Facebook, Twitter or Instagram, please let us know so we can "Like" and follow you. **Please also be sure to include this information in your Manage My Market profile as this information is shared on the PFM website and is our go to source to reply to customer with questions about specific vendors.**

All of these channels have proven effective in reaching potential customers and can work in concert with your own marketing efforts or provide helpful support while you are building your own web presence. As a PFM vendor, we invite you to take advantage of these tools, though it is up to you to inform us of the news and information you would like us to share with our readers.

Social media accounts:

Facebook: www.facebook.com/portlandfarmersmarket

Twitter: @portlandfarmers

Instagram: @portlandfarmers

Website: www.PortlandFarmersMarket.org

For website or blog requests, please contact:

Kelly Merrick, Communications Manager

kelly@portlandfarmersmarket.org

503.241.0032

For social media requests, please contact:

Dave Adamshick, Social Media Lead

dave@portlandfarmersmarket.org

971.219.2823 (call, text or send photos)

Appendix A



2016 Board of Directors and Staff

The PFM Board of Directors is a diverse group of community members brought together by their desire to serve local agriculture and the small businesses of Oregon and Washington. They provide the vision and stewardship of the organization. Their dedication is evident in the countless hours of volunteer time spent on a multitude of tasks and directives including long-term financial and business planning.

Board Officers

Karie Trujillo, President
Brian Detman, Vice President
David Stephenson, Treasurer

Board Members

Eve Callahan
Andrew Fisher
Bonnie Gee Yosick
Vicki Hertel
Ellen Jackson
Liz Kaltman
Michael Martinez
Jeremy Sacks
Ginny Sorensen

Staff Roster

Trudy Toliver, Executive Director
trudy@portlandfarmersmarket.org
Nicki Passarella, Market Co-Manager
nicki@portlandfarmersmarket.org
cell: 610.420.9533
Amber Holland, Market Co-Manager
amber@portlandfarmersmarket.org
cell: 503.679.8664
Alodie Spires, Accounting / Office Manager
alodie@portlandfarmersmarket.org
Kelly Merrick, Communications Manager
kelly@portlandfarmersmarket.org
Sydney Leonard, Program Manager
sydney@portlandfarmersmarket.org
Haley Hessler, Project & Office Coordinator
haley@portlandfarmersmarket.org



Katie Furia, FMF Program Coordinator
katie@portlandfarmersmarket.org
Karen Wilson, Account Assistant
karen@portlandfarmersmarket.org
Anna Hipsman Springer, Market Coordinator
annarose@portlandfarmersmarket.org
cell: 313.757.2662
Mike Maxam, Market Coordinator
mike@portlandfarmersmarket.org
cell: 513.593.2890
Chad Derman, Music Coordinator
chad@portlandfarmersmarket.org
Dave Adamshick, Digital Media Consultant
dave@portlandfarmersmarket.org
Seasonal Crew Members



Market Advisory Council (MAC)

The Market Advisory Council (MAC) constitutes a panel of interested volunteers and vendors who recommend vendor program priorities and who serve as a sounding board for program initiatives, as informed advocates for PFM. It assists market staff in reviewing market rules and procedures as well as providing a channel for PFM vendors to have their voices heard by members of the MAC for consideration and vetting to market management. If you are interested in this opportunity, please contact the market managers.

Appendix B

Merchandising 101: Sell Smart and Increase Profits

Remember that most market customers choose to shop at the farmers market because it provides a direct (and delicious) connection to the food they eat and the people who produce it. By and large, shoppers are interested in a personal connection with vendor businesses and market staff. Grow your market experience by cultivating a loyal clientele. Cultivate a unique identity for yourself! The options are endless. Some suggestions:

- Create a banner to clearly display your business name location, and logo .
- Wear branded t-shirts or aprons that display your business logo.
- Wear nametags to build a personal bond with shoppers.
- Include pictures of your business in action. For farm vendors, provide a description of your farm including location, acres, history, crops, and growing methods. Try displaying this information on a poster that is visible from beyond the booth or have a flyer to distribute to customers.
- Learn the names of frequent shoppers.
- Take advantage of the opportunity to educate shoppers about how things are grown and/or processed.
- Most importantly, create an attractive, inviting and accessible booth. This includes a booth free of trip hazards, with signage that clearly displays prices and product varieties, straight tablecloths, smiling staff and beautiful products.

