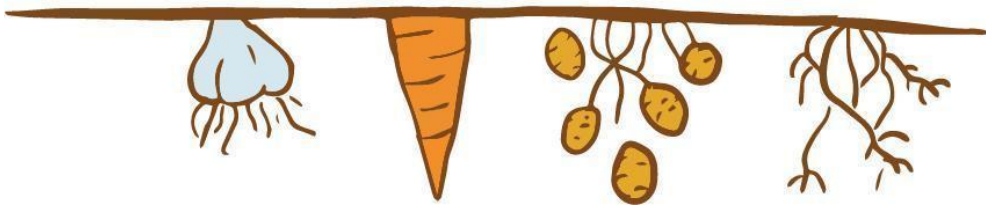


# MONTAVILLA

## Farmers Market



2024 Vendor Handbook

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# About Montavilla Farmers Market (MFM)

## Market Mission

The mission of the Montavilla Farmers Market is to provide a vibrant marketplace where our diverse community has access to high quality, local, healthy food. We create opportunities for our vendors and customers to support and learn from each other, which strengthens our local economy.

## History

Montavilla Farmers Market resides on the traditional territory and homelands of the Clackamas, Cascades, Stl'pulmsh (Cowlitz), Confederated Tribes of Siletz Indians, Confederated Tribes of Grand Ronde, Cayuse, Umatilla and Walla Walla people.

The market was founded by a collection of neighbors who envisioned a fresh, local food market in the Stark Street business district in Portland, Oregon. Due to the passion and commitment of these community visionaries and neighborhood volunteers, the market opened on July 22, 2007 with a small amount of grant funds, and a generous outpouring of donations from local businesses, friends and neighbors. The first market had 17 vendors and ran for 11 weeks. 2010 saw the start of our EBT matching program called Everybody Eats (now called Double Up Food Bucks). In 2014, the market started hosting Winter Stock-Ups, a once-a-month pop up market Nov-Feb. The market footprint doubled at the beginning of the 2020 season with the demolition of the neighboring building and went fully year-round at the end of the year. 2024 will be the market's 18th season, hosting 100 vendors throughout the year-round season.

## Our Commitment To Equity

Montavilla Farmers Market is committed to working toward a more equitable, inclusive and [anti-racist marketplace](#). We strive to create an environment where people have access to local food that's relevant to their culture. We aim to provide opportunities for small businesses by actively lowering barriers put in place by systemic racism and oppression. In addition, we seek to shift our internal positions of power to reflect the community we serve. This work is focused on changing both Montavilla Farmers Market and farmers markets system-wide.

## **Staff**

*Info Booth Assistant:* Jeff Betts (he/him)

*Market Coordinator:* Sarah DeYoreo (she/they)  
volunteer@montavillamarket.com

*Executive Director:* Lisa Hall (she/her)  
director@montavillamarket.org

*Community Engagement Manager:* Heather Morrill (she/they)  
community@montavillamarket.org

*Operations Manager:* Alli Neri (she/her)  
manager@montavillamarket.org

## **Board of Directors**

*President:* Morgan Schanski (she/her)

*Vice-President:* Katy Rossing (she/her)

*Secretary:* Sara Flisram (she/her)

*Treasurer:* Alex Nydahl (he/him)

*Members At Large:* Kate Coppoletta (she/her), Scott Morris (he/him), Bryan Vance (he/him), Ellen Flint (she/her), Mindy Cook (she/her), Hilary Renshaw (she/her)

## **Contact**

*Office Phone:* (503) 902-4858

*Mailing Address*

PO Box 16238

Portland, OR 97292

montavillamarket.org

## **Social Media**

Instagram @montavillamarket

Facebook @MontavillaMarket

Twitter @Montavillamkt

## 2024 Market Season

May–December 22nd: Every Sunday  
January 5th–April: Every Other Sunday  
10am–2pm  
7700 SE Stark St.

