

Columbia-Pacific Farmers'* Market Handbook 2012



* actually: farmers, fishers, ranchers, growers, and producers

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VISION, MISSION, & CORE VALUES

VISION STATEMENT

The vision of the Columbia-Pacific Farmers' Market is to link regional farmers, fishers, growers, and producers with consumers, putting fresh, wholesome, regionally sourced foods in the hands of those who most need and desire them, thereby strengthening our citizens and visitors, our working food producers, our environment, our economy, and our community overall.

MISSION STATEMENT

The mission of the Columbia-Pacific Farmers' Market is to strengthen the health of our citizens and visitors; increase sales of our regional food producers and local businesses; improve the environment; and build community. We will accomplish this mission by providing a marketplace where farmers, fishers, growers, and producers will directly sell their fresh, regionally sourced goods to consumers; and where community members can come together on a regular basis in a pleasant, safe, and festive atmosphere.

CORE VALUES

The core values of the Columbia-Pacific Farmers' Market are as follows:

1. We support regional farmers, fishers, growers, and producers by facilitating direct links to wholesale and retail purchasers of their goods.
2. We support farmers, fishers, growers, and producers by providing land, guidance, financing, and infrastructure for a weekly farmers' market.
3. We support our citizens and visitors by operating an electronic benefits transfer (EBT) system to facilitate access to wholesome, fresh food for those who most need that food.
4. We support the environment, the economy, and human health by reducing the distance between the source of food and the consumer of that food.
5. We build community by providing a regular meeting place for our citizens and visitors to shop, enjoy entertainment, and play with one another.
6. We support the performing arts by providing a weekly entertainment venue.
7. We support our local businesses by attracting citizens and visitors to the downtown business core on a weekly basis.
8. We actively support children and their overall well-being by incorporating kid-friendly activities during the market.

MARKET OPERATION BASICS

MARKET LOCATION, DATES, & TIMES FOR 2012 SEASON

The Columbia-Pacific Farmers' Market is located in downtown Long Beach on Oregon Avenue South between 2nd Street SE and 3rd Street SE, right behind the Police Station. The Market is open to the public from May 11th through September 7th, 3:00 PM. to 6:00 PM. every Friday.

MARKET MANAGEMENT & VOLUNTEERS

The Market:

- Secures and manages the physical Market site
- Provides services to our customers that support Vendor sales and enhance the overall shopping experience
- Works to maximize customer attendance by presenting live entertainment, special events, demonstrations, and games.
- Through the community booth, enables local nonprofit, service-oriented organizations to visit with Market customers and introduce their programs.

ADVISORY BOARD & STAFF

The Columbia-Pacific Farmers' Market Advisory Board consists of community volunteers and city representatives who meet to determine policies and procedures governing the Market. The Advisory Board works cooperatively with the Market Manager, and makes recommendation to the Long Beach city council.

Advisory Board members

Kristen Albrecht – special advisor to the board

Jimella Lucas - Chef

Stephen Linhart – City of Long Beach

Melinda Crowley – Farmer

Barbara Millner – Grange

Katie Lindstrom – Healthy Communities

Staff

Jane Holeman, Market Manager

Gayle Borchard, Community Development Director and interim Market Manager

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VOLUNTEERS

Community volunteers play key roles in performing the tasks of the Market, including advertising, publicity, set-up, clean-up, games, market assessment, vendor hosting, and music coordination. Please see how to become a volunteer on our website at www.longbeachwa.gov/farmersmarket.

SOME OPERATIONAL CONSIDERATIONS

The Market is not a forum for political, general commercial, or religious activities. Our use of City property is governed by the Long Beach City Code, which restricts these activities on the premises. The Market is a city-sponsored program, and operates at the discretion of the City Council of Long Beach.

LONG BEACH CITY CODE RELATING TO OUTDOOR VENDING

The City of Long Beach allows limited outdoor vending (two hundred square feet [200 SF]) for existing businesses located in an adjacent building. The City restricts strictly outdoor vending to the International Kite Festival, and limited concession sales during the Fourth of July and Christmas holiday season under the conditions of a Special Use permit granted by the City Council. The Columbia-Pacific Farmers' Market operates under a Special Use permit.

