

# **Sammamish Farmers Market**

## **Policies & Rules**

### **2010 Season**

#### **Market Policies**

##### **Overview**

##### **Vision**

The Sammamish Farmers Market enhances our spirit of community by creating a gathering place in the Sammamish Town Center, while helping to promote and enhance the economic vitality of our local farmers.

##### **Mission:**

The mission of the Sammamish Farmers Market is to:

- Support local family farmers and businesses by giving them a viable outlet to sell directly to the consumer,
- Enrich the community by making farm fresh products available to shoppers,
- Inform consumers about healthy and sustainable food choices, and
- Promote a community gathering spot that creates a festive atmosphere and celebrates diversity.

**Location:** The market is located at the Sammamish Commons, a city park designed for public events adjacent to Sammamish City Hall (801 228<sup>th</sup> Ave SE, Sammamish) and within walking distance of the future 'Town Center' development project. The market is located within sight of the main traffic arterial which connects the major communities of the Sammamish Plateau. This community is comprised of over 41,000 people, 87% of which are families, with a higher than average income level. Sammamish was recently chosen as the 12<sup>th</sup> best place to live in '*Money*' magazine and *CNN.com* for its natural beauty, family friendly community, and cultural diversity.

Parking for the market is located at city hall (limited adjacent parking is available for handicapped, parents with strollers and those wishing to quickly pick up weekly groceries). Those wanting to stay and enjoy the music, food and ambiance of the market are encouraged to park at the nearby locations (Mary Queen of Peace and Sammamish Hills Lutheran Church).

The mailing address is: 704 228th Ave NE, PMB 445, Sammamish, WA 98074

**Organization:** The Sammamish Farmers Market is a Sammamish Chamber of Commerce program carried out through the Chamber's Farmers Market Steering Committee. The Farmers Market Steering Committee consists of representatives from the Chamber, City of Sammamish, vendors and the community. The Committee develops policy for the market and provides general oversight over the Market. The Market Manager oversees daily operations and implements these policies and guidelines with the support of an Assistant Market Manager in 2010. In addition, the Market relies upon volunteers from the community to help with daily operations, marketing, special events and fundraising.

The City of Sammamish is a major investor in the Market. The city's strong support, both in-kind and financial, adds greatly to the successful establishment and ongoing operation of the Market.

**Day and Time:** The market operates on Wednesdays, from 4:00 – 8:00 PM. These later hours accommodate the high percentage of potential customers who commute to work. Recent surveys of residents indicated a strong preference for these hours. Extensive lighting at the site allows for easy breakdown.

**Season:** The Season will run consecutive Wednesdays for 20 weeks beginning the third Wednesday in May, and ending the last week of September.

## **General Vendor Information**

**Guidelines and Definitions:** We are members of the Washington State Farmers Market Association (WSFMA) and will conduct business in accordance with their guidelines and definitions. All vendors in our market are required to be knowledgeable of the WFSMA guidelines and definitions. Further, all vendors are responsible for obtaining the necessary licenses and permits required for their particular business (contact Seattle/King County Public Health Department, see the USDA 'Farmer's Market Green Book' and/or attend one of our biannual Vendor Meetings for more information).

**For the season:** We are seeking **Producers (Farmers and Processors), Artisan/crafters and Prepared Food vendors** for our market. The following are descriptions for the types of vendors we are seeking based on the WFSMA 'Roots Guidelines' definitions. **Note that we are not accepting applications from 'Resellers'.**