Achieve success by delivering excellent customer service. Turn on the charm! If you are not a “people person”, send someone to market who is. Make sure on-site staff are knowledgeable about your products and your business. Keep in mind that continuity of salespeople builds relationships with repeat customers. Bring top quality products to get top prices. Again, most market shoppers seek out the farmers market to find fresh, high-quality products. Invest your time wisely:

- Be prepared and allow enough time for travel, parking your vehicle, booth set-up, a bathroom break, and any other pre-market necessities.
- Be ready to sell at opening bell. The majority of your sales may occur within the market’s first hour.
- Bring everything you need. Most market stalls are a 10’ x 10’ bare piece of concrete. See the sample checklist below.
- Let your customers taste the difference! **Sampling can increase sales up to 30%.** Ask customers: “Have you ever tried this variety?” Keep a separate box with your sampling tools, e.g. toothpicks, serving platter, napkins. Be sure to follow [safe sampling guidelines](#).
- Offer recipes, serving and storage suggestions. Find recipes that are simple and contain a few ingredients that can be found at your stand or other parts of the market.
- Take advantage of social media. More and more shoppers look for information via social media. Depending on your product, availability and interest, consider starting a Facebook, Twitter or Instagram account to share new products, events and other information related to your business.
- Start an email list. Let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other markets, and locations they can find you or your product.

Appendix C

A Checklist for a Sane and Successful First Day

Careful planning for market is essential to your success. Be on time and ready to sell by the opening bell. Make a checklist! Examples of items to include:

- ☐ On-site coordinator or market manager's cell phone number. See [staff contacts](#).
- ☐ Canopy (white is best) and 10 pounds of weight minimum for each leg of the canopy.
- ☐ Stall structure: tables, table covering, racks, shelves and other display infrastructure.
- ☐ Display containers for your product.
- ☐ Bags (paper or reusable are best, plastic for meats). See [City of Portland bag policy](#) for specific requirements.
- ☐ Cash box and bank. Be prepared to make change for \$20 bills. Find out the location of the nearest bank or other options for getting change throughout the day if needed.
- ☐ Licensed scale (as appropriate for your products).
- ☐ Hand washing station items (see [ODA Farmers Food Safety Guidelines](#) for details).
- ☐ Check out items: pencils, pens, calculator, sales record/receipt book, notepad, bags, boxes, flats.
- ☐ Trashcan, broom, dustpan.
- ☐ Signage - the more personal, the better. Consider using pictures!
 - Large sign or banner hung at eye level or above with your farm or business name and location.
 - Individual product names and prices alongside of the items—how the item is sold (by weight, piece, quantity). Highlight different varieties, heirlooms, product qualities (sweet, spicy, bitter), storage and usage tips, etc.
 - Educational flair: handouts with recipes, how-to's, seasonality information, new items, product information.
 - Information about your business, farm, CSA or other on-farm activities, promotional materials, business cards. Remember that many chefs, restaurant and business owners shop at farmers markets.
 - Miscellaneous display items such as back up sign making materials including chalk, paper, cardboard, markers, scissors, tape, pens, bags, price tags, pocket knife, duct tape.
- ☐ Personal comfort items: weather gear, gloves, hats, rainwear, water bottle, a rubber mat on which to stand, heater for cold weather markets, etc.
- ☐ Your customer service personality—a big smile is your best asset.

Appendix D

ON-SITE VENDOR COMPLIANCE CHECKLIST

While vendors are responsible at all times to adhere to PFM's rules and policies, on-going inspections will occur to ensure that all vendors are conducting business in manner that creates a safe and fair environment for shoppers, staff and vendors. The following is a checklist PFM may utilize to monitor vendor compliance.

Clean and Safe

- ☐ A minimum of 10 pound canopy weights securely attached to each leg. Weights must not pose a tripping hazard.
- ☐ Handwashing station present, in active use and with all required components (free flow dispenser, soap and single-use paper towels). A handwash station is required for all vendors sampling and handling bulk-dispensed products other than produce and nuts in the shell.
- ☐ If using electricity, outdoor extension cords are completely covered and set up with regard for public safety
- ☐ Booth is set up with regard for public safety.
- ☐ All components of the booth are contained within the boundaries of the booth.
- ☐ If your booth is generating waste, a trash receptacle must be available for customers to use. Vendors are expected to take this waste with them.
- ☐ Any vendor with product that may stain or damage the ground must use a ground cover.
- ☐ Food is stored/displayed off the ground (6") or in impervious plastic tubs.
- ☐ Non-produce products must be wrapped or covered.
- ☐ Practice safe sampling. See vendor handbook for details.

