



Hoodland Farmers Market Handbook

HFM reserves the right to revise, amend, and update the handbook at any time

1) HOODLAND FARMERS MARKET CONTACT INFORMATION

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Christen Prudence
Hoodland Farmers Market Manager
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503-724-5037

HFM Board Members

Kate Brauner, Executive Director, Board Chair
John Fischer, Treasurer
Tenaya Waits, Vendor Representative
Meg Hoopes, Community Representative

2) HOODLAND FARMERS MARKET MISSION STATEMENT

The Hoodland Farmers Market's mission is to cultivate a vibrant community and economy by connecting local farmers, artisans, businesses and residents through the celebration of wholesome food, sustainable practices, and authentic relationships.

3) OUR VISION

The Hoodland community has access to wholesome, fresh and locally sourced food. We support a thriving and resilient local economy. We provide a safe and inclusive community space for all.

4) APPLICATION FEES AND BOOTH FEES

- Application fee: \$20
- Daily booth fee with 70% commitment (17 or more markets): \$25 per 10 ft x10 ft space for Core Vendors
- Pop-in booth fee: \$40 per 10 ft x 10 ft space for Rotational Vendors
- First and last booth fees are due upon acceptance to HFM
- Non-profit entities and community based organizations vend for free pending Manager approval

We always strive to make the market an accessible space. If you are enduring financial hardship, please reach out to discuss your circumstances.

5) VENDOR CATEGORIES AND ELIGIBLE MARKET PRODUCTS

HFM strives to maintain a 60% balance of farm and locally produced food vendors. HFM will select a mix of vendors that keeps the market in alignment with this goal.

Priority is given to regional farmers and producers who bring products to market that are 100% grown and harvested on farmland that they own or operate. **SNAP and DUFEB eligible vendors are expected to complete our SNAP and DUFEB agreement once accepted.** See more detail about these programs in Section 9, At Market Currency.

Market product guidelines:

- All products must be made, gathered, produced, raised, or caught **by the vendor**.
- Non-farm businesses must source 25% or more of their product ingredients/materials locally (vendors must produce source information upon request).
- HFM strives to avoid processed foods, artificial ingredients, growth hormones, pesticides and GMOs.
- HFM encourages climate-smart productions and packaging (ie. compostable, reusable, and/or recyclable containers; minimal plastic; minimal waste; and no styrofoam).
- All prepared / pre-packaged products must have appropriate labels or signage with ingredients clearly listed.
- The market encourages vendors to offer samples. ODA rules require all samples to be covered and a hand-washing station to be on site.

6) ATTENDANCE AND CANCELLATIONS

- Once approved, all vendors are obligated to attend and pay for all scheduled market days (exceptions may be made on a case by case basis)
- Vendors that must cancel a market day must notify HFM at least 72 hours in advance (Wednesday by 12pm). Notice must be given by phone call, text message, or email to Market Manager Christen Prudence (503-724-5037; HoodlandMarketManager@gmail.com)
- Vendors are allowed **2 unplanned absences** per market season without penalty, after which they are required to pay for all absences. Vendor cancellations due to health, business failure, or extenuating circumstances may be excused; please reach out to the Market Manager to discuss your specific situation.

7) BOOTH AND MARKET LOGISTICS

- HFM management will make and communicate booth assignments prior to market day.
- Our market location only allows electric access to musicians. Vendors acknowledge that they will not have access to electricity.
- Vendors may use propane equipment but must have fire extinguishers readily available. Generators are not allowed.
- A standard booth space is 10 ft x 10 ft. Larger spaces are available upon request and will be charged accordingly.
- Vendors must supply their own booth canopy, tables, and canopy weights. Weights must be a minimum of 10 lbs per canopy leg, and are required to be securely attached to each leg regardless of weather.
- Vendors are responsible for keeping booth spaces safe and ADA accessible.
- Vendors must prominently display a sign clearly identifying the business name and location.