- **Farmers** are those who raise the produce, plants or animals (including seafood) they sell at market on lands they own, rent or lease in the state of Washington. Farmers sell fresh farm product such as fruits and vegetables, herbs, nuts, honey, dairy product, eggs, poultry, mushrooms, meats, fish, fresh flowers, nursery stock and plants. Farmers may also sell 'value-added' product made from ingredients grown on their farms or foraged, such as jams, smoked meat or fish, cheese, dried fruit, bouquets, salad dressings and salsas. ('Value-added' refers to the increased value a producer achieves when processing a raw ingredient into a product)
- **Processors** are those who personally prepare 'value-added' product from raw ingredients which they have purchased from others, and which they produce on lands they own, rent or lease in Washington State. Further, it is expected that they buy these ingredients from **Farmers** who operate in Washington State. Processors must meet all federal, state, county and local food safety and health requirements. Examples of processed foods include pasta, bread, wine, smoked meats or sausage, cheese, fruit ciders, jams and sauces.
- **Resellers** are those who buy produce or product from farmers or processors in Washington State and resell it directly to the consumer. [Note that we do not allow vendors who are **Resellers** at our market, though we allow **Farmers** to sell a small percentage of 'resell' product on a closely monitored, case by case basis, such as eggs, artisan cheese, sweet corn, orchard fruit and other sometimes difficult to obtain product, with the intent of 'rounding out' our shoppers basket.]
- **Artisan/crafters** are those who craft with their own hands the products they offer for sale, using a majority of tools and equipment which require skills, handling and guidance by the crafter. Crafters should incorporate materials produced in Washington as much as possible and must create their products in Washington State. Artisan/crafter vendors will be carefully selected with a preference for Sammamish residents and products relevant to the market such as pottery, basketry, garden art and furniture, household items, body care, gift items and clothing. For the 2010 season artisan vendors shall be allowed to have a booth on the 4<sup>th</sup> Wednesday of the month only.
- **Prepared Foods** vendors offer freshly made foods, available for sale and immediate consumption on-site at the market. Prepared Food vendors shall possess and maintain all required state, county and local permits. Prepared Food vendors should use ingredients produced in Washington, and when appropriate purchased from SFM Vendors as much as possible. We will show preference for those that provide prepared food which uses local and organic ingredients, served in biodegradable or recyclable containers.

**Further we have specified that:**

- Our emphasis is on providing healthful, sustainably grown and organic foods and product from local family farms.
- Vendor Outreach Meetings will be conducted on a biannual basis to educate new or interested vendors about requirements, and to seek feedback and suggestions for the ongoing success of the market.
- Interpreters can be made available to guide new vendors through the application process, ensure they understand the market policies and rules, and to assist with vendor needs during the market season. We will need notice to provide this assistance. We are focused on supporting diversity at this market and welcome vendors from the many cultures present in our community.

**Vendor Applications:**

- Annual application fee: \$30
- Season application deadline: With pre-season discount - March 31; full season payment – April 19. Vendors who make application by this deadline will have stall location preference. See application for seasonal discounts.
- Applications require the submittal of copies of all necessary permits, certification, licenses and insurance (or evidence of in-progress applications) to be considered.
- Later applications will be accepted, along with the annual application fee at least one week prior to applicant's first day of market and will be reviewed on a case by case basis. Applications will be accepted on the day of market but review of application packet will not occur on market day.
- It is our goal that each of our vendors is successful at market and we will select new applications with that in mind. All efforts will be made to make space available for new vendors while attempting to ensure the ongoing success of existing ones.

**Daily Stall Fee:**

- **Farmers:** \$25 per day or 5% of sales whichever is greater. Pre-season signup for the entire season: \$450.
  - **Processors:** \$25 per day or 7% of sales, whichever is greater. Pre-season signup for the entire season: \$450.
  - **Artisan/crafters:** \$25 per day or 7% of sales, whichever is greater.
  - **Prepared Foods:** \$25 per day or 7% of sales, whichever is greater. Pre-season signup for the entire season: \$450.
- (Note: The balance of fees from percentage of sales higher than \$25 will be collected on market day for all prepaid vendors).