Signage

- ☐ PFM does not allow declarations regarding *pesticide or chemical* use that cannot be certified (e.g. "unsprayed," "no spray", "sustainably grown" and "pesticide-free").
- ☐ If vendor claims products are organic, OG certification is posted.
- ☐ Signage with the name and location of the business is clear and visible.
- ☐ All product prices are posted.
- ☐ All packaged food is labeled with name of the product, net weight, ingredients in descending order by weight, and name and address of producer (bulk foods must post a sign with this information or a sign indicating that it is available upon request).

Durables

Hot food vendors at the PSU, King, Northwest and Kenton market locations are required to use reusable, durable, non-breakable plates, bowls and utensils (forks, knives, spoons) for food service.

- ☐ Dishes must be a unique color, pattern or other identifying criteria.
- ☐ The vendor is responsible for bring an adequate supply of service ware to last the duration of the market.

Violation	Consequence
Canopy Weights	<ul style="list-style-type: none"> • 1st offense: \$10 fine for each unweighted or underweighted leg; immediate correction & written warning • 2nd offense: \$40 fine, immediate correction & 6 month probation • 3rd offense: \$40 fine, immediate correction & suspension until meeting with PFM Management
Handwash Station	<ul style="list-style-type: none"> • 1st offense: \$40 fine, immediate correction & written warning • 2nd offense: \$40 fine, immediate correction & 6 month probation • 3rd offense: \$40 fine, immediate correction & suspension until meeting with PFM Management
Signage non-compliance	<ul style="list-style-type: none"> • First offense: Immediate correction & written warning • 2nd offense: \$40 fine, immediate correction & 6 month probation • 3rd offense: \$40 fine, immediate correction & suspension until meeting with PFM Management
Durable Dining and Other Clean & Safe non-compliance	<ul style="list-style-type: none"> • 1st offense: Immediate correction & written warning • 2nd offense: \$40 fine, immediate correction & 6 month probation • 3rd offense: \$40 fine, immediate correction & suspension until meeting with PFM Management

Appendix E

VENDOR CONCERN FORM



240 N Broadway, Suite 129
Portland, OR 97227
Tel: 503/241-0032
Fax: 971/925-4101

PFM Vendors who have concerns about market operations, vendor policies, or other vendors' compliance with market rules should submit this concern form. Forms are submitted directly to market manager within one week of the market during which the alleged violation occurred.

****PFM will not reveal the inquiring vendor's name to anyone.**

Date _____

Vendor Business Name _____

Your Name _____

Contact Information _____
(phone number, email or mailing address)

Your Concern. Please use the vendor handbook to reference the policy with which you have a concern. If this is a complaint regarding a vendor, specify vendor's name.

Market date and approximate time at which the violation occurred (if any):

Please state the specifics of the violation of the rule. Provide any evidence that supports your concern.

Signed _____ Date _____

For Market Use Only:	Notes:
Date Rec'd _____	
By _____	

PRODUCT CHALLENGE FORM



240 N Broadway, Suite 129
Portland, OR 97227
Tel: 503/241-0032
Fax: 971/925-4101

Vendors can submit this challenge form when they believe another vendor is misrepresenting their product. Forms are submitted directly to market manager within one week of the market during which the alleged violation occurred. There is a \$50 filing fee (which can be shared by a group of vendors), refundable if claim is verified.

****PFM will not reveal challenger(s)' identities to anyone.**

Name of the vendor about whose product you are inquiring:

Specific product(s) about which you are inquiring:

Market date and approximate time at which the product is being sold:

Please state the specifics of the violation. Provide any evidence that supports your challenge.

Your name, business name, addresses and phone number.

Signed _____ *Date* _____

For Market Use Only:	Notes:
Date Rec'd _____	
By _____	
Fee Rec'd _____	

Appendix G

What Kind of Licenses do I Need?