VENDOR INFORMATION IN PREPARATION FOR THE MARKET

RESERVING SPACE & FEES

Vendors may reserve space for all season or on a week-to-week basis. All Vendors receive a 10x10 foot area (with space behind for Vendor staging).

All-Season Vendors

To become an All-Season Vendor:

- Pre-payment is required to reserve your space for the entire Market season.
- Vendors must submit a Vendor Application, with copies of all licenses relevant to their business by May 1st.
- Each space for the entire 18 week season is \$100. An All-Season Vendor saves \$80 compared to a Week-to-Week Vendor.

Week-to-Week Vendors

To become a Week-to-Week Vendor:

- Vendors must contact the Market Manager by phone (360/642-4421) no later than the Wednesday before that week's market. The earlier you reserve, the better your chances of getting the space.
- Week-to-week space fees are to be paid in cash directly to the Market Manager during Market set-up. The Market Manager will issue a receipt for payment the same day. The fee for Week-to-Week Vendors is \$10.

Week-to-week assignments are made on Wednesdays prior to the Market date. Vendors are notified via phone or e-mail of availability and space assignment.

NOTE: Week-to-Week Vendors do not have reserved spaces, and are not guaranteed they will receive the same space they may have previously occupied.

VENDOR VISITS

The Market Manager or his/her representative will visit all Vendor farms and producers prior to the opening date of the Market in the first year of their participation. Thereafter, visits will be made on the odd years of a Vendor's participation, if location or product mix changes, or if the Advisory Board decides a visit is required.

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OTHER VENDOR REQUIREMENTS

- Market Manager approval is required in order for two or more Vendors to share a booth. Each Vendor's name must be on the application.
- Vendor quality, display, and decorum must be maintained. A Vendor who fails to meet these obligations may be asked to leave.
- The Market's approval of selling privileges for a Vendor is always for a specified period, which never exceeds one Market season. If unable to attend on a given Market day, a Vendor should notify the Market Manager in advance, at least by the preceding Wednesday.
- Repeated non-appearances may result in loss of Vendor status.
- A \$35.00 fee is charged on all checks dishonored by the issuing bank.
- Vendors may not sublet stall space to others. Prepaid fees are not transferable to other Market dates or Vendors.

Vendor applications are considered by the Farmers' Market Staff, which consists of the Market Manager and the Community Development Director. Based on the Product Definitions and Guidelines section of the Market Handbook, and on considerations of product mix in the Market, they either approve an application as-is, deny it outright, or approve it with conditions. Appeals to their decisions may be made to the Columbia-Pacific Farmers' Market Advisory Board in writing within fourteen (14) calendar days of staff's decision, and sent to:

Columbia-Pacific Farmers' Market Advisory Board

c/o City of Long Beach
PO Box 310
Long Beach, WA 98631

The Advisory Board shall render a final decision within fourteen (14) calendar days of the Vendor's written appeal.

VENDOR LICENSING & REGULATIONS

Please review the Washington State Department of Agriculture's Small Farm & Direct Marketing Handbook (WSDA, 2010) (cut and paste the following address into your browser for a pdf: <http://agr.wa.gov/Marketing/SmallFarm/DOCS/056-SmallFarmAndDirectMarketingHandbook-Complete.pdf>). The Handbook is well organized and provides complete information on licensing requirements in Washington. Contact information for government agencies and others who can assist you is listed at the end of this handbook. In the following text, we have attempted to identify (in parentheses) the agency you will need to contact about your licenses.

Vendor licensing as well as copies of any permits and licenses applicable to the sale of their products must be maintained by the Vendor and provided to Market staff upon request. Vendors are responsible for complying with all licensing requirements governing the production and sale of their products. Failure at any time to conform to local, state or federal requirements is grounds for removal from the Market and forfeiture of space fees.

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Native American Vendors

The treaty rights of Native American Vendors allow them to sell products without licensing. The Vendor's tribal identification card will need to be submitted with the application to confirm Native American status.

Master Business License

If your business grosses more than \$12,000 annually or you require a specialty license (described below), you must obtain a Master Business License from the Washington State Department of Licensing (DOL). You can register for your Master Business and any required specialty licenses at the same time.

Organic Products

The Vendor must post a copy of his/her Organic Certification (WSDA) in the booth, in addition to filing a copy with the Market.

