

HOMER FARMERS' MARKET



POLICY HANDBOOK

REVISED
NOVEMBER 9, 2011

HOMER FARMERS' MARKET

P.O. Box 2274
Homer, Alaska 99603

www.homerfarmersmarket.org
(Applications are available online.)

Market Manager/Coordinator
(907) 299-7540

Email: manager@homerfarmersmarket.org

Market Advisory Board

Marsha Rougly, President (235-2973)
Paul Castellani, Vice President (235-0703)

Sharon Brooks, Treasurer (235-5971)

Tom Collopy, Secretary

Charles Crampton

Christina Castellanos

Cindy Bolognani

Dawn Schneider

Emily Garrity

Kathleen Morton

Scott Miller

Susan Houlihan

Policies

1. Alaska Grown/Made in Alaska

Quality Alaskan grown foods are the main emphasis of the Homer Farmers' Market (HFM). The Market will also be an outlet for other Alaskan harvested/ processed foods and nursery products. As available, market space may be allocated to Alaskan made non-food crafts, with a priority for handcrafted items made with locally grown, harvested or wild crafted materials.

2. Vendor Applications/Fees

All vendors must be members of the HFM. Vendors may not sell unless applications are approved and membership fees are paid. Each vendor is responsible for paying the market space fee to the designated Market Manager before each market day. Fees are as follows:

Yearly membership fee:

\$20.00

Full market space per season (includes Saturdays & Wednesdays):

\$15.00 per week - full season payment due at time of accepted application.

Market space per day (on a space available basis):

Saturday - \$20.00 per space, includes following Wednesday market.

Wednesday - \$10 per space per day.

Fees are non-refundable and non transferable.

3. Who May Sell

Resale and peddling are prohibited at the market. All items sold at the Market must be directly grown, harvested, wild crafted, processed or crafted by the vendor, with the following exceptions: a vendor may designate a member of his or her household or a paid

employee to represent them at the Market; a vendor may sell for one other vendor who is not present, but both vendors must be members. A Market space may be shared by several vendors. *(Homer Farmers' Market Advisory Board reserves the right to grant variances to these policies to improve the quality of the market.)*

4. Market Location/Hours

The HFM is an open-air market located at 1211 Ocean Drive. The HFM will operate on Saturdays starting Memorial Day Weekend, and on Wednesdays starting the first week of July. It will run through the last Saturday of September. The hours are as follows:

Saturdays - 10:00 a.m. to 3:00 p.m.

Wednesdays - 3:00 p.m. to 6:00 p.m.

Vendors may not begin selling before the Market opens. The Market Manager will announce the opening of the Market days.

5. Space Selection

The Market is located on a city lot, with a limited number of spaces. Vendors who prepay for the season and have been accepted by the board will be assigned a space for the season. If a prepaid vendor does not arrive by 9:30 and does not call to inform the Market Manager that they will be arriving late, then their space may be assigned to another vendor. Unassigned vendor spaces will be assigned on a first come, first serve basis, beginning at 8:30 a.m. on Market Days.

6. Vendor Set-Up/Clean-Up

Vendor spaces are to be arranged according to the market map. Each vendor is responsible for his or her own method of display. Tables, benches and the like are acceptable. Maximum size is 10 feet wide. If your set-up is wider than this, you will need to purchase additional spaces. Pick-up truck and car tailgate sales are permitted in the available spaces. Extra-large truckload lots are not permitted. All food items must be displayed at least 6" above the ground. Sun/rain shelters, if needed, are to be provided by the

vendors. Shelters should be sturdy and must be firmly weighted against winds. The Market Manager may request that questionable shelters be removed.

Set-up may begin at 8:30 a.m. on Market day and is to be completed before the Market opens. No vehicles may be driven in the market area between 10:00 a.m. and 3:00 p.m.

Vendors must have Market Manager approval to break their spaces down before the close of the Market. Clean up should be completed by 4:00 p.m. All vendors are responsible for cleaning their space, including trash and plant debris, and must take their debris with them. If this is not done to the satisfaction of the Market Manager, after an initial warning, the vendor will be fined \$25.00 per violation. Failure to clean up may result in exclusion from the Market.