Vendors are responsible for complying with local, state, and federal requirements governing the sale and production of their products, and for acquiring the necessary permits and licenses. The following is a list of common permits and licenses required; however, it is not exhaustive. For more information contact the issuing agency (see [“Resources for more information”](#)).

Produce	License	Issuing Agency
Scales (Each scale used)	ODA Scales Certification	ODA Measurement Standards Division
Plant and Nursery Growers (for annual sales Over \$250)	OG Certification	ODA Plant Division
Organic Growers	OG Certification	Varies
Processed Foods (See ODA Farmers Market guidelines for details)	ODA Certified Kitchen Food Processor's License	ODA Food Safety ODA Food Safety
On-premise prepared foods (see above)	ODA Certified Kitchen Temporary Restaurant License Food Handlers Permit	ODA Food Safety Mult. County Environmental Health Mult. County Food Handler Office
Cheese/Dairy	Dairy Processor's License	ODA Food Safety
Meat	Meat Seller's License Processor's License	ODA Food Safety ODA Food Safety
Seafood	Food Processor's License Retail Food Establishment License	ODA Food Safety ODA Food Safety
Oysters	Shellfish Shipper License	ODA Food Safety
Wine	Food Processor's License Special Event Winery Permit or OLCC Multiple-Location License Service Permit from OLCC	ODA Food Safety Oregon Liquor Control Commission Oregon Liquor Control Commission
Apple Cider	Food Processor's License Retail Food Establishment License Cider Warning Label: "This product has not been pasteurized and,	ODA Food Safety ODA Food Safety

	therefore, may contain harmful bacteria that can cause serious illness in children, the elderly, and persons with weakened immune systems.”	
Native American Vendors	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 Native American status.	
Eggs	Eggs may be sold at market without an egg handler's license and without labeling, but only by the farm that produces the eggs. All other eggs, even those produced by friends or relatives on neighboring farms, must come from licensed facilities and comply with labeling requirements	

Appendix H

Oregon Department of Agriculture Food Safety Guidelines for Farmers Markets

The information in this section is a guideline for Oregon farmers' markets and their vendors outlining minimum requirements that must be met in order to ensure food safety.

It is issued by the Food Safety Division of the Oregon Department of Agriculture in cooperation with the Office of Environmental Services & Consultation in the Department of Human Services. What follows is an abbreviated version, for the full version, visit <http://www.oregon.gov/ODA/shared/Documents/Publications/FoodSafety/FarmersMarketsFoodSafety.pdf>

Hearing impaired: 503-986-4762

Licensure

- **Vendor Licensing**

- All food vendors, except for those that qualify for exemption, are required to have a food license (from ODA's FSD or from the County Environmental Health Department).
- A certified-scale license may be required (even if you are exempt from FSD licensure) from the Measurement Standards Division of ODA for activities involving sales by weight measurement.
- In addition to selling their own products, ODA licensed vendors may also sell up to \$2,000 of another licensed vendor's (or several other vendors') non-potentially hazardous food products (including whole, unprocessed produce) by consignment without obtaining an additional license. The \$2,000 inventory limit is a cumulative at market total (total value of all other vendors' products).
- Vendors who wish to do on-site food preparation or processing other than sampling must obtain a [Temporary Restaurant license](#) from the Environmental Health Department for the County where the Farmers' Market is located. Note that a separate temporary restaurant license is necessary for each Farmers' Market that you participate in.

- **Vendor License Exemptions**

- **Farm-Direct Sales + \$2,000 or Less of Other Producers' Produce.**
Farmer-vendors who market and sell their own unprocessed produce are not required to obtain a license from FSD to sell at Farmers Markets (nor must they obtain a produce peddler's license from ODA's Commodities Division). Farmer-vendors who market and sell their own unprocessed produce may also market and sell by consignment a cumulative total of \$2,000 or less of other farmers' unprocessed produce at the same booth without obtaining a license from ODA, with the following limitations. See ODA site for more info.
- **\$2,000 or Less of Prepackaged, Non-Potentially Hazardous Foods (Non-PHF) from an Approved or Licensed Source.**

