

**THE SEASIDE
FARMERS MARKET HANDBOOK
2022**



seaside
FARMERS
MARKET
— SEASIDE, OR-USA —

Table of Contents

MISSION, GOALS AND MANAGEMENT	3
MISSION	3
GOALS	3
MARKET LOCATION, DATES, TIMES	3
MARKET MANAGEMENT & VOLUNTEERS.....	3
ADVISORY COMMITTEE, STAFF AND FARMERS MARKET PARTICIPANTS	3
VOLUNTEERS.....	4
SOME OPERATIONAL CONSIDERATIONS	4
COMMUNITY INFORMATION BOOTH.....	4
VENDOR INFORMATION IN PREPARATION FOR THE MARKET	4
(LICENSING, SCALES, RULES & APPLICATION PROCESS, VENDOR VISITS AND NOTIFICATION OF STATUS)	4
VENDOR REGISTRATION.....	5
VENDOR LICENSING.....	6
LIABILITY INSURANCE.....	7
ENFORCEMENT	7
AT THE MARKET (MARKET DAY).....	7
WHAT TO BRING ON MARKET DAY (FIRST TIME MARKET VENDORS)	7
PRACTICE MAKES PERFECT.....	8
PARKING.....	8
LOADING/UNLOADING/SET-UP & TEAR-DOWN.....	8
SIGNAGE.....	8
PRICES.....	9
BOOTH REGULATION	9
VENDOR SCALES	10
RULES OF CONDUCT	10
CHALLENGE PROCEDURE.....	10
OREGON FARM DIRECT NUTRITION PROGRAM AND SENIOR FARM DIRECT NUTRITION PROGRAM.....	11
SNAP (Supplemental Nutritional Assistance Program).....	11
CLATSOP COMMUNITY ACTION REGIONAL FOOD BANK.....	11
PRODUCT DEFINITIONS AND GUIDELINES	11
Produce.....	12
Artisan Handcrafted Processed Food & Value Added Food Products	12
Seafood.....	12
Meat, Seafood & Poultry.....	13
Eggs	13
Cheese and Artisan Dairy Products	13
Mushrooms and Fungi.....	13
POTENTIALLY HAZARDOUS FOOD, AS DEFINED BY THE OREGON DEPARTMENT OF AGRICULTURE.....	14
CONTACT INFORMATION FOR STATE AGENCIES.....	14

MISSION, GOALS AND MANAGEMENT

MISSION

To enable Seaside residents, visitors, and businesses to purchase fresh local produce and other related food products in season. This is a grower-seller market.

GOALS

1. To make available a variety of fresh farm products
2. To promote the local farmers, ranchers, fishers, and artisan producers of food and perishable farm products
3. To foster a community activity promoting social and healthful lifestyles

MARKET LOCATION, DATES, TIMES

- The market location 1120 Broadway St. Seaside, OR 97138
- The market is open to the public from:

2:00 PM – 6:00 PM on Wednesdays June 15 – September 28, 2022

MARKET MANAGEMENT & VOLUNTEERS

To achieve our goals, the Market:

1. Secure and manage the physical market site.
2. Provide service to our customers that support vendor sales and enhance the overall shopping experience.
3. Maximize customer attendance by providing live acoustic music and other special events, advertising, and visibility.
4. Provide the opportunity for local nonprofit organizations and service-oriented organizations to visit with market customers and introduce their programs.

ADVISORY COMMITTEE, STAFF AND FARMERS MARKET PARTICIPANTS

The Seaside Farmers Market Advisory Committee consists of representatives from Sunset Empire Park and Recreation, North Coast Food Web, and community volunteers, who meet to determine the policies and procedures governing the market. The Advisory Committee works collectively with the Market Manager, staff, and farmer market participants.

VOLUNTEERS

Community volunteers play key roles in performing the tasks of the market, including advertising, publicity, setup, cleanup, and music coordination. Please see how to become a volunteer on our website at www.sunsetempire.com.