Sampling

If you intend to provide samples of your food to the public, you must obtain a Food Sampling Permit or a Food Handler's Card from Pacific County. Make sure you check with Pacific County at your earliest convenience. You can now obtain a Food Handler's Card in about an hour on the internet at

<https://www.foodworkercard.wa.gov>

Fresh Fruits and Vegetables

Producers can sell up to 2,000 pounds per day of each product (commodity), or 6,000 pounds/day of a combination of pears, peaches, apples, apricots, potatoes, asparagus, or Italian prunes without inspection by the State (cherries are not included in this exemption).

Farms that offer individual samples of sliced fruits and vegetables must follow serving guidelines set by the Pacific County Health Department and obtain a Food Sampling Permit or Food Handler's Card.

Eggs

Egg sellers must obtain an Egg Handler/Dealer License (Washington State Department of Agriculture [WSDA] through the DOL).

Honey

Honey must be free from all contaminants. Beekeepers who extract their own honey can sell it in the raw form to the end consumer. If the honey is processed in some way (e.g., heated, pasteurized, or added ingredients or flavors), then you are required to obtain a Food Processor License (WSDA).

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Mushrooms

On private property, you simply need owner permission. On State land, you should contact the Washington State Department of Natural Resources (DNR) to determine permit requirements. On US Forest Service (USFS) land, you are required to have a Special Forest Products permit.

There are no regulations for selling whole, fresh mushrooms. If packaged in containers, or processed, labeling requirements for processed foods must be met. A WSDA- licensed Food Processing Facility must process mushrooms, including drying, slicing, freezing or canning.

Dairy Products

Milk. If you operate a dairy farm and provide, sell, or offer milk for sale to a milk processing plant, receiving station, or transfer station, you are required to have a Milk Producers License (WSDA). If you operate a facility where milk or milk products are collected, handled, processed, stored, bottled, pasteurized, aseptically processed, or prepared for distribution, except an establishment that merely receives the processed milk products and serves them or sells them at retail you must have a Milk Processing Plant License (WSDA).

Raw Milk Products. Raw fluid milk produced by a licensed WSDA milk producer and bottled at that farm's licensed milk processing plant can be sold direct to consumers from the farm, at farmers' markets, on the Internet, or through grocery stores within Washington State. Interstate sales are prohibited, and Oregon Vendors may not sell raw milk products at the Market.

Cheese, Butter, Other Dairy Products. Dairy farms wishing to process cheese products, butter, and/or other dairy products must obtain a Milk Producer License (WSDA) and a Milk Processing Plant License (WSDA). However, if you buy milk to make cheese, you do not need a Milk Producer License.

Poultry

If you process less than 1,000 birds per year, you are required to have a Special Poultry Permit (WSDA); if between 1,000 and 20,000 birds per year, you are required to have a Food Processor License (WSDA).

Meat

Only USDA inspected meat can be sold at Washington farmers' markets.

Custom meat and exotic meat products must be processed by a licensed Custom Meat Facility (WSDA), and can only be marketed in Washington.

Rabbits are allowed to be processed with a WSDA Food Processor License. There is no limit to the number of rabbits that can be processed with this license.

Fish and Shellfish

If you are processing the fish yourself, a Food Processor's License (WSDA) is required.

If you are selling whole fish or having the fish processed by another processor, a Retail Food Establishment License (Pacific County) is required.

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Whole farmed oysters, clams, scallops, or mussels require a Commercial Shellfish License (Washington State Department of Health [DOH]), an Aquatic Farmer Registration (Washington Department of Fish & Wildlife [WDFW]), and a Retail Food Establishment License (Pacific County). Processed shellfish additionally require a Food Processor License (WSDA).

A WDFW license is required for any commercial enterprise to catch and sell fresh, raw fish. The following licenses are available:

- ***Anadromous Fish Buyer/Dealer License*** authorizes the purchasing or selling of steelhead, trout and other anadromous game fish harvested by treaty fishermen lawfully exercising fishing rights.
- ***Direct Retail Endorsement License*** allows a fisherman to land and sell his or her catch or harvest in Washington State to anyone other than a licensed wholesale dealer. The fisher must have a salmon, crab or sturgeon license to be eligible for this endorsement.
- ***Fish Buyer License*** authorizes the buying and selling of food fish and shellfish at wholesale by representative of a wholesale dealer.
- ***Wholesale Fish Dealer License*** is required for any Washington State business engaging in the commercial buying or processing of food fish or shellfish, including:
 - custom canning and/or processing of personal use food fish or shellfish;
 - wholesale buying and/or brokering of food fish or shellfish;
 - commercial manufacturing or preparation of fertilizer, oil, meal, caviar, fish bait or other byproducts from food fish or shellfish; and
 - a business employing a fish buyer