# Vendor Selection

Vendors are prioritized based on how well their business/product meets the following criteria:

- Farmers: Products grown/raised/foraged locally (Oregon/SW Washington) by the vendor
- Food Artisans/Hot Food/Bakeries: Processed products made with local ingredients purchased directly from a farmer (not distributor/store)
- Beginning farmers and start-up businesses
- Uniqueness of product, with small-scale, locally based production
- Precedence to BIPOC-owned, immigrant-owned and/or queer-owned businesses within vendor category
- Demonstrated effort to provide adequate wages, working conditions, health benefits, and chances for economic stability to workers
- Environmentally responsible and sustainable production methods
- Offerings are based on seasonal product

# Product Guidelines

Vendors must provide a complete list of all products they intend to sell at the market when they apply. All products must be grown, raised, caught, gathered, or made by the vendor in Oregon or SW Washington. Products listed within the application will be individually approved at time of acceptance. All farms are subject to farm visits.

## Processed Products

The vendor must make all processed food products from raw ingredients in a state-certified kitchen (or non-inspected kitchen under the [2012 Oregon Farm Direct](#)

[Bill](#) or [2015 Home Baker Bill](#)). **We do not allow co-packers or pet food for non-farmers.** All processed products will undergo a product jury prior to sale at market.

## **Product Jury**

Processed products will be reviewed by a jury consisting of various market stakeholders. A date and time will be given and vendors will be expected to provide a sample of each kind of product they plan to offer. No reimbursement will be given for samples at this time.

## **Ingredient Sourcing Requirement**

MFM requires at least 20% of a product's raw ingredients to be purchased directly from Oregon or Washington farms. Ingredients that cannot be grown in the Pacific Northwest should promote sustainable farming practices (e.g. organic, fair trade, rainforest certified).

Accepted vendors who do not meet this requirement will pay 10% of their gross sales with a \$55 minimum payment.

Vendors must provide all purchasing sources for ingredients used in the processed product on their application.

## **Product Additions**

Products added after initial approval must also be approved by the operations manager. All new products must include their ingredient purchasing sources and be juried.

## **Livestock or Dairy Products**

Products administered with growth hormones (such as rBGH) may NOT be sold at the market.

## **Seafood**

All seafood must be in compliance with the Monterey Bay Aquarium's Seafood Watch Guide categories of Green 'Best Choices' and Yellow 'Good Alternatives'. Preference will be given to vendors selling products caught by vessels home ported in Oregon or Washington.

## **Wild Mushrooms**

Vendors must provide each type of mushroom by scientific and common name with their product list, list training and experience in mushroom collecting, and provide copies of public lands collection permits or private approval from owners of the land where the mushrooms were collected.

## **Non-Food Agriculture Products**

Non-food farm products that contain raw materials that a farmer has grown/raised/foraged and produced or crafted at the farm may be allowed if at least 50% of materials used are direct farm products. For instance, a goat milk producer who makes goat milk soap or a flower farmer selling fresh/dried flowers.

## **Secondary Products**

Farm vendors can apply to resell other farm direct products. Approved products cannot make up more than 15% of a vendor's display area, sales, or count, whichever comes first. Approved secondary products must be obtained directly from the source, and have a natural relationship to the vendor (for example, a nearby farm or a cultural connection). All accepted secondary products must have signage that clearly states its source. Any secondary product being sold without approval and following these rules qualify a vendor for market dismissal.

## **Other Non-food Products (Craft Vendors)**

(Can only apply to Nov–Apr markets)

Products will only be considered if created with a focus on sustainability. Items may not contain materials that are harmful to the environment, and must demonstrate care for the health of people and the environment. All craft products must be made by the vendor. Priority will be given to vendors using farm-direct raw materials. Craft vendors will pay 10% of their gross sales with a minimum payment of \$55 per market.

## **Promotional Items**

Accepted vendors with promotional merchandise should check with the operations manager before bringing items to the market.

## **Selling Privileges**

Approval of selling privileges for a vendor is always for a specific period and never exceeds one market season. MFM does not offer exclusive rights to any vendor for any



one product. The operations manager reserves the right to deny a vendor's application, to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market.

## Permits & Licenses

Vendors must comply with local, state, and federal rules for sale and production of their product. This includes acquiring necessary permits, certificates, and licenses. [Oregon Department of Agriculture \(ODA\) resources](#).