SOME OPERATIONAL CONSIDERATIONS

This is not a forum for political, general commercial or religious activities. Our use of property within the City is governed by a license that restricts these activities on the premises. Additionally, we are a public sponsored program and operate at the discretion of Sunset Empire Park and Recreation and the City of Seaside.

COMMUNITY INFORMATION BOOTH

The community information booth enables local nonprofit, service-oriented organizations to visit with Market customers and introduce their programs. Sales of approved items may be allowed in accordance with Market Managers approval.

VENDOR INFORMATION IN PREPARATION FOR THE MARKET (LICENSING, SCALES, RULES & APPLICATION PROCESS, VENDOR SITE VISITS, AND NOTIFICATION OF STATUS)

Vendors may reserve space for a **full time** or **part time** basis. All Vendors receive the same 10x10 foot booth space. Vendors may rent multiple spaces based on availability.

Full Time Vendor:

- Submit application to the market manager.
- Space is first come first serve and must be approved by the market committee.
- Manager will give Full Time Vendors priority for location.

Part Time Vendor:

- Submit application indicating which dates you would like to vend.
- Spaces are filled first come first serve and must be approved by the market committee.
- Part Time Vendors are not guaranteed the same space from week to week.

VENDOR REGISTRATION

- A completed Vendor application, with copies of all licenses relevant to that business, must be submitted for Market review by application deadlines or as coordinated with the Market Manager.
- Market Manager approval is required for two or more Vendors to share a booth. Each Vendor's name must be on the application.
- Vendor site visits - The Market Manager and/or their representatives will visit all Vendor farms and producers prior to the opening date of the market (or through coordination with the Market Manager if application was made after the Market opening day) during the first year of vendor participation. Thereafter, visits are made on every other year of a vendor's participation or if location or product(s) change.
- 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 must notify the Market Manager in advance as soon as possible. Please try to contact us prior to 11 AM market day at the latest. It gives us the opportunity to fill the space.
- Vendors may not sublet Market space to others.
- Vendor applications are approved by Seaside Farmers Market Committee, under the direction of the Market Manager, according to the Product Definitions and Guidelines section of the Market Handbook, and with consideration of the product mix in the Market. The Market Committee has the authority to accept an application as submitted, deny it, or accept it with conditions. Appeals can be made in writing to the Seaside Farmers Market Committee within 10 business days of decision notification, and sent to:

**Seaside Farmers Market ; c/o Market Manager
1140 Broadway St.
Seaside, Oregon 97138**

- The Advisory Committee shall render a final decision within 10 business days of the vendor's written appeal.

VENDOR LICENSING

Copies of any permits and licenses applicable to the sale of their products are required. Vendors are responsible for complying with State and local 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. Contact information for government agencies is listed at the end of this handbook.

Native American Vendors

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

Cider

- If you make your own cider, a Food Processor's License from ODA Food Safety is required.

Cheese Products

- A Dairy Processor's License, available from ODA Food Safety, is required.

Fish

- A Food Processor's License from ODA Food Safety is required if you are processing the fish yourself.
- A Retail Food Establishment License is required if you are selling whole fish or having the fish processed by another processor. This is available from ODA Food Safety.
- Oysters, clams or mussels require a Shellfish Shipper's License, available from ODA Food Safety.

Meat

- A Meat Seller's License, available from ODA Food Safety is required.

Organic Products

- Organic Registration—The Vendor must post a copy of this license in the booth, in addition to filing a copy with the market.

Herb Plants

- A Nursery License from the ODA Plant Division is required if your plant sales exceed \$250 annually. SFM requires this license in order to sale plants at the market. All plants must be grown from seeds or cutting. Resales are not allowed.

Livestock

- Not allowed

Beer, Wine, Hard Cider or Spirits

- Must meet requirements as outlined by the OLCC. Server is required to have an OLCC permit to serve alcohol. Signed permits from OLCC must be on premises.