Processed (Package) Foods

Examples of processed foods are dried fruits and mushrooms, jams, salsas, sauces, cheese, dried herbs, teas, breads, cookies, canned or smoked and vacuum sealed seafood, cider, and blended salad greens. In addition, processed foods include repacking foods that are taken from one container in an unwrapped state and transferred or repackaged in another container.

You need a Food Processor License (WSDA) if your process falls into the following categories:

- You cook, bake, freeze, slice, dehydrate, smoke, roast coffee beans, bottle water or repackage any type of food;
- You process/package food for someone else;
- You make shelf-stable, low acid canned food i.e.; canned vegetables, canned fish, retorted pouches (vegetable or fish), bread or cake in a jar and chocolate sauce;
- You further process finished dairy products (i.e. cheese cutting);
- You process food that contains no more than 2% cooked or 3% raw USDA meat ingredients by weight;
- You process poultry or wild game;

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- You are a licensed Food Service retail bakery inspected by a local health jurisdiction and sell more than 25% of your gross sales off-site; or
- You are a licensed Food Service Establishment (i.e. restaurant, caterer, grocery store, bar) and sell food products off-site - this includes Internet sales.

You are exempt from needing a Food Processor License if your process falls into the following categories:

- You merely wash and trim a raw agricultural product and prepare or package for sale in their natural state (i.e. fruits and vegetables);
- You process honey and are licensed under the Washington State Honey Act;
- You are an egg handler/dealer licensed under the Washington Wholesome Eggs and Egg Products Act;
- You are licensed under the Custom Meat Slaughter Act and do NOT process wild game or poultry; or
- You handle shellfish and have a Certificate of Compliance under the Sanitary Control of Shellfish Act.

LIABILITY INSURANCE

Vendors are encouraged to obtain general liability insurance.

Vendors of potentially hazardous foods are **required** to have general liability insurance and submit a copy with their market Vendor Application.

ENFORCEMENT

The Market Manager, who has the ultimate on-site authority and is responsible to the Advisory Board and the City of Long Beach, will enforce all rules of the Market, including the Long Beach City Code relating to outdoor vending.

AT THE MARKET (MARKET DAY)

WHAT TO BRING ON MARKET DAY (for first time Vendors)

1. Your space number and directions to the Farmers' Market—write down your space number when you receive your assignment. Market staff or volunteers will direct you to your space.
2. Your space fee if you are a week-to-week Vendor (pay the Market Manager).
3. Your products.
4. Canopy.
5. Canopy weights sufficient to hold your canopy in place—the beach can be windy.
6. Tables, tablecloths, racks and/or shelves and other display equipment.
7. Signage—you must bring a sign telling customers the name and location of your business. All of your products must have their prices clearly signed.
8. Plastic and/or paper bags, boxes, flats for customer purchases.
9. Broom and dustpan for clean-up.
10. A certified scale if appropriate.
11. Cash box and plenty of change.
12. Promotional materials and business cards.
13. Hand washing station and appropriate supplies if you are sampling.
14. Trash bags or cans (you must take your garbage with you at the end of the day).
15. Pens, pencils, chalk, markers, calculators, white boards
16. Personal comfort items such as hats, scarves and drinking water—for those of you who don't live on the North Coast, bring extra fleeces, rain jackets, shoes for the possible inclement weather. The weather in the Valley is often 20 to 30 degrees warmer than it is at the Coast!
17. Smiles and a good attitude!

PRACTICE MAKES PERFECT

Practice setting up your booth at home! Work out all the logistics before you come to the Market. Do not come to Market and try to put up your canopy for the first time. Practice in advance. This will help your first real Market day to run smoothly and be less stressful.

PARKING

Vendors and their employees will park in the designated parking areas as directed by Market volunteers.

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LOADING/UNLOADING/SET-UP & TEAR-DOWN (Staging)

Vehicle unloading will not be permitted before 11:00 AM without the approval of the Market Manager.

