

KLAMATH FALLS FARMERS' MARKET

2018 ANNUAL VENDOR REGISTRATION & AGREEMENT/CONTRACT

Farm/Business/DBA _____

Applicant Name _____

Mailing Address _____ Zip _____

Physical Address (Farm) _____ Zip _____

Phone (_____) _____ Cell (_____) _____

Email _____

(The above form is not optional; all of its parts need to be filled out in ***legible*** print please)

To help with market planning and promotion, describe your product in as much detail as possible: (producers also need to fill out the ag-produce/product sheet included in the packet)

2018 MARKET DATES: I plan to attend the following Market days. I also **promise to notify the manager within 72 hrs. (3 days)** if a marked date is going to be missed. Failure to notify will result in being charged the space fee.

June 2nd *Master Gardeners Plant Sale*

June 9th 16th 23rd 30th

July 7th 14th 21st 28th

August 4th 11th 18th 25th

September 1st 8th 15th 22nd 29th

October 6th 13th 20th

27th *Scarecrow Row*

Annual Application/Member Fee: This contract, together with the annual application fee of \$30.00 must be received by April 30th. Late application fee May 1st and after shall be \$50.00 and will not have booth/space preferences for returning vendors.

.....
FOR OFFICE USE ONLY

Received _____ Paid \$ _____

Producers are required to be trained and participate in the market EBT/token program and the ODA/USDA Farm Direct voucher programs. Each vendor MUST *LIVE AND PRODUCE* WITHIN THE SOUTHERN OREGON/NORTHERN CALIFORNIA HIGH DESERT BIO-REGION; Exceptions may be granted, depending on items offered for sale. New Crafters/Artisans please provide clear photographs of your craft with this form, emailed .jpg are acceptable. All products sold must be the vendors own handcrafted/created items, pre-approved by KFFM management.

By signing and submitting this application, you agree to abide by the rules and guidelines established by the Klamath Falls Farmers' Market. You also agree to hold the Klamath Falls Farmers' Market Association Inc., the market organizers, the city, its officers, agents and employees harmless and indemnify them against any claims for damage or injury arising out of my sales activities at the Klamath Falls Farmers' Market. Vendor privileges may be revoked, with cause, at any time, without refund.

Furthermore, by signing and submitting this application, you agree to comply with existing & new ODA/FDA food safety regulations, and assume responsibility for keeping up to date of these, and any and all other local, State and Federal regulations concerning the selling of my products/items at the Klamath Falls Farmers' Market. NO RESALE.

Check...I have read and understand the 2018 KFFM Rules & Guidelines - _____Initials

APPLICANT SIGNATURE _____ DATE _____

Authorized Vendor Representatives:

PRINT NAME

SIGNATURE

DATE

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Your workers/helpers MUST read and sign. You must train new helpers before they work in your booth. Nobody will be permitted to participate as a vendor or represent you or your business, until they have read, understand and sign this agreement, PERIOD!

You may submit or return via snail mail to the market office:
Klamath Falls Farmers Market - 6800 S. 6th, space #26 - Klamath Falls, OR 97603
or scan and email to charlie@klamathfallsfarmersmarket.org
More Info - 541-273-1102

2018 KLAMATH FALLS FARMERS' MARKET

Office: 6800 S. 6th #26 Klamath Falls Oregon 97603 – (541) 273-1102

LOCATION: Downtown Klamath Falls, 9th Street between Klamath Avenue and Main St.

DATE/TIME: Every Saturday June 2nd to October 27th 9:00am-1:30pm, rain or shine or wind or snow...

VENDOR RULES & GUIDELINES

All Vendors and participants are required to read and understand this entire document. If you have questions or do not understand any part herein, ASK for clarification. Your signature is required to participate and constitutes a contract.

1. General

- ❖ KFFM provides a direct marketing outlet for the sale of local healthy produce, nursery stock, cut flowers, honey and bee products, eggs, meat, dairy products and other agricultural products, processed foods prepared by vendors, and juried crafts.
- ❖ Annual member fee of \$30.00 is due by April 30, 2018. Seniority and preferred booth space will be lost for vendors paying after this date.
- ❖ Weekly booth fee is \$20.00. “Early bird” full season fee is \$300.00 if paid by April 30, is available to agriculture vendors only, although exceptions may be made. Early Bird season includes MG events and any KFSA events.
- ❖ Booth size is 10 feet wide and 10 feet deep. Corner booths are usually available, but not promised. Vendors MUST keep their area neat and organized. Table skirting is encouraged, and may be required if cleanliness, risk or safety issues arise.
- ❖ Vendors MUST live and produce within the “Southern Oregon/Northern California High Desert Bio-Region.”
 - Exceptions may be granted, depending on items offered for sale. Generally, exceptions are made for agriculture/produce items that are not available-produced locally, or when certain desirable local products/vendors are unable to participate at market. Exceptions must be requested and approved well in advance of Market days.