Food Booths or Carts

- Must acquire licensing through the Clatsop County Public Health Department.

LIABILITY INSURANCE

Vendors are required to obtain general liability insurance. Vendors of potentially hazardous foods as defined by ODA Food Safety Division are required to have general liability insurance and submit a copy with their Seaside Farmers Market application. This includes all Vendors of eggs and all processed food Vendors. Visit <http://www.oregon.gov> For further information.

ENFORCEMENT

The Market Manager is responsible to pertinent advisory committees and market collaboration partners, has the ultimate on-site authority to enforce all rules of the Market.

AT THE MARKET (MARKET DAY)

WHAT TO BRING ON MARKET DAY (FIRST TIME MARKET VENDORS)

- ✓ Products
- ✓ Canopy and canopy weights #25 lbs per leg required – It can be windy
- ✓ Tables, tablecloths, racks and/or shelves and other display equipment
- ✓ 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
- ✓ Sandwich boards encouraged for along the sidewalk next to the market
- ✓ Bags, boxes, flats for customer purchases
- ✓ Clean-up supplies as appropriate (paper towels, disinfectant, shop rags, broom)
- ✓ A certified scale (if appropriate)
- ✓ Cash box and plenty of change
- ✓ Promotional materials and business cards
- ✓ Hand washing station and appropriate supplies if you are sampling food
- ✓ Trash bags or cans (you must take your garbage with you at the end of the day)
- ✓ Pens, pencils, chalk, markers, calculators, white boards (as applicable)
- ✓ Personal comfort items such as hats, scarves and drinking water—for those of you who don't live on the North Coast, dress in layers and/or bring extra fleeces, rain jackets, and shoes for possible inclement weather. The weather in the Valley can be 20 to 30 degrees warmer than it is at the Coast
- ✓ Smiles

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 fenced area of the North End of Sunset Recreation Center next to the market. **No vendor related vehicles will be parked in the parking lot between 1:30 and 6:15pm.** Some exceptions may apply for Vendors with permanent or temporary disabilities. We will direct all new vendors on arrival.

LOADING/UNLOADING/SET-UP & TEAR-DOWN

Set up: Someone will be onsite by 11am to accommodate vendors.

We request that Vendors quickly unload the parts and contents of their booth, **move their vehicle to the designated parking area by 1:30 PM**, and then return to their booth space to set up. **Do not set up as you unload**; this is time consuming, and your vehicle may be blocking another Vendor.

Any Vendor arriving after 1:30 PM must carry their booth, tables, and product into the Market from the designated vendor parking area.

Booths will remain intact until 6 PM when the market closes. **NO EARLY TEAR DOWNS**

Vehicles will not be permitted into the Market area until 15 minutes after closing.

SIGNAGE

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

Signage indicating that food is “organic” must comply with the federal and state statutes regarding the use of this term, 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. Collusion or any pressure among sellers to alter prices is strictly forbidden.

BOOTH REGULATION

General Rules of Booth Operations:

- ❖ Tables, product, boxes, signs or any part of their booths must be contained within the boundaries of their allocated space.
- ❖ 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 in inclement weather, 25 lbs per leg recommended.
- ❖ Vendors are responsible for keeping their spaces clean, safe, and appealing during the Market and for cleaning up thoroughly after the Market. Before leaving, all litter and product debris in the Vendor's booth must be picked-up/collected. Spills must also be adequately cleaned.
- ❖ Vendors are responsible for removing their own refuse and unsold products from the market premises. The Market trashcans and dumpster are for the use of Market patrons/public.
- ❖ Playing of radios or CDs during the Market is prohibited.
- ❖ All Vendors must comply with the ODA Farmers' Market Guidelines
- ❖ All scales for weighing goods being sold must be certified by the Oregon Dept. of Agriculture, Measurement Standards. Scales must be licensed annually.
- ❖ 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

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

Washington Vendors must have a current sticker from WDA affixed to their scale.