Setup time can be congested. A lot of vehicles need to move in and out of the Market in a short time. Vendors need to arrive and quickly unload the parts and contents of their booth, move their vehicle to the designated parking area, (which may be behind their booth, depending on location), and then return to their booth to set up. **Do not set up as you unload** - this is time consuming, and your vehicle may be blocking another Vendor.

Vendors may not drive a vehicle into or out of the Market after 1:45 PM, at which time Market entrances will be barricaded. Any Vendor arriving after 1:45 PM must carry their booth, tables and product into the Market.

Vendors will not disassemble or unman their booths before closing time without the Market Manager's approval.

SIGNAGE

Each Vendor will post a sign at least 11" x 17", with letters at least 3" high, identifying the name and location of their farm or business. All signs must be approved by the Market Manager.

Signage (including packaging materials) indicating that food is "organic" must comply with the federal and state statutes regarding the use of this word, and all organic Vendors must post a copy of their certifications in their booths.

PRICES

All Vendor prices must be clearly marked or posted. Prices are to be set at the sole discretion of the individual Vendors (except as noted for the Garden Booth, below). **Collusion or any pressure among sellers to alter prices is strictly forbidden.**

BOOTH REGULATION

Vendors will not have tables, product, boxes, signs or any part of their booths outside their space boundaries as marked. Vendors must stay within their allocated space while selling, except to distribute samples.

Booths and/or tables must be supplied by the Vendor and must be erected with concern for the safety of the public and other Market Vendors.

Each leg of a Vendor's canopy must be secured at all times with enough weight to keep it anchored to the ground, no matter the weather.

Vendors are responsible for keeping their spaces attractive during the Market and for cleaning them up thoroughly after the Market. **Before leaving, all litter and product debris in the Vendor's booth must be collected and the ground left clean. PACK IT IN—PACK IT OUT.**

Vendors are responsible for removing their own refuse and unsold products from Market premises.

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Playing of radios or CDs inside the Market is prohibited.

Vendors may be fined, suspended, or removed from the Market, or have selling privileges revoked, for failure to obey or conform to Market, federal, state or local regulations.

VENDOR SCALES

All scales for weighing goods being sold must be certified. Washington Vendors must have a current sticker from WDA affixed to their scale.

ODA Scales Certification is required for each scale an Oregon Vendor intends to use. Certification is available from ODA Measurement Standards.

RULES OF CONDUCT

Vendors shall be honest and conduct themselves at all times in a courteous and businesslike manner. Rude, abusive, offensive, or disruptive conduct will not be permitted.

To maintain a positive atmosphere, Vendors should bring concerns about the Market to the staff or to the Advisory Board, not to customers or other Vendors.

Vendors who wish to smoke must leave the Market grounds to do so and comply with current public smoking regulations.

No loud hawking, shouting or barking is allowed.

Vendors are responsible for the actions of their employees.

No music or radios (there will be entertainment by the Market).

You may have your dog (but no other pets) with you in your booth. If a formal complaint is registered against your pet, the Market will investigate, and depending on the outcome of the investigation, you may have to keep your pet in your vehicle from that time forward.

CHALLENGE PROCEDURE

A Vendor who wishes to lodge a complaint alleging that another Vendor is not complying with Market rules as laid out in this handbook, or with municipal, state, or federal standards can file a challenge with the Market Manager. Challenges must be made before the end of the Market day when the violation is observed, in writing and on a form provided by Market staff. Challenges should indicate specific violations. The Market Manager will convey the nature of the complaint to the challenged Vendor as soon as possible. The challenged Vendor's responses must be received by the Friday before the next Market. Failure to respond to a challenge may result in the determination that the challenge is valid. The Market Manager, with input from staff and the Advisory Board (if deemed necessary), will determine what, if any, investigation is needed to properly assess the challenge. Any challenges will be resolved as quickly as possible. A challenge resolution could result in loss of Vendor Market space.

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FARMERS MARKET NUTRITION PROGRAM

The Farmers Market Nutrition Program (FMNP) provides locally grown fresh fruits, vegetables and herbs for eligible women, children, and seniors. It increases consumption of agricultural commodities by expanding sales at farmers' markets.