All sun/rain shelters must be removed one (1) week after vendor's last market or face a fine of \$50 and/or exclusion of future markets.

7. Sign/Permits

All vendors must clearly display a sign stating their family or business name. All signs must be displayed in a safe manner. Vendors selling regulated products (DEC, USDA, ADF&G, etc.) must clearly display applicable permits or certificates on site.

8. Business Requirements/Sales Taxes

Each vendor is responsible for all aspects of sales and cash flow. Vendors must obtain a permit to collect Borough and City sales taxes, if applicable. Applications are available at Homer City Hall.

9. Pricing/Sales

All items must be clearly labeled with prices. This may be done by individually tagging items or containers of an item, or by listing all items and prices on a sign.

Scales used at the Market must be legal for trade.

10. Organic Labeling

Vendors who wish to advertise their produce as organic must be certified under the USDA National Organic Standards Program (NOP). Growers with gross yearly sales of less than \$5,000 are exempt from the certification requirement, but must comply with all production regulations of the NOP.

Products which meet some, but not all, of the NOP regulations should be advertised with alternate labeling, such as "Naturally Grown", "Pesticide Free", or "No Synthetic Fertilizers." Vendors are encouraged to educate their customers about their growing methods.

11. Quality/Inspections

The HFM strives to provide a market place where wholesome, high quality products are sold by the grower/producer. Vendors are expected to bring only high quality products to Market. In order to insure the integrity of the Market, vendors must give permission for the Market Manager or other Market representatives to visit a vendor's land or place of business for reasonable inspection of production or processing facilities.

The State of Alaska Environmental Health Officer (DEC) inspects the Market each season. Every vendor selling or offering prepared food for consumption by the general public must have proper DEC permitting and liability insurance displayed at that booth.

The Market Advisory Board also reserves the right to prohibit products with objectionable images, messages, or product implications to be sold at the Market.

12. Parking

Vendor and customer parking spaces have been designated on the Market map.

13. Restrooms

There is a portable toilet on the Market grounds for use by customers and vendors. Vendors are asked to help to keep it clean and to report any problems to the Market Manager.

Vendors are reminded to use the hand washing station located beside the portable toilet.

14. Children at the Market

All children need to be supervised by a parent or guardian as the market is not responsible for childcare. Children under 16 selling at the HFM should be supervised by a parent or guardian. Children should understand and practice good hygiene procedures. Children who are disorderly will be asked not to return as vendors.

15. Pets and Animals

No pets will be allowed in the Market or in the vendor area as per Alaska Statute 18 AAC 310. The only exceptions to this policy are trained service dogs. This includes during set-up or clean-up times. Vendors who bring pets to the market must keep them in an enclosed vehicle, except when walking them outside of the Market lot. It is up to all vendors to enforce this with fellow vendors and customers. No live animals may be sold or displayed at the Market, except seafood sold per DEC regulations.

16. Smoking, Drugs and Alcohol

Smoking is not allowed on the Market grounds.

The use or distribution of alcohol, drugs or any illegal substance is prohibited on Market grounds.

17. Baked Goods/Grain Products

Only baked goods from a certified DEC approved kitchen are allowed at the market. Baked goods include pastries, cookies, muffins, breads, pies, pastas and granolas, not prepared on site. Vendors must prepare baked goods locally from raw ingredients. No commercial mixes or pre-made ingredients are allowed. When available, fruits or vegetables used in baked goods should come from local growers.

Baked goods vendors are responsible for working directly with DEC to insure compliance with Alaska Statute 18 AAC 310 and other applicable regulations, and must provide a copy of their DEC certification to the Market Manager.

18. Mushrooms and Sprouts

Wild harvested mushrooms are potentially hazardous. Vendors wishing to sell wild harvested mushrooms must contact the DEC directly regarding State regulations and are responsible for insuring the safety of their mushrooms. Sprouts are considered a potentially hazardous food by the DEC and must be produced in a DEC approved facility in order to be sold at the Market. Vendors selling either must provide a copy of their DEC certification to the Market Manager.