RULES OF CONDUCT

- Vendors shall be honest and conduct themselves in a courteous and business-like manner. Rude, abusive, offensive, or other disruptive conduct will not be permitted.
- Maintain a positive atmosphere. Please bring any concerns about the Market to the Market manager or to members of the Market Committee
- Vendors who wish to smoke must leave the Market premises to do so and comply with public smoking regulations.
- No loud product hawking or shouting is allowed.
- Vendors are responsible for the actions of their assistants/employees.

CHALLENGE PROCEDURE

A Vendor who wishes to lodge a complaint alleging that another Vendor is not in compliance with the Seaside Farmers 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 indicate the specific violation(s) and be made in writing (on a form provided by the Market manager) before the end of the market day that the violation is observed. The Market Manager will convey the nature of the complaint to the challenged Vendor as soon as possible. The challenged Vendor's response(s) must be received by the Monday 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 the Market Committee and/or other pertinent advisors, will determine what, if any, action is needed to accurately assess and resolve the challenge as quickly and fairly as possible. Depending upon the severity of the challenged violation, resolution could result in the loss of the challenged Vendor's space and all previously paid fees should it be determined that violations had occurred.

OREGON FARM DIRECT NUTRITION PROGRAM AND SENIOR FARM DIRECT NUTRITION PROGRAM

These programs are administered by the Oregon Department of Agriculture. It is strongly suggested that all farmers who qualify participate in them. Not only will these increase sales for you but it also benefits the market as a whole. For application or eligibility questions, call the ODA office at (503)872-6600.

SNAP (Supplemental Nutritional Assistance Program)

The Seaside Farmers Market accepts SNAP/EBT (Emergency Benefits Transfer). All transactions are overseen by the market staff. The RPFM uses a token system for credit, debit, and EBT transactions. \$1 tokens are issued for EBT sales and \$1, \$5, \$10 tokens are issued for credit or debit sales. Turn in tokens at the end of the day for a cash reimbursement. Tokens may be used toward Vendor fees.

CLATSOP COMMUNITY ACTION REGIONAL FOOD BANK

Vendors wishing to donate unsold produce or food products to the CCA Regional Food Bank may do so by participating in the Seaside Farmers Market gleaning program. At the end of Market, volunteers will come around with carts or wheelbarrows to pick up food donations for delivery to the Food Bank.

PRODUCT DEFINITIONS AND GUIDELINES

All products must be grown, raised, produced or collected in Oregon or Washington (see exception for Seafood below). Permissible agricultural products are fruits, nuts, vegetables, herbs (in pots, dried or cut), 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 must 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, they must obtain Market Manager Permission before the new item can be sold at the market.**

Produce

It is required that each Vendor grow 100% of the products/he sells. No reseller or Vendor representatives are allowed. Vendors may share a booth with approval of the Market Manager. Only locally grown, extracted and gathered products may be sold at the Market. Examples include farmed berries; fruit; grains; vegetables; nuts; herbs; honey; mushrooms; wild berries.

Artisan Handcrafted, Processed Food, & Value Added Food Products

Artisan handcrafted products such as baked goods, noodles, pastas, hummus, chutneys, relishes, salsas, and pesto are made locally, from scratch and from high quality ingredients. Priority consideration is given to products containing locally grown ingredients.

Processed 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 ingredients.

Value added products are processed food products whose main ingredients are raised by the farmer. They are made and handled in accordance with the ODA Farmers' Market Guidelines. Examples of foods in these categories include baked goods, cheese and artisan dairy products, jams, jellies, preserves, ciders, vinegars, salsas, pesto, chutneys, relishes, rubs, oils, dehydrated fruits and vegetables.

Artisan handcrafted, processed foods, and value added products foods must be produced in a certified kitchen, and Vendors must have a kitchen visit prior to their first market. Visits are not required for second year returning Vendors unless their location or product mixes change. Vendor visits are required every odd-numbered season of their participation.