- ❖ Our little market is growing; space may be limited during the height of the season. Preference will be given to agriculture products up to the time where we reach a 60/40, produce/crafter ratio, at which point seniority or application submittal date will give preference.
- ❖ **Criteria for producers:** All Farm Products and plants sold at market must be 100% grown and harvested by the vendor and have a fresh and healthy appearance.
 - Bedding and landscape plants and flowers must be propagated by the vendor.
 - All Grower/Vendor applicants agree to a farm check to verify products are grown at farm locations listed on their application.
 - Farm Products are grown or raised by the farmer upon land that s/he controls through ownership, lease, rental, or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, meat and dairy products.
- ❖ **Criteria for Artisans/Crafters:** all art and crafts must be handcrafted by the vendor-
 - All art and crafts will be vetted and approved by market staff.
 - The craft must be of quality craftsmanship and meet basic expectations of product life, function and safety.
 - “The maker is the seller.” Except for reasonable breaks throughout the day, the maker or partner who actually participates in the making of the craft will be present.
 - Exceptions are made for repurposed items, such as antiques, implements or artifacts that have been modified or crafted to be sold as “yard or garden art.”

2. Daily Setup:

- ❖ Vendors may begin set-up at 6:30am, but not before street barricades are up.
- ❖ **Vendors MUST arrive by 8:30.** If you are running late, you must call for your space to be held: 541-273-1102 or 541-205-6283. Failure to be on time or call will result in forfeiture of your space. All vendors must complete set-up and be present at their stalls at start time.

- ❖ Unloading vehicles in the “Market Lane” is allowed 6:30 to 8:30. Absolutely no vehicles should be in the market lane after 8:30am. You may unload from the parking lot if you arrive late. Ask for help if needed.
- ❖ Vendors who have spaces on the south, parking lot side of the market must unload/load from the parking lot.
- ❖ The “Market Lane” is used pre and post Market for unloading and loading. This is a reasonable and simple concept: **Unload your vehicle, and then move.** Do not leave your vehicle parked in the Lane while you are setting up. In the same vein, **do not pull into the lane until you are packed up and ready to load.**
- ❖ We are a lot of people and vehicles in a small space – use extreme care when pulling in or out. Please do not obstruct other vendors during setup or take down. We expect all vendors to exhibit A SPIRIT OF COOPERATION AND GOODWILL to their neighbors.
- ❖ NO PARKING WITHIN ONE BLOCK of the Market, this is reserved for customers only. All vendor owned vehicles must be moved by 9am. A \$10 fine may be assessed each time a vendor vehicle is parked on the street, in potential customer parking, within a block of the Market. Arrangements will be made if a vendor needs help in complying with this because of a disability.

3. Daily Operations:

- ❖ The market opens at 9am, listen for the cow bell. General sales are not permitted before 9am.
- ❖ NO SALES ARE ALLOWED UNTIL START TIME 9am. There are two exceptions;
 - 1- Ready to eat foods, prepared to be eaten at the Market and sold as individual servings may be sold beginning at 8:30am.
 - 2- Sales between Market vendors are allowed before the Market opens.
- ❖ Each vendor is responsible for maintaining cleanliness at their booth during and after the Market. Vendors must provide own trash receptacle at their booth if they have products that generate waste, such as ready to eat items or free samples.

- ❖ “WORKING THE CROWD” or “HAWKING” is not allowed. Loud, disruptive or profane language is not appropriate and will not be tolerated. This is a family market, please act accordingly.
- ❖ Canopies must be secured.... Vendors MUST have canopy weights on hand. Weights designed for this purpose are preferred, although homemade weights are permitted. Canopy legs can also be tied or bungeed together with neighbors to create a larger, heavier structure that is less likely to be affected by wind.
- ❖ Pets are not allowed, period. Vendors may allow a visitor’s pet to pass outside (to the front or side of) the booth. Visitor’s pets may not enter a vendor’s booth. *A vendor violating this rule may be subject to immediate closure and removal from the market.* Please don’t leave pets in vehicles.
- ❖ **Signage is Required...** Vendors must have some visible identification for their booth. Information such as business name, address, and phone should be included. Permits and Certification must also be posted in a conspicuous place. This is not optional.
- ❖ The Klamath Falls Farmers’ Market is a retail Market; thus vendors should price their products accordingly. You are responsible for knowing the current retail prices of the type of produce you are selling. Severely underpricing other vendors is not permitted.
- ❖ ANY/ALL produce and/or foodstuffs in a vendor’s space must be kept a minimum of 4 inches off of the ground.
- ❖ Smoking is not allowed within the market boundary or vendor booths. Consumption of alcoholic beverages is not permitted per city ordinance.
- ❖ Children of vendors must behave in a responsible manner, respectful of other vendors and the public. Unattended young children are not allowed at the Market.