- Vendors who sell only **prepackaged non-PHF, that has been processed and packaged at a license (approved) facility** and who maintain an “at-market” inventory of \$2,000 or less on each day at the Farmers’ Market are not required to obtain an ODA license to sell at Farmers’ Markets.
- Vendors who are licensed as an ODA food establishment may sell by consignment another vendor’s (or many vendors’) products alongside their own without obtaining an additional license, provided that the other vendor’s products are non-potentially hazardous foods, and the at-market inventory of the other vendor’s products does not exceed the \$2,000 cumulative total.
- **Honey Producers with 20 or Fewer Hives**
 - They must register for the exemption with the ODA’s Food Safety Division. The Honey License Exemption Form is located at: http://www.oregon.gov/ODA/FSD/faq_index.shtml#What_are_the_honey_extractor_license_requirements
 - Honey sold under the small hive exemption must be labeled with the following information: Producer’s name, Physical address, Product **net** weight.
 - The “at-market” inventory of the other vendor’s products from a licensed source does not exceed the \$2,000 cumulative total.
- **Egg Producers**
 - Egg producers selling **ONLY their own eggs** to the intended consumer **do not need to obtain a license from ODA** and are not required to label their eggs for sale at the market. All others must be licensed. **An Egg Handlers License can be obtained by contacting the Food Safety Division at (503) 986-4720.** Egg Handlers may sell only cleaned, graded and properly labeled eggs from other egg producers at the farmers market.
 - Unlicensed (exempt) egg producers may NOT sell eggs from any other producer regardless of the value (the \$2,000 exemption DOES NOT apply because eggs are considered to be a potentially hazardous food).
- **Processors Operating under the Farm Direct Bill**
 - Farm direct marketers are only exempt from licensure and inspection if they raise their own products, limit their food processing activities to only those identified by the Legislature as permissible without a license, and sell to an end user a limited amount of products produced without a license and regulatory oversight.
 - The exempt farm products include:
 - Fresh and dried fruits and vegetables, grains, legumes and seeds.
 - Eggs and unadulterated honey.

- Pickles, sauerkraut, preserves, jams, jellies, and syrups under certain conditions.

http://www.oregon.gov/ODA/FSD/docs/pdf/reg_farm_direct_6-12.pdf

- **Vendors who hold a current, valid ODA license for a “bricks and mortar” food establishment**
 - All food processing and preparation (including sample preparation) must be done at the licensed location, not at the markets. This means that **all foods should be prepackaged and labeled, or within covered or protected bulk containers with labeling information provided in placard or a similar format.** Bulk food may be dispensed when requested by the customer using appropriate utensils, tissue papers, or single use gloves. (**Note:** Provide a separate utensil for each bulk item and have extra dispensing utensils available for replacement when a utensil becomes contaminated.)

Food Safety

Food Vendors are responsible for ensuring that the foods they sell are safe and properly labeled and transported. This means:

- Vendors should have basic food safety and hygiene knowledge (proper handwashing, etc.) as in the Food Handler Manual: (<http://public.health.oregon.gov/healthyenvironments/foodsafety/pages/manual.a.spx>).
- Vendors should have specific knowledge regarding their products. For example, vendors selling potentially hazardous foods (**PHFs**) should know safe temperatures for storing, transporting, and displaying the foods they are handling. Vendors selling bulk multi-ingredient foods shall have ingredients available to provide consumers upon request. If foods contain major allergens such as seafood, wheat, milk, peanuts, tree nuts and soy, they should know how to avoid contaminating non-allergenic products with those that contain allergens (for example, providing separate utensils for different types of bulk baked goods, providing single use gloves or paper sheets).
- Vendors shall have and use the **proper equipment** (thermometers, utensils) and supplies (adequate cold storage capacity, bins that keep produce off the ground, etc) to keep foods safe in storage prior to the market, during transport and within their booth.
- **License Display.** Vendors who have a current ODA license for a “bricks and mortar” food establishment are asked to prominently display the ODA license at their Farmers’ Market location and give a copy to the Farmers’ Market Management for inspection upon request. Vendors who have GAP and/or GHP certificates should also display those certificates.
- **Sampling.**
 - **Start with clean food.** Thoroughly rinse fruits and vegetables in potable water before cutting them. Vendors should not use substances other than potable water unless they have made certain the substances are approved to be used on food. Many soaps can actually make food less safe, and bleach solutions are not recommended for this purpose.