The Farmers Market Nutrition Program (FMNP) is made up of two federally-authorized programs, the Women, Infants and Children (WIC) FMNP and the Senior FMNP. They are both funded by the U.S. Department of Agriculture and the State of Washington, and are administered through a collaborative effort between the Washington State Department of Health (DOH), Washington State Department of Social and Health Services (DSHS), Washington State Farmers Market Association (WSFMA), local WIC clinics, Area Agencies on Aging, and Senior Nutrition Providers, among others. The programs are the same in most respects, but they target different populations and are administered by different organizations at the state and local level.

The purpose of the program is to:

- Provide fresh, nutritious, unprepared, locally grown fruits, vegetables, and herbs from farmers markets to eligible women, children, and seniors.
- Increase the domestic consumption of agricultural commodities by expanding the awareness, use of and sales at farmers markets.
- Aid in the development of new and additional farmers markets, roadside stands (Senior FMNP), and community supported agriculture (CSA) programs (Senior FMNP).

See <http://nutrition.wsu.edu/markets/mmginfo.html> for more detailed information.

ELECTRONIC BENEFITS TRANSFER (EBT) (i.e., FOOD STAMPS)

The market accepts EBT (Electronic Benefits Transfer) for food stamp purchases. When a customer makes a purchase, the card is run through the same POS (Point of Sale) machine used for other forms of electronic payment. In this manner, customers who may most need fresh food can purchase it at the Market. This should increase your sales.

DONATION OF UNSOLD PRODUCT

Vendors wishing to donate unsold produce or food products to the Ocean Park Food Bank will have an opportunity at the end of each Market day. Between 5:45 PM and 6:00 PM a Market Volunteer will visit each Vendor to pick up donations. Receipts for the tax deductible donations will be available from the Market Manager. The Manager will track and record donations for the food bank and be responsible for their delivery within 2 hours of the close of the market.

PRODUCT DEFINITIONS & GUIDELINES

All products must be grown, raised, produced or collected in Oregon or Washington (but see below under Seafood). Allowed agricultural products are fruits, nuts, vegetables, herbs (in pots, dried or cut), flowers and plant starts, cheeses, dairy-based foods, seafood, meat, poultry, honey, eggs and grower-or artisan-made preserved foods such as jams, ciders, pickled vegetables, salsas, chutneys, relishes, dehydrated fruits and hand-crafted baked goods.

All products shall be of good quality, and must comply with any applicable regulations pertaining to their production and sale. Vendors must submit a complete list of products that they produce and wish to sell at the time they make application to the Market. The Market Manager must approve all products prior to their being sold. If a Vendor wants to sell an item not previously approved, the Market Manager must approve the new item before it can be sold at the Market.

PRODUCE

It is required that each Vendor grow 100% of the product s/he sells. No resellers or Vendor representatives are allowed. Only regionally grown, extracted, or gathered products may be sold at the Market. Examples include (but are not limited to): farmed berries, fruit, grains, vegetables, nuts, herbs, honey, mushrooms, wild berries.

ARTISAN HANDCRAFTED PROCESSED FOOD & VALUE ADDED FOOD PRODUCTS

As of 2012, market Vendors may sell on-premise prepared foods or beverages. They may also combine ingredients on-site for samples to be given away. The following processed and/or hot foods are allowed.

1. Artisan handcrafted products, which are made locally, from scratch and from high quality ingredients include baked goods, noodles, pastas, hummus, chutneys, relishes, salsas and pestos, soups and stews, and cooked meats or vegetables. Priority consideration is given to products containing locally grown ingredients.
2. Manufactured foods are produced from raw ingredients, by or under the direction of the Vendor, in Oregon and/or Washington. The Vendor is not required to raise any of the raw ingredients. Examples are dried or fresh pasta, pesto, and barbeque sauce. Priority consideration is given to products containing locally grown or regionally fished ingredients.
3. Value Added Products are processed food products whose main ingredients are raised by the farmer or caught by the fisher who produces them. They are made and handled in accordance with the all applicable regulations. Examples of foods in this category include: baked goods, cheese and artisan dairy products, jams, jellies, preserves, ciders, vinegars, salsas, pestos, chutneys, relishes, rubs, oils, dehydrated fruits and vegetables, and shelf-stable seafood products. All such foods must be produced in a certified kitchen, and Vendors must have a kitchen visit prior to their first Market.