4. Daily Teardown:

- ❖ **VENDORS MUST LEAVE THEIR BOOTH SET-UP UNTIL CLOSING TIME:** If you are sold out, please leave your table in place until closing time along with a small sign saying something like, “Sorry ... Sold Out, please try again next week”, informing customers of the situation. Staying at your booth in this situation is encouraged to answer questions and promote for next week, but not required.

- ❖ DO NOT start packing up until 1:30. Be patient, be kind. All rules from setup apply in reverse here. Do not pull your vehicle into the market lane until you are packed up and ready to load. **Vendors may move their vehicle to the parking lot at 1pm, but NOT before.**
- ❖ Before leaving, look around, pick up any trash, and help market staff with taking down market equipment where you can. We are a volunteer organization; together, we make this market work.

5. Licenses, Permits and Liability:

- The Market has a Klamath Falls City Permit which covers Vendors while selling at the farmers' Market. If Vendors do other business within the City Limits they are responsible for obtaining a separate business license for those activities (541-883-5361). Vendors are responsible for any other necessary licenses and permits.
- Vendors of processed foods of any kind must have a domestic kitchen license (ODA, food safety division-503-986-4720),
- Vendors must be informed of and follow all rules and guidelines issued by the Food Safety Division of the Oregon Dept. of Agriculture and the USDA.
- All products offered for sale must comply with State and Federal standards governing weight, packaging and labeling.
- If selling items by weight, scales must be licensed with ODA Measurement Standards Division 503-986-4670 <http://www.oregon.gov/oda/msd/>.
- Products sold as "organically grown" must be registered with the State Dept. of Agriculture, 503-986-5720, or certified by an organic certifying organization, such as Oregon tilth, 503-378-0690 <http://www.tilth.org/>.

6. Liability Insurance:

- The Market does *NOT* assume responsibility for vendor product liability; each vendor is therefore encouraged to purchase product liability insurance.
- **All ready-to-eat and restaurant-style food vendors are required to carry appropriate liability insurance.**

7. Programs:

- ❖ **Tokens & EBT/Food Stamps**-All produce-food vendors are required to participate in the “EBT Token Program”. Ask for details from the Market Manager.
- ❖ **FDNP, WIC & Senior Nutrition Program**-Produce Vendors participating in the Oregon Farm Direct Nutrition Program (FDNP) must learn and follow the program rules. Information about this program is available from the Oregon Dept. of Agriculture/Dept. of Human Services; phone 503-872-6600.
- ❖ **A weekly and monthly sales totals program will be required this 2018 season.**

8. Sharing & Co-op Booths: splitting a booth space-

- ❖ Space/Booth sharing must be arranged prior to market days. Both parties must have approved Market contracts and be in good standing. Full season paid vendors wishing to share a space will need to present a proposal for approval. Appropriate signage is required. Two vendors max to a space.
- ❖ Co-op booths/spaces are allowed, but also require pre-arrangements. A co-op booth is where a number of paid members rotate in/out on a weekly basis. Close coordination with the market management will be required so that products may be approved. This goes to a “no surprises, no drama” policy. Pre-paid season is preferred for this type of vendor booth/space.

9. Finally:

- ❖ **DISPUTES:** Any dispute, disagreement or issue arising at market that is not covered by the *KFFM Rules and Guidelines* will be resolved by the market manager. The manager’s decisions are final on market days.
 - If the resolution to an issue is disputed, it may be taken up by the board of directors. An appeal to the board must be made in writing (including a detailed account of the issue), by the primary member account holder.
- ❖ **Vendors are required to have a copy of their 2018 Agreement with the Rules & Guidelines. It should live in your cashbox or a file folder for reference.**

TIPS FOR SELLING @ KLAMATH FALLS FARMERS' MARKET

Opening Time: 9:00 am

The reasons we have established a standard opening time are twofold:

- All Vendors will have an equal opportunity to be set up and ready to sell at the same time when the Market opens.
- All customers have an equal chance to shop for goods, some of which may be in limited supply, by showing up at the advertised opening time.