- **Clean tools.** Use a clean cutting board and knife. Equipment and utensils must be easily cleanable and in good condition. Materials must be impervious and free of cracks and crevices. Smooth hardwood is acceptable for cutting boards. Utensils must be stored and covered to protect from contamination during transit to market and when not in use. *Utensils can be stored between uses in ice or in the product with handles above the top of the food but not in sanitizing solution.* Otherwise, clean and sanitize between uses.
 - Food contact surfaces should be cleaned with soap and water followed by an approved sanitizer, which is allowed to air-dry before use. Single-use paper towels can be used on food contact surfaces. If wiping cloths are used, they must be sanitized and monitored. Sanitizer concentration for stored cloths must be checked throughout each day using paper test strips.
- **Sanitizers.** Household bleach may be used at a concentration of one tablespoon per gallon of lukewarm water, which equals 100 parts per million. (Quaternary ammonium compounds are mixed at 200 parts per million.) Do not assume that “more is better.” Bleach concentration cannot be allowed to fall below 50 parts per million. Sanitizers exposed to air lose concentration over time, while spray bottles hold concentration for extended periods.
- **Protection.** Samples must be covered to protect them from insects, dust and other contaminants when they are not being actively sampled by customers. Vendors should design their sampling setups to prevent customers from touching samples other than the one they take. Toothpicks are helpful but not error-free. Sticking one in each sample, as time permits, can help discourage reuse.
- **Potentially hazardous foods.** Extra care is required in sampling potentially hazardous foods. Sampling is an exception to the rule that potentially hazardous foods are packaged in an ODA licensed facility and stay packaged until they reach consumers’ homes. Temporary restaurants, which follow rules on which these sampling guidelines are based, are another exception.
 - Vendors who portion or otherwise prepare samples in a licensed facility rather than at market should keep the samples refrigerated while in transport in the same manner as the packaged product. If samples of potentially hazardous foods are portioned or cooked at market, remove from packaging and refrigerate only what is needed to prepare each batch of samples.
 - Cook all potentially hazardous foods at approved temperatures for the required duration.
 - Samples of potentially hazardous foods must be discarded after two hours out of refrigeration.
- Any vendor (licensed or unlicensed) who engages in the sampling of any food product at a Farmers Market is required to have and use a suitable handwashing station in the booth where sampling is taking place.

A “Suitable Handwashing Station” will:

- ✓ Provide a minimum water-holding capacity of five gallons in an enclosed container;
- ✓ Utilize a spigot that can be opened to provide a constant flow of water;

- ✓ Provide soap; Gel sanitizer may be used in addition to handwashing but not in place of it
- ✓ Provide paper towels;
- ✓ Maintain a wastewater collection container with a minimum capacity equal to or greater than the freshwater container's capacity and
- ✓ Provide a receptacle for used paper towels.
- ✓ Maintain handwashing equipment in a clean and sanitary manner (rinsing with 50 ppm chlorine/water is suggested)
- ✓ Use only potable water for hand washing (free of fecal coliform bacteria)

Selling Potentially Hazardous Foods (PHFs).

- Vendors selling PHFs should have knowledge of equipment requirements to maintain food at safe temperatures under local Food Code. Ex: cold storage, ice, proper thermometer types (ambient air, metal probe, etc)
- Vendors need to have approved sanitizer available. At the very least, you need to have sanitizer available to sanitize food thermometers between uses; for this purpose, you can use a traditional sanitizer (dilute bleach or other approved sanitizer) or alcohol pads (like in first aid kits). If you are selling raw meat, poultry or seafood you should also have sanitizer available for wiping up any spills or leaks from packages.

Prohibitions at Farmers Markets

- **Food processing** is prohibited at the farmers market unless a vendor is processing food for immediate consumption and has obtained a Temporary Restaurant License through the County Environmental Health Department, or is otherwise exempt from Health Department rules. ***Contact your local Environmental Health Department for more information.***
- Recreationally caught fish or shellfish **cannot be sold** at Farmers' Markets. Only fish caught by a licensed commercial fisherman may be sold at the markets and must be properly packaged and displayed. ***Contact Oregon Department of Fish and Wildlife for general licensing information at 503-947-6101.***
- Live animals (livestock or pets):
 - A vendor selling a food product at a Farmers' Market may not bring or keep live animals (livestock or pets) in or around his/her booth.
 - A food vendor's booth must be set up at least 20 feet from any animals (domesticated or livestock) being kept at a Farmers' Market. Animal exhibits such as 4-H animals, and live birds or livestock exhibits may not be set up within 20 feet of a food vendor.
 - In a Farmers Market that allows pets into the market, a vendor may allow the visitors' pets to pass outside (to the front or side) of the booth.
 - The above prohibitions do NOT apply to service animals.