**Donations for Market Support:** We will seek small and reasonable donations of product from our vendors for promotional events, volunteers, musicians and educational demonstrations. We will work towards keeping this fair by seeking an equitable amount of contributions from all vendors throughout the market season. Generally these donations will be requested prior to market, as in the case of promotional events and educational demonstrations, or at the end of market day, making use of unsold product, as in the case of musicians and market volunteers.

**Daily Sales Reports and Payment of Fees:** At the end of market day all vendors must accurately record their gross sales on their 'Sales Report Form', and pay any stall fees that may be due by placing cash or check in the provided envelope. The Sales Report and cash envelope must be submitted to Market Manager by the end of each market day. The Market may conduct periodic 'audits' without notice to ensure that proper recording of sales is taking place. Gross sales figures are used to show the economic benefit of farmers markets to the community, and to study market trends for use in market makeup. Individual vendor sales data is considered confidential and not shared with others without permission.

## **Other Booth Information**

The following are other types of booths we will host at our market as a part of our community enhancement efforts (see Market Rules for more details about booth set up and daily operations).

**Non-profit and Community Outreach:** Non-profit and community outreach booths will be assigned on a case by case basis, and should be reserved prior to market season in order to be added to the market calendar of events. Non-profits with a strong membership base or involvement in Sammamish and those with educational outreach related to sustainability, community and health will be prioritized. The Market will provide a 10'x10' canopy (in some cases, with prior notice, this will be shared with another organization), two chairs and a 6' folding table. Participants must provide their own booth displays and off-site garbage disposal as necessary. Please see Market Rules for set-up, breakdown, etiquette and other applicable rules.

**Fees:** No application or booth fee is required but full participation in set up and breakdown is expected. Applications should be made by April 19<sup>th</sup> in order ensure space in the market, and to be placed on our calendar of events. Certain groups, particularly those with a closely related educational outreach theme (such as Master Gardeners), may sign up for repeat visits during the season.

➤ **Political or religious vendors will not be allowed at the market.**

**Young Entrepreneurs:** Booth space will be available during the market season for local youth who have a farm or craft product they would like to sell at market. Participants may set up folding tables, ground tarps, beach umbrellas or other similar structures which can be carried to the site (no vehicle access), to offer their product for sale. All applicable state and local permits and licenses shall apply.

**Fees:** \$5 annual application, \$5 daily stall fee. Applications will be accepted throughout the market season; though space is limited so early applications are recommended. Applications must be made at least one week before desired first day of market. Applications on the day of market will not be accepted. Please see market rules for set-up, breakdown, etiquette and other rules.

**Entertainment:** The Sammamish Commons has a large lawn area ideal for music and other performances, within close sight and sound of the market. We shall actively seek to schedule artists who wish to share their talents at this venue. Other art and education activities shall take place at the market as developed by the Market Committee. Musicians and other performers are encouraged to contact the market entertainment coordinator to arrange a schedule. Unscheduled performances are not allowed.

**Chamber of Commerce Business Fair:** Each market day the Sammamish Farmers Market will host a Sammamish Chamber of Commerce Business Fair with up to 10 business booths for marketing and advertising purposes. Business booths are reserved for businesses that do not qualify to be market vendors. Applications for the Business Fair Booths will be made directly to the Chamber of Commerce. Market Rules will apply to Business Fair Booths, where applicable,

**Fees:** \$30 Annual Application Fee (payable to the Chamber of Commerce)

- Businesses with revenues that exceed \$25,000 per year: Chamber Members - \$100 per market day; non-Chamber Members - \$125 per market day.
- Businesses with revenues of \$25,000 or less: Chamber Members - \$50 per market day; non-Chamber Members - \$75 per market day.

## Market Rules

**Overview:** It is our goal that each of our market vendors is successful. Decisions related to the daily operations of the market will reflect our efforts to achieve this goal. With that in mind, we will implement marketing and organizational strategies which we feel will lead to the overall success of the market as defined in our 'Purpose' and we seek vendor support in these efforts.