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Visits are not required for second year returning Vendors unless their location or product mixes change or the market Committee decides a visit is necessary.

SEAFOOD

Only fish and shellfish caught or harvested in Pacific Northwest waters can be sold at the Market. A Vendor representing Oregon and Washington fishers can sell on their behalf.

Most types of seafood require either a processing license or a retail food establishment license, depending on whether products are processed by sellers or in other licensed facilities. Please check with the Culinary Liaison or Market Manager about the particulars.

MEAT, POULTRY, & GAME

Meat, poultry and game products must be 100% from animals that spent at least half of their lives under direct supervision of the Vendor on property owned or leased by the Vendor.

Vendors selling farm-raised organic fowl, lamb, beef, and pork must have a license from the WSDA. Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the Market management.

EGGS

Eggs may be sold only by the farm that produces them. Eggs must be in clean containers, preferably showing Vendor name and date of packing. Chefs purchasing eggs for their businesses are required to buy only from certified, licensed farms. We strongly encourage that eggs be kept cold.

CHEESE & ARTISAN DAIRY PRODUCTS

Cheese and artisan dairy products must be made from milk from the farmer's own herds and processed by the farmer or by an artisan producer under agreement with a specific farm in Oregon or Washington. Examples of artisan dairy products include: butter; yogurt; sour cream; mascarpone; ricotta; cheesecake; milk-based products; and flavored cheeses.

Milk(s) can be sold only by the farmer who raised the herd and collected the milk, and only if it is non-homogenized and sold in bulk containers.

Milk production must comply with state and federal dairy requirements and licensing for pasteurization, and the farmer must supply documentation of such compliance to the Market.

MUSHROOMS & FUNGI

1. Mushrooms and fungi require additional information on the Market Application identifying the Vendor's general areas of harvest and training in mushroom collection and identification.
2. Copies of collection permits and/or written approvals from private landowners must be supplied with the Vendor's application.

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3. All mushrooms and fungi will preferably be labeled accurately with both the Latin and common names, and the names of the collection places in Oregon or Washington.

POTENTIALLY HAZARDOUS FOOD

Pursuant to Washington State Administrative Code (WAC) 16-165-130 (29): "Potentially hazardous food" means any food, whole or in part, capable of supporting the germination, growth and/or toxin production by infectious or toxic microorganisms is at temperatures between 38°F and 145°F, and/or food is otherwise harmful to health.

COMMUNITY BOOTH

The community booth enables local nonprofit, service-oriented organizations to visit with Market customers and introduce their programs. No merchandise sales may occur at the community booth; however, donations may be made and memberships may be paid at the booth.

The booth will be allocated to one community non-profit per week on a first-come-first-served basis. Once the booth has been allotted to six or more different non-profits, organizations can sign up for additional weeks. The booth will be located in a manner that will not interfere with pedestrian or vehicular traffic, and will not interfere with the operation of Market Vendors or Long Beach businesses.

GARDENER BOOTH

Each week, the Market will make available one Gardener Booth for Peninsula gardeners with excess crops. This space will be allotted on a first-come-first-served basis. Gardeners may share this booth space. Produce or fruits must be sold for no less than 20% below the lowest price in the Market for the same item. For items not otherwise sold that day, the seller may set a reasonable price, as determined by the Market Manager. Under no circumstances will food in the Gardener Booth be given away or sold for a price that could undercut regular Market Vendors. If a Gardener is found to give away or unreasonably underprice their goods, they will be barred from the Market for the remainder of the Market season.

THE BOX

The Box is a program intended to put fresh produce into the hands of those who most need it by reducing cost, as well as to allow Vendors to sell less than perfect product. Vendors may bring seconds to the market for inclusion to a boxed array of produce. The Vendors will be paid by the Market, who in turn will sell The Box to customers. The seconds must be strictly blemished (they may not be old), and the Vendor must deeply discount – a discount of at least 40% over standard market price. Any leftover Boxes will be sent to the Ocean Park Food Bank at the end of Market day.

THE FEAST

Each Market Friday, Peninsula restaurants will be invited to host a Feast – a dinner where ingredients from the market are featured, and a Market Vendor is invited to speak about what it is like to grow, raise, forage for, catch, or produce their items. This is meant to be educational, entertaining, and to promote both you and the restaurant. We hope you will participate with local business people to promote your business and theirs. The Market Manager will help match up Vendors with restaurateurs, and will promote all Feast events. However, the scheduling of Feasts is up to individual restaurateurs, and the Market will not formally manage that scheduling.