Definitions

- **Food Preparation:** *Food processing where the finished food is not packaged and is intended for immediate service or consumption.*
- **Food Processing:** The cooking, baking, heating, drying, mixing, grinding, churning, separating, extracting, cutting, freezing or otherwise manufacturing a food or changing the physical characteristics of a food, and the packaging, canning, or otherwise enclosing of such food in a container.” **OAR 603-025-0010(10)**
- **Non-Potentially Hazardous Food:** A food that is shelf stable, hermetically sealed and does not require refrigeration at or below 41° F or hot holding at or above 130° F to ensure food safety.
- **Potentially Hazardous Foods (PHFs):** *A food that is natural or synthetic and that requires temperature control because it is in a form capable of supporting: (i) The rapid and progressive growth of infectious or toxigenic microorganisms; (ii) The growth and toxin production of **Clostridium botulinum**; or (iii) In raw shell eggs, the growth of **Salmonella enteritidis**. “Potentially hazardous food” includes an animal food (a food of animal origin) that is raw or heat-treated; a food of plant origin that is heat-treated or consists of raw seed sprouts; cut melons; unpasteurized juices; and garlic-in-oil mixtures that are not modified in a way that results in mixtures that do not support growth as specified under Subparagraph (a) of this definition in the Food Code **OAR 603-025-0030(1)(B)(61)**.*
- **Sampling:** Distributing small portions to individuals. A sample means **no more than a two or three ounce portion** of a food or beverage that is properly displayed and protected from contamination (via toothpicks, single-sample cups, properly sanitized knife and cutting board, etc.) See your food safety guide for how to properly sanitize. A “sample” DOES NOT include: a meal, an individual hot dish, a whole sandwich, or a whole portion of any food product.

Resources for More Information

Government agencies

MULTNOMAH COUNTY HEALTH DEPT.
Multnomah County Environmental Health
847 NE 19th Ave, Ste 350
Food Handler Office: (503) 988-3400
www.mchealthinspect.org

OREGON DEPT OF AGRICULTURE (ODA)
635 Capitol Street NE
Salem, OR 97301
www.oregon.gov/ODA

ODA Food Safety Division
(503) 986-4720 voice
(503) 986-4729 fax

ODA Licenses
(503) 986-4600

FARM DIRECT NUTRITION PROGRAM (FDNP)
Oregon Health Authority
Women, infants & children coupon program (WIC) and Coupon Reimbursements
<http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/farmer.aspx>

FDNP - Senior Eligibility and Coupon Distribution
Department of Seniors & People with Disabilities
1-866-299-3562

Senior Farm Stand Participation
Oregon Department of Agriculture
Farm Stand List:
http://myoregonfarm.org/fdnp_wic_shopperguide

OREGON DEPT OF HUMAN SERVICES (DHS)
500 Summer St. NE
Salem, OR 97301
(503) 945-5944
Dhs.info@state.or.us

OREGON LIQUOR CONTROL COMMISSION (OLCC)
9079 S. E. McLoughlin Blvd
Milwaukie, OR 97222
(503) 872-5000 or toll free: 1-800-452-6522
www.oregon.gov/OLCC

WASHINGTON STATE DEPT OF AGRICULTURE (WSDA)
1111 Washington Street SE
PO Box 42560
Olympia, WA 98504-2560
(360) 902-1800
<http://agr.wa.gov/>

Certification Organizations

FOOD ALLIANCE

PO Box 86457
Portland, OR 97286
(503) 267-4667
<http://www.foodalliance.org>

OREGON TILTH

2525 SE 3rd St
Corvallis, OR 97333
(503) 378-0690
organic@tilth.org; <http://www.tilth.org>

SALMON-SAFE INC.

317 SW Alder St, Ste 900
(503) 232.3750
www.salmonsafe.org

NATIONAL ORGANIC PROGRAM

(202) 720-3252
<http://www.ams.usda.gov/about-ams/programs-offices/national-organic-program>

Liability Insurance

There are many insurance companies to choose from. The important thing is to make sure you have the proper insurance for your business type and that you keep it up to date.