**Site Description:** The Sammamish Commons market site has many amenities, including large lawn areas, a spacious courtyard, overhead lighting, public restrooms, a nearby natural park and skate park, along with many parking options. Access to the site by vehicles is available on the day of market, but will be limited, as this is a public park area. Careful consideration will be made for allowing certain vendors to have access to onsite vehicle parking with stalls facing away from the afternoon sun or shaded by the addition of large market umbrellas. We have estimated that we have a total of 50 or more available 10x10 stall spaces, with approximately 15 spaces available for onsite parking.

**Stall Assignment:** Market management has full authority to assign stall space. Requests for particular sites or reserved sites for regular market vendors will be given strong consideration, but management reserves the right to assign and locate all vendors, on a week-by-week basis, with the emphasis on creating an esthetically pleasing, safe and easily navigated market, while recognizing that consistency of vendor location is a key factor in vendor success.

All sites are accessible for loading and unloading of product and supplies, with limited vendor parking. This site has a minimum number of spaces that will allow for onsite parking and these will be assigned with priority for Farmer and Processor vendors who have a large amount of product that requires cool storage, such as vegetables, fruit, meat and seafood which cannot be held in smaller coolers.

Many of the stalls on this site are south-facing, looking on to the lawn area and entertainment. The few sites that face east or north east will be reserved for Farmer and Processor vendors with perishable product. Many of these sites also have room for on-site vehicles lending themselves to permanent assignment for certain vendors.

### Stall Setup:

- Cooperation is vital for setup at market and the Market Manager has sole discretion for market layout, which may be modified at the last minute based on cancellations and other unforeseen events. Setup may begin at 2:00 PM. Vendors may not arrive earlier unless previously arranged with market manager. Setup must be completed by 4:00 PM. No sales shall occur prior to market opening at 4:00 PM except with prior approval from the Market Manager
- Vendors which require on-site access for vehicle unloading should arrive at least one hour prior to market opening. Vendors will need to quickly off-load their equipment and product to allow room for other vehicles. No vehicles will be allowed to drive on site after 3:30 for the safety of our customers and vendors, and to allow the setup of market amenities. Late arrivals will not be allowed for that market day without express permission from the Manager for circumstances out of the control of the vendor. Certain vendors may be asked to arrive at a specified time, based on site access and stall location, and the Market Manager will determine this schedule if necessary.
- All vehicles which park onsite (on the plaza) must have an approved drip pan placed under vehicle each day as soon as the vehicle is parked.

- Each vendor is responsible for providing his or her own canopy or umbrella, which will be limited to a 10x10 space, with exceptions allowed on a case by case basis. The Sammamish Market site is in a windy location, and all canopies must have approved weights in accordance with the WSFMA which provides insurance for the site and conducts periodic site visits to monitor market safety. WSFMA guidelines include the following:

“All vendors who wish to erect canopies (including umbrellas) on the farmers market site during a normal period of market operations, including the set up and break down period, are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the farmers market on that market day, unless that vendor chooses to take down and stow their canopy and sell without it. Each canopy leg must have no less than 24 lbs (pounds) anchoring per leg.”

If a vendor does not have appropriate weights, the weights must be rented on market day for \$25 per day

- It is the responsibility of the vendor to provide weather protection for his or her product.
- Stalls must be set up with facilities by the health code and other agencies as required for vendor type, such as hand-washing stations, sneeze guards, scales approved by State guidelines, etc. Sampling is allowed and encouraged (with appropriate permits and following appropriate code)
- Electricity is limited but available on a case by case basis and will be prioritized for use by prepared food vendors, farmers and processors who have refrigerated products, demonstrations, musicians and special events. No fees will be assessed for the use of power.
- Signage at each stall must clearly identify the name of the farm or business (at least 3' wide signage). Prices must be clearly marked for each type of item sold. Those who need assistance with signage can work with the Market Manager to create signage during market day.
- Organic/Pesticide-Free Declarations: Those who are certified organic should post their certification. They are the only ones who can use the term organic for their product. Vendors who make written and verbal declarations of 'no or low-spray' or 'pesticide-free' must provide a notarized affidavit describing how these procedures are followed or be certified as 'transitional' or 'sustainable' through approved organizations.
- Vendors are responsible for keeping their stall attractive and free of trash during the market hours. Vendors are responsible for removing their trash and debris at the close of business. Vendors may not dispose of trash in market bins.
- Vendors who sell product in recyclable containers such as aluminum cans or water bottles must provide receptacles for collecting these containers and are responsible for ensuring they are properly recycled.

