



Salmon Creek Farmers' Markets

2016 Vendor Handbook

Vendor Eligibility

Selection Criteria

A Vendor is eligible to participate in the Salmon Creek Farmers' Markets, subject to the following criteria:

✚ Quality of product

The integrity of the products offered is ultimately most important and will not be compromised at any time. Although the SCFM is not bound to apply a particular set of selection criteria in every instance when judging Quality, it retains the right, in the interest of its customers and other Vendors, to refuse any Vendor applicant, or to reject any Vendor from participation as a Vendor at any time during the season when Quality has been compromised.

✚ Proximity to Salmon Creek

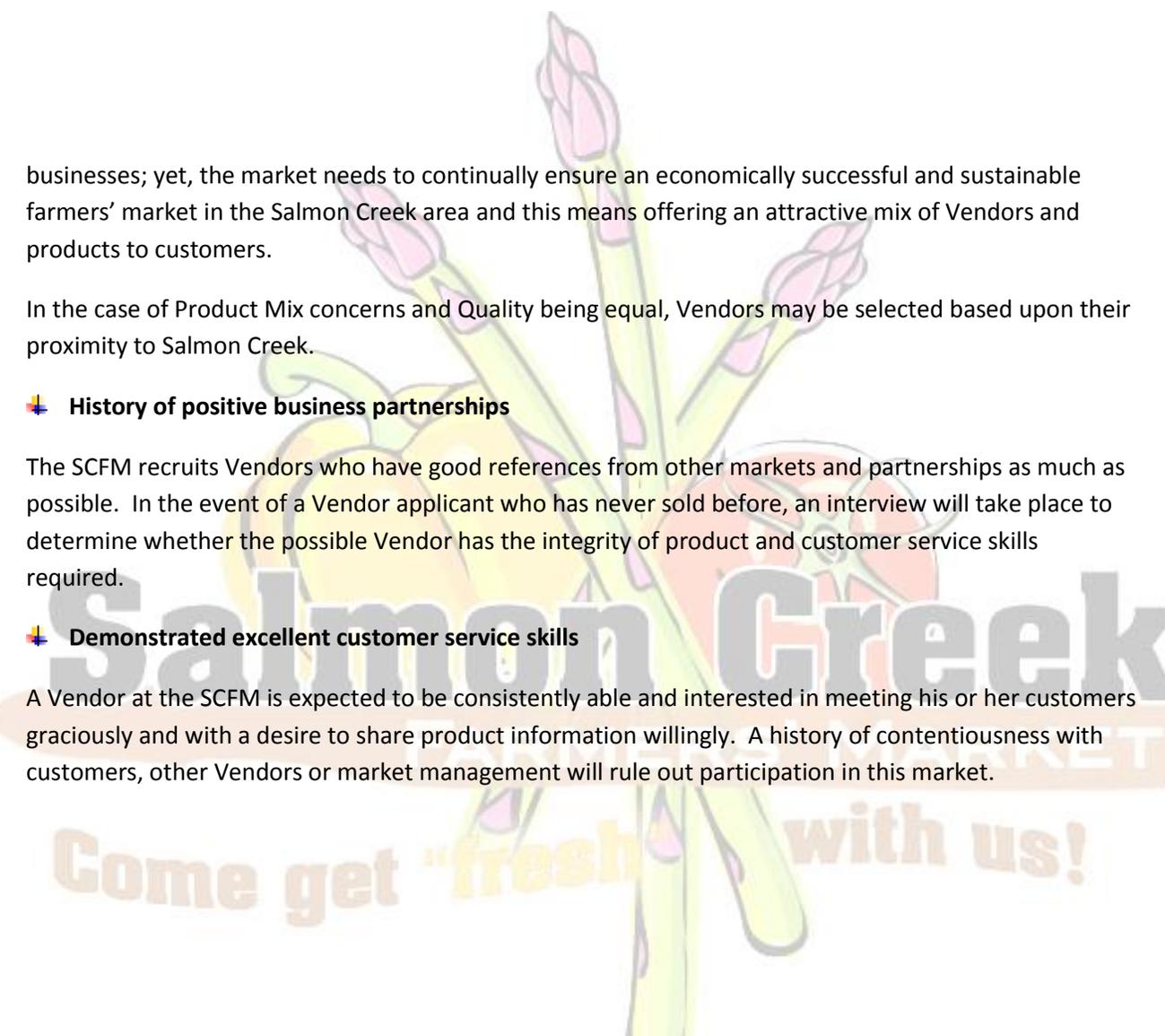
The Salmon Creek Farmers' Market uses the phrase "local" to mean the State of Washington or adjoining Counties (Oregon and Idaho), which is consistent with Washington State Farmers Market Association guidelines. Farmers, Processed Food Vendors, Prepared Food Vendors, and Artisans are all subject to the same definition of "local".

In order to guarantee freshness of products, support the economy of our local area, and maintain a balance of product mix, SCFM will give preference to those of closest proximity to our market location. When all else is equal, Quality will always trump Proximity.

When a Vendor meeting the selection criteria outlined in this section cannot be identified within the geography defined as "local", the SCFM retains the right to recruit from outside the "local" area.

✚ Existing product mix balance

The SCFM maintains the right to determine the product mix and to execute on that mix, balancing new Vendors with experienced Vendors that have a proven record of successful selling. An effort will always be made, as part of the mission of the market, to encourage, support and incubate agriculture



businesses; yet, the market needs to continually ensure an economically successful and sustainable farmers' market in the Salmon Creek area and this means offering an attractive mix of Vendors and products to customers.

In the case of Product Mix concerns and Quality being equal, Vendors may be selected based upon their proximity to Salmon Creek.

+ History of positive business partnerships

The SCFM recruits Vendors who have good references from other markets and partnerships as much as possible. In the event of a Vendor applicant who has never sold before, an interview will take place to determine whether the possible Vendor has the integrity of product and customer service skills required.

+ Demonstrated excellent customer service skills

A Vendor at the SCFM is expected to be consistently able and interested in meeting his or her customers graciously and with a desire to share product information willingly. A history of contentiousness with customers, other Vendors or market management will rule out participation in this market.