Exceptions when business transactions are permitted before opening are as follows:

- Sales may be discretely concluded with fellow Vendors prior to opening, because they are usually unable to leave their booths and get around and shop once Market begins.
- Ready to eat foods prepared to be eaten in the Market and sold as individual servings may be sold beginning at 8:30.
- Vendors may take a prior order from a customer (i.e. by phone or at a previous week's Market) and have the order prepackaged. Those orders may be delivered to the customer's vehicle before Market opening. This type of transaction cannot be conducted at the booth where it might be misinterpreted by early browsers as a regular sale.

Closing Time: 1:30 pm

All Vendors who set up at Market must remain in place until closing time. There are a few reasons why:

- Movement of vehicles and dismantling of booths during Market hours create potential hazards to shoppers.
- Closing down before the advertised time presents an unprofessional image for the Market in general, discourages late shoppers, and disappoints customers who make an effort to arrive or return to Market before closing.
- Gaining a few minutes on a slow day isn't worth losing customers or creating a bad impression. Bad weather, including downpours, doesn't keep away the hardy, regular Market customers; if they can be here so can we. Items that might be damaged by rain may be packed away in vehicles. If you are sold out, please leave your table in place until closing time along with a small sign saying something like, "Sorry ... Sold Out. Please try again next week".

(OVER)

SELLING AT THE KLAMATH FALLS FARMERS' MARKET (a learning experience)

**The Market provides only the space/area. Vendors are responsible for all other supplies, such as:*

- Display booths and tables.
- A small garbage container; all Vendors are responsible for disposing of their own trash. You must thoroughly clean your area before vacating the Market.
- Scales must be licensed, 503-986-4670. Vendors without scales can prepackage their produce and sell by "each" (i.e. - a bunch of carrots for \$1.00 vs. a pound of carrots that requires weighing).
- Bring enough coin and currency for making change. Having to ask other Vendors for change is frustrating and disrupts sales.
- Provide bags for customer purchases. Plastic grocery bags are perfect.

**Preparing to sell: (The early bird and all)*

- If you can, attend a Market in Klamath, or in Ashland or Medford (information; 888-826-9868) to see how others set up booths and display products.
- Get an idea how much to charge for your products, check Supermarket prices and observe other Vendors' prices. Don't forget, *this is a retail Market, not wholesale*, and your fresh, local product is well worth a good price.
- Gather tools before Market day: table, sacks, price cards, pencil and paper, change box with change, scale, chair and possibly sun/rain protection.
- *Prepare your product at home for sale.* Wash and bunch produce, and keep it cool and moist. Moist produce stays fresh, crisp, and vibrant.

**Selling at the Market: (Happy customers, Happy Market)*

- Display products at eye or hand level as much as possible. Use attractive, clean containers which are the proper size so they look full.
- Incorporate the use of color to attract the customer's eye and mark signs boldly so prices can be read from a distance.
- Step back and view your stall critically from the customer's eye and rearrange products to fill empty space as items are sold.
- Recipes, growing tips, and storage advice are extras which customers truly appreciate and that cost the Vendor little or nothing. These little extras develop trust and encourage customers to return.
- High quality products, good customer service and regular attendance at market will begin building a customer base for you within weeks.

PRODUCE DESCRIPTION

Please indicate which of the following products you will be bringing to the Klamath Market- (use back to describe in detail)

Vegetables

- Asparagus
- Green Beans
- Yellow Beans
- Beets
- Broccoli
- Cabbage
- Carrots
- Corn
- Cucumbers
- Eggplant
- Garlic
- Horseradish
- Lettuces
- Mushrooms
- Onions
- Potatoes
- Pumpkins
- Parsnips
- Peas
- Peppers
- Radishes
- Spinach
- Squash, summer
- Squash, winter
- Tomatoes
- Turnips

Fruits

- Apples
- Apricots
- Cherries
- Grapes
- Melons
- Pears
- Peaches
- Plums
- Raspberries
- Rhubarb
- Strawberries

Dried Fruit

- _____
- _____
- _____

Ciders, Juices

- _____
- _____

Berries

- Blackberries
- Blueberries
- Strawberries

Nuts

- Walnuts
- Pine Nuts
- Pecans

Herbs (fresh)

- _____
- _____
- _____
- _____
- _____
- _____

Herbs (dry)

- _____
- _____
- _____
- _____
- _____

Dairy & Eggs

- Eggs
- Milk

Plants

- Bedding Plants
- Cut Flowers
- Hanging Baskets
- Herb Plants
- Nursery Stock (specify)

Meat (specify)

- _____
- _____
- _____
- _____

Baked Goods

- _____
- _____
- _____
- _____

Honey

Jams/Jellies

- _____
- _____
- _____
- _____

Prepared/Processed Foods (specify)

- _____
- _____
- _____

Miscellaneous

- _____
- _____
- _____
- _____