**Staffing of Booth:** Vendor booth must be staffed by the farm or business owner, family member or designated employee, as listed on the application form. Children are welcome though they need to be monitored closely. All staff should have working knowledge of the farm or business in order to develop the customer relationships which are so important for a successful farmers market.

**Vendor Etiquette:** Vendors shall conduct their business in a professional manner, and will be civil and respectful towards each other, staff and customers at all times. Conflicts between vendors or customers shall be resolved by the Market Manager. Complaints can be submitted in writing (e-mail to [manager@sammamishfarmers.org](mailto:manager@sammamishfarmers.org) or letter to the address listed on the first page of this document), or brought up at biannual vendor meetings.

Dress and language should be appropriate for a market and community/family event. Hawking, recorded music, or other potential distractions are not allowed. Reading books, lengthy talks on cell phones, listening to I-pods, etc. is discouraged. Storytelling, food sampling, recipe-sharing and other interactions are strongly encouraged. Dogs and pets are not allowed without special permission from the manager.

**Non-profit and Community Outreach Booth Setup:** Participants using these booths must arrive by 3:30 to assist with setting up the canopy and 6' table. Participants must provide additional tables if necessary. Booths should be fully set up by opening. Rules for vendor etiquette, cleanup and breakdown apply.

**Cleanup and Breakdown:** Vendors should keep their stall space attractive and clean during market hours. Vendors must provide for their own garbage removal, and shall clean the grounds around their stall at the end of the day. Prepared food vendors must provide additional garbage receptacles during market for recyclable containers they sell (such as aluminum cans or plastic bottles) and shall recycle these containers themselves (unless and until we make other arrangements).

Breakdown can begin at 8:00 PM and no sooner, except by rare, special permission by the manager, and must be completed by 9:00 PM (after September 1<sup>st</sup>, breakdown can begin at 7:00 PM or when announced by the Market Manager). If a vendor has sold out earlier, he or she may place a sign at their booth stating so and leave the booth, if desired. Vendors should not begin breakdown prior to this out of courtesy to our customers. Vendor vehicles can begin to have access to the site 10 minutes after market scheduled close. The Market Manager will determine the priority of vehicle access based on travel time, amount of product, vehicle size, and other considerations.

**Cancellation or No-show Policy:** Vendors must give 48 hour notice (by 4:00 PM Monday), using the contact information provided by the manager for this purpose, if they are not going to attend market. This allows enough time to explain this to our customers through our e-newsletter, notify other vendors so they can accommodate for the loss of product, make other arrangements, and rearrange stall spaces. Repeated cancellations will lead to loss of stall priority.

Vendors who do not give 48 hours notice without evidence of an emergency, will be charged for the market day along with a warning for the first offense, a \$25 fine the next, and possible expulsion from the market for the third. No-shows hurt the credibility of the market, affecting all vendors and are considered a serious breach of contract.

**Non-discrimination Policy:** The Sammamish Farmers Market opposes discrimination of any kind and expects all market participants to take appropriate steps to avoid and prevent any and all types of harassment or discrimination, including that based on race, color, creed, religion, sexual orientation, age or nationality.

**Dog Policy:** For sanitary and health reasons, dogs will not be allowed at the market.

**Religious and Political Policy:** Political or religious vendors will not be allowed at the market.