Farm Direct Marketing, Agricultural Products

The Farm Direct Marketing Bill, adopted under OAR 603-205-0215 thru 603-025-0275, exempts farm direct marketers that sell agricultural products that they themselves grow from ODA licensing. Only sales directly to the end retail consumer are exempt. For details, go to this link <https://www.oregon.gov/ODA/shared/Documents/Publications/FoodSafety/FarmDirectMarketingAgProducts.pdf>

Seafood

Only fish caught by the fisher in Oregon, Washington, or Alaskan waters can be sold at the Market. A Vendor representing Oregon and Washington fishers can sell on their behalf. Most other 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 Market Manager about specific requirements.

Meat, Poultry and Game

Meat, poultry, and game products must be 100% from animals who spent half or more of their lives under direct supervision of the Vendor on property owned or leased by the Vendor. Animals may be butchered or processed off farm.

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

Eggs

Eggs may be sold at market without a license, but only by the farm that produces them.

Eggs must be in clean containers, preferably showing Vendor name and date of packing.

Egg Vendors are encouraged to include a packing date on the container.

Chefs purchasing eggs for their businesses are required to buy only from certified, licensed farms. We strongly encourage that eggs be kept cold.

Cheese and 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, and other cheeses and/or milk based products.

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 Manager.

Mushrooms and Fungi

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

All mushrooms and fungi will be labeled accurately with both the scientific (genus and species) and common names, and the names of the collection locations in Oregon or Washington.

POTENTIALLY HAZARDOUS FOOD, AS DEFINED BY THE OREGON DEPARTMENT OF AGRICULTURE

(a) “Potentially hazardous food” refers to a food that is natural or synthetic and that requires temperature control because it is in a form capable of supporting:

1. The rapid and progressive growth of infectious or toxigenic microorganisms;
2. The growth and toxin production of *Clostridium botulinum*; or
3. The growth of *Salmonella Enteritidis* (especially eggs).

(b) “Potentially hazardous food” includes any food of animal origin that is raw or heat-treated; a food of plant origin that is heat-treated or consists of raw seed sprouts; cut melons; unpasteurized juices; and garlic-in-oil mixtures that are not modified in a way that results in mixtures that do not support growth as specified under paragraph (a) of this definition.

CONTACT INFORMATION FOR STATE AGENCIES

The following information is provided to aid Vendors in complying with regulations concerning their product. It is not a comprehensive list and Vendors should contact the appropriate State agency for more detailed information. Whenever a specific agency is not mentioned below, as in the case of most produce and food items, the contact is:

www.oda.state.or.us/dbs/search.lasso

Oregon Department of Agriculture,
Food Safety Division
635 Capitol St., N.E.
Salem, OR 97301-2532
(503) 986-4720 phone
(503) 986-4729 fax
www.oda.state.or.us

635 Capitol St., N.E.
Salem, OR 97301-2532
(503) 986-4670 phone
(503) 986-4784 fax
www.oda.state.or.us

Oregon Department of Agriculture,
Plant Division
635 Capitol St., N.E.
Salem, OR 97301-2532
(503) 986-4644 phone
(503) 986-4786 fax
www.oda.state.or.us

List of ODA Food Safety Specialists
www.oregonfarmersmarkets.org
ODA License Database
(Various ODA divisions)

Oregon Department of Agriculture,
Measurement Standards

Oregon Department of Human
Services
800 N.E. Oregon St.
Portland, OR 97232
(503) 731-4012 phone
www.ohd.hr.state.or.us

Clatsop County Department of Health
& Human Services
820 Exchange Street, Suite 100
Astoria, OR 97103

Women, Infants & Children Coupon
Program (WIC)

www.dhs.state.or.us/public/health/wic/countyinfo.cfm

Oregon Tilth
(Organic Certification)
470 Lancaster Dr.
Salem, OR 97301
(503) 378-0690 phone
www.tilth.org (503) 325-8500

Information for Market Customers,
Vendors and Managers / Boards
www.oregonfarmersmarkets.org