Other Resources

AGRI-BUSINESS COUNCIL OF OREGON

www.aglink.org

CHEFS COLLABORATIVE

NATIONAL CHAPTER
www.chefscollaborative.org/

GUIDE TO LOCAL AND SEASONAL PRODUCTS

www.farmerchefconnection.org

ECOTRUST FOOD & FARMS

503.227.6225
www.ecotrust.org

EDIBLE PORTLAND

www.edibleportland.com

FARM AID

www.farmaid.org/

FOOD ROUTES

www.foodroutes.org/

FOOD INNOVATION CENTER

503-872-6680
<http://fic.oregonstate.edu/>

GROWING FOR MARKET

www.growingformarket.com

HARDY PLANT SOCIETY OF OREGON

503.224.5718
www.hardyplantsociety.org

LOCAL HARVEST

www.localharvest.org

OREGON FARMERS' MARKETS ASSOCIATION

www.oregonfarmersmarkets.org

OREGON MYCOLOGICAL SOCIETY

www.wildmushrooms.org

OREGON STATE UNIVERSITY EXTENSION SMALL FARM PROGRAM

smallfarms.orst.edu
smallfarmsprogram@oregonstate.edu

**PORTLAND/MULTNOMAH FOOD
POLICY COUNCIL**

City of Portland, Office of Sustainable
Development
(503) 823-4225
[http://www.portlandonline.com/osd/index
.cfm?c=eccja](http://www.portlandonline.com/osd/index.cfm?c=eccja)

SLOW FOOD

National: <http://www.slowfood.com>
Portland:
<http://www.slowfoodportland.com>

**SUSTAINABLE AGRICULTURE
RESEARCH AND EDUCATION
(SARE)**

www.sare.org

THE CAPITAL PRESS

www.capitalpress.com

THE NEW FARM

<http://www.newfarm.org>

**TRI-COUNTY FARM FRESH
PRODUCE GUIDE**

www.tricountyfarm.org

U.S. FARM SERVICE AGENCY

www.fsa.usda.gov/or

Appendix J

City permit regulations that apply to Portland Farmers Market:

Title 14 Public Order and Police

14A.30.010 Unlawful Noise Disturbance.

It is unlawful to make any excessive, unreasonable, or unusually loud sound which disturbs the peace and quiet of any neighborhood or which injures or endangers the comfort, repose, health, peace, or safety of any person.

Title 20 Parks and Recreation

20.08.010 Permits Required for Park Uses.

It is unlawful for any person to conduct or participate in any activity in a Park, for which a permit is required, unless the Parks Reservation Center has issued a permit for the activity. A permit is required for any activity in a Park under any one or more of the following circumstances: The activity includes using the Park or Park area in a manner inconsistent with uses designated by the Director for that Park or Park area, or includes conduct that otherwise is prohibited in a Park, including, but not limited to, conducting business, charging admission or otherwise receiving payment for goods or services related to the activity, or possessing, serving or consuming alcoholic beverages.

20.08.060 Prohibited Conduct at Permitted Events

In addition to any other applicable provision of law, it is unlawful for any person to engage in any of the following conduct at any event for which a permit has been issued in any Park:

- Any conduct that substantially prevents any other person from viewing, hearing or meaningfully participating in the event.
- Any conduct that substantially interferes with the free passage of event participants or attendees by creating an insurmountable obstacle at any entrance, aisle, walkway, stairwell, ramp, esplanade, vendor booth, ride or other area commonly used for public access, egress or ingress.
- Using any facility, structure, fixture, improvement or other thing within the area covered by the permit in a manner contrary to or inconsistent with its intended, designated or safe use. This Subsection does not apply to any person engaged in any constitutionally protected expression, unless, and then only to the extent that, in connection with the expression, the person engages in conduct that amounts to misuses of things as proscribed by this Subsection.

20.12.020 Soliciting For or Conducting Business.

Except as expressly permitted under the terms of a lease, concession or permit, no person shall solicit for or conduct any business in a Park.

For purposes of this Section, "solicit for or conduct any business" means:

- Sell or offer to sell any article or service
- Display goods, or descriptions or depictions of goods or services, with the intent to engage any member of the public in a transaction for the sale of any good or service or perform or engage in any act with the intent or expectation of receiving payment therefor from any person.

Vendor Notes