8) SET UP, TAKE DOWN AND VEHICLE ETIQUETTE

- Set up may begin after 8am and must be completed by 9:45am.
- All vendor vehicles must be parked in vendor specified parking and out of the market space no later than 9:45am.
- Vendors may not start breaking down their booth until the market closes at 2:00pm. Vendor vehicles will not be allowed into the market space for breakdown until 2:15pm.
- Late arrivals must load in from the market perimeter. Chronic tardiness is not permitted.
- Vendors are required to pack in and pack out all waste and strive to minimize waste.

9) AT MARKET CURRENCY

This section outlines the different forms of currency accepted at HFM and the vendor reimbursement process.

Currencies accepted:

- Supplemental Nutrition Assistance Program (SNAP) wooden tokens
- Double Up Food Bucks (DUFEB) paper currency
- Farm Direct Nutrition Program (WIC) checks (acceptance may vary by vendor)
- Other: cash, card, Venmo, PayPal, personal checks, etc. (acceptance may vary by vendor)

SNAP and DUFB programs:

HFM strives to increase accessibility to farm fresh food. One way that we do this is by accepting market purchase vouchers and SNAP benefits. To further increase accessibility and affordability for low income customers, HFM is a participant in the DUFB program.

DUFB currency can be used for the products meeting the following requirements: **fresh, frozen or dried products with no added salts, sugars, or oils; fruits, vegetables, eggs, mushrooms, beans, herbs, veggie starts, and nuts.**

HFM and Farmers Market Fund partner to secure ongoing funding for DUFB and funds expire each year. **Vendors may not accept a prior year's currency.**

Token Reimbursement Process:

- Vendors are asked to bring their market currency (SNAP tokens, DUFB paper, WIC checks) to the market info booth for redemption.
- Token redemption is available to vendors until 30 minutes after the market closes.
- The HFM staff member at the booth will provide a receipt for the currency.
- Reimbursement checks will be distributed to vendors at the end of each market month.

Any questions about SNAP, DUFB, other market currencies, or product eligibility should be directed to the Market Manager.

10) GROSS SALES REPORTING

HFM recognizes the sensitivity around reporting sales data, but firmly believes collecting gross sales data and reporting combined totals helps improve accessibility to farm-fresh food (e.g., through grant programs such as DUFB) and demonstrates our impact on the local economy.

Vendors are asked to submit accurate gross sales for each market day attended. **Vendors who make SNAP or DUFB sales are required to submit this data to ensure HFM's continued participation in these programs.** This information is kept confidential and will only be reported in aggregate.

Sales information may be reported via paper form (distributed weekly by HFM staff), or after each market via this online submission form: <https://forms.gle/BacVDgfwg9nNubuC7>.

11) RULES OF CONDUCT

- Vendors shall be honest and conduct themselves at all times in a courteous, inclusive, and professional manner.
- To maintain a positive atmosphere, vendors should bring concerns about the market to the Manager, NOT to customers or other vendors.
- All vendors must comply with relevant state and county laws and regulations.
- Failure to respect market rules laid forth in this handbook may result in loss of vendor status.

12) SMOKING

Hoodland Farmers market is a NO SMOKING OR VAPING space. Those wishing to smoke need to do so well outside the market perimeter so no smell can be detected by customers or vendors.

13) LICENSING AND INSURANCE REQUIREMENTS

- It is the vendor's responsibility to comply with all state and county regulations relevant to their products and operation.
- Vendors are required to hold and maintain their own insurance as well as any permits and licenses applicable to the sale of their products.
- HFM maintains liability insurance covering the market in general.
- All vendors must maintain their own insurance policy.
- Farm and food vendors must name Hoodland Farmers market as additionally insured on their insurance policy.
- Food vendors must have a current Food Handlers Card as required by Oregon Health Authority.
- HFM honors the treaty rights of Native American vendors which allow the selling of products without licensing. The vendor's Tribal identification card should be submitted with the application to confirm Tribal Member status.