If you would like to participate in one or more Feasts, contact the market Manager at 360/642-4421 and we will assist you in making a connection with an appropriate restaurant.

CONTACT INFORMATION

The following information is intended to aid Vendors in complying with regulations concerning their product. Vendors should contact the Washington Small Farm and Direct Marketing Program (SFDMP) and appropriate agency(ies) for more detailed information.

WASHINGTON STATE SMALL FARM & DIRECT MARKETING PROGRAM

The SFDMP, when appropriate, serves as liaison between farmers and regulators to clarify questions or provide feedback. Contact:

Patrice Barrentine, Direct Marketing Coordinator
360/902-2057; pbarrentine@agr.wa.gov;

Based in Olympia, Patrice offers expertise in direct marketing, producer grants, farmers markets, merchandising, immigrant and women farmer outreach.

FARM BUSINESS RESOURCES

Access Washington

<http://access.wa.gov/business> Look in "Doing Business". Getting Connected Fact Sheet # 1: Networks for Washington State Small Farms ;Small Farm & Direct Marketing Handbook Page 2 of 3

Pacific County Environmental Health Department

Megan McNelly, Environmental Health Specialist
PO Box 68
South Bend, Washington 98586
360/589-3598

Cultivate the Soil: Resources for Beginning & Small-Scale Farmers & Ranchers in Washington State

www.wshfc.org/farmranch/resources.pdf

Guide for Small Business in Washington State

www.commerce.wa.gov Look in "Business Resources".

Capital Press Agricultural Weekly

The *Capital Press Agricultural Weekly* (www.capitalpress.com) is also an excellent resource for keeping in touch with agriculture on the West Coast.

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TECHNICAL, BUSINESS, & OTHER FARMER SUPPORT

These programs offer classes, workshops, webinars, farm walks and other ways to learn and network.

Ag Forestry Leadership Program

(509) 926-9113

www.agforestry.org

Cascade Harvest Coalition / Farm Link

(206) 632-0606

www.cascadeharvest.org

The Evergreen State College Organic Farm

(360) 867-6160

www.evergreen.edu/cell/organicfarm.htm

Gorge Grown Food Network

(541) 490-6420

www.gorgegrown.com

Northwest Agricultural Business Center

(888) 707-2021

www.agbizcenter.org

Organic Seed Alliance

(360) 385-7192

www.seedalliance.org

Quilliscut Farm School

(509) 738-2011

<http://quilliscut.com/farm-school>

Rural Roots

(208) 883-3462

www.ruralroots.org

Tilth Producers of Washington

(206) 442-7620

www.tilthproducers.org

Washington State Department of Agriculture

(360) 902-1800

<http://agr.wa.gov>

Washington State Farm Bureau

(360) 357-9975

www.wsfb.com

Washington State Farmers Market Association

(206) 706-5198

www.wafarmersmarkets.com

Washington State Small Business Development Centers

(509) 358-7765

www.wsfdc.org

WSU College of Agricultural, Human, and Natural

Resource Sciences

(509) 335-6967 <http://cahe.wsu.edu>

County Extension Offices are at:

<http://extprograms.wsu.edu>

WSU Center for Sustaining Agriculture and Natural Resources

(253) 445-4626

<http://csanr.wsu.edu>

WSU Organic Farm

(509) 335-5893

<http://css.wsu.edu/organicfarm>

WSU Small Farms Team

(509) 663-8181 Ext 235

<http://smallfarms.wsu.edu>

WSU Small Farm Program's Cultivating Success: Sustainable Small Farms Education

(509) 663-8181 Ext 235

www.cultivatinguccess.org

A FINAL WORD

The Columbia-Pacific Farmers' Market and the City of Long Beach truly want to be your partners. We hope you are happy with the Market, find it a place to be successful, and will become a regular All-Season Vendor. We honor the traditional ways of making a living in the Columbia-Pacific region, and we respect and support what you do.

We expect as partners to discuss with you the evolution of the Market and how things may best be done. Do be respectful but don't be shy – seek out staff and volunteers and let us know what you think might work best and what works in other places.

Mostly, we hope you make money and have fun here at the edge of the world.