19. Processed or Dried Foods

Preserves, jams and jellies, honey, fruit syrups, dried herbs and teas, and herbal vinegars are exempted from DEC regulation, and may be sold without certification. Processed foods not exempted above are subject to DEC regulation. Vendors are responsible for working directly with the DEC to insure compliance with Alaska Statute 18 AAC 310, and other applicable regulations, and must provide a copy of their DEC certification to the Market Manager.

Fruits, vegetables, and herbs used in processed foods should be primarily grown or wild crafted by the vendor, or purchased from a local grower.

20. Fish/Seafood

The sale of fish and seafood is regulated by the Alaska Dept. of Fish & Game and the DEC. In order to sell at the Market, vendors must comply with all applicable regulations and must provide the Market with copies of their licenses, permits and certificates.

21. Food Vendors Also Selling Crafts

Food vendors may also sell non-food crafts. Crafts may not exceed 30% of booth space and must be approved by the Market Manager or the Board prior to setup. If crafts exceed 30% of booth space, a vendor will be considered a crafter.

22. Non-Food Crafts

HFM is chartered to promote local agriculture and, as such, is not primarily a crafter's market. HFM recognizes the importance of value-added craft products to the local market economy and will attempt to accommodate crafters when possible, while working to maintain an overall focus on agricultural products. Market space may be allocated to locally produced crafts on a space available basis, not to exceed 30% during the main harvest season.

Crafts must meet basic criteria of quality/ craftsmanship and aesthetics/ composition. Priority will be given to items made with natural materials, especially locally grown or harvested materials, such as soaps, lotions, and salves; dried flower/plant bouquets, potpourris and wreaths; wool and fiber products; items crafted from forest products; or items crafted from local clay. Please consider obtaining locally grown materials to use in your crafts.

New craft vendors who wish to be considered for a full season Market space must submit an application. Applications for full

season consideration must be received by the annual meeting held in January. The Market Advisory Board will meet to evaluate craft vendor applications. Vendors may be asked to show samples of their crafts. Craft vendors will be notified if they are accepted for the season, at which time their yearly membership fee and full-season market space fee will be due. Other vendors who have not been accepted for the full season may be allotted Market spaces, on a weekly space available basis, if their crafts meet market criteria. Early applications for available spaces may be given priority.

23. WIC/SFMNP Coupon Redemption Program

Vendors are encouraged to participate in the Women, Infant, and Children's (WIC) Nutrition Program. To participate, vendors must contact the Homer WIC office for registration and training on WIC rules and regulations. Only fresh, unprocessed produce may be exchanged for WIC coupons and no money may be given as change.

24. Market Board of Directors

Homer Farmers' Market is a non-profit organization managed by an advisory board of up to 12 persons. Market Advisory Board members are elected for three-year terms. Any member who has held membership for one year is eligible for election to the Board, and is encouraged to run. Elections are held at the annual HFM general meeting by a vote of all members present. The Market Advisory Board will manage all business, advertisement, and other organizational infrastructure. The Market Manager acts according to the instructions of the Board.

25. Discrimination and Harassment

Members/Vendors of the HFM participating in Market functions, whether dealing with customers of the Market or with other Market vendors, shall not discriminate against any individual with regards to selling of products, discipline, or other matters because of age, sex, race, creed, national origin, sexual orientation, or the presence

of any physical or mental disability. Members/vendors shall behave toward all customers, potential customers or other vendors in a way that is free of harassment and discrimination. Complaints should be taken to the Market Advisory Board and will be regarded with confidentiality.

The Homer Farmers' Market welcomes all growers of farm, garden, and greenhouse produce to participate in a weekly market. The Homer Farmers' Market was established in 2000 to aid in the development of a sustainable local agricultural community for the benefit of the greater community of the Kachemak Bay area by:

- ❖ Being an outlet for producers of small quantities of products*
- ❖ Providing the consumer with an opportunity to purchase excellent garden/farm fresh products*
- ❖ Expanding economic activity*
- ❖ Fostering consumer-producer education and relations.*