### Liability Insurance

All vendors must have a general liability insurance plan with a minimum \$1,000,000 coverage. Montavilla Farmers Market must be listed as an additional insured. A certificate of liability insurance with MFM listed as an additional insured must be emailed to the operations manager before vending. [General liability insurance resource](#).

MFM is not responsible for any loss or damage incurred by vendors.

### Scale Certification

All vendors who sell by weight are required to have their own state-licensed scales. Unit pricing is an accepted alternative to licensed scales.

### Organic Certification & Certified Claims

Vendors must post proof of certification in their stalls if they state any certification in their signage, labeling, or verbal claims. [Organic certificate exemption](#) is allowed if the vendor's annual gross sales are \$5000 or less.

### Temporary Restaurant License

All vendors preparing potentially hazardous food on site must obtain a temporary restaurant license for [Multnomah County](#).

# Fees and Payment

## Stall Size and Price Per Market

Stall Size	Beginning Farmer (0-5 Years)*	Farmer	Beginning BIPOC-Owned Food Business (0-5 Years)*	Non-Farmer	Doesn't Meet Sourcing Requirements
Umbrella, 5' x 5'	\$16	\$35	\$19	\$40	8% Gross Sales (\$40 Min)
Standard, 10' x 10'	\$21	\$47	\$25	\$55	10% Gross Sales (\$55 Min)
Double, 10' x 20'	\$42	\$94	Not Available	\$110	Not Available
Triple, 10' x 30'	Not Available	\$141	Not Available	Not Available	Not Available

\*MFM has 15 10x10 spots available for the beginning farmer or BIPOC (Black, Indigenous, and people of color) owned food business (in business for 5 years or fewer) reduced stall fee.

**Farmer:** A vendor selling products that are grown, raised, caught or foraged by the vendor. This includes vendors who sell processed products that are made from their farm's raw agricultural products. Vendors can apply for the beginning farmer reduced stall fee if they have been selling their farmed/raised product for 5 years or fewer.

**Non-Farmer:** A vendor making and selling processed food products containing at least 20% farm-direct ingredients. Vendors can apply for the beginning BIPOC-owned food business reduced stall fee if they are owned by a Black, Indigenous, and/or person of color and have been selling their products for 5 years or fewer and meet our sourcing requirements.

**Doesn't Meet Sourcing Requirements:** A vendor making and selling processed food products who use less than 20% farm-direct ingredients.

\*Vendors in this category do not qualify for our beginning BIPOC-owned food business fee.

## **Paying Weekly Stall Fees**

Vendors pay their market stall fees with cash or check at each market. Invoices via Quickbooks will be sent out at the end of each month for any unpaid stall fees. This monthly invoice can be paid via ACH online or cash/check at market.

Vendors paying a gross sales percentage must submit their sales to the manager within one week of the market to be invoiced monthly.

Tokens cannot be used to pay stall fees.

## **Application Fee**

There is a \$10 application fee for all vendors. Applications will not be considered until this fee is paid.

## **Late Payment Fees**

A late payment fee of \$25 will be charged 31 days after the date an invoice is issued and every 30 days until full payment is received.

Vendors with invoices over 60 days are subject to suspension from markets until the invoice(s) are paid in full.

# **Absences**

When you submit your application to be a vendor, you will be asked to choose the dates you wish to be at the market. Upon acceptance of your application, confirm your approved dates. **Vendors will be charged for all accepted dates.**

Vendors will have **three excused absences** in one calendar year. After the third, properly notified absence, vendors must pay the stall fee for the missed date. To receive an excused absence, notify the operations manager by phone or email no later than the end of day Thursday prior to the market day. If the cancellation occurs after Thursday, an excused absence will not be granted and the stall fee payment will be required. Extenuating circumstances may be excused by the discretion of the operations manager.

Absences due to seasonal changes for farmers outside of their control will be granted at the manager's discretion (i.e. delayed crops or crop failure due to weather).

# Site & Market-Day Logistics

## Tent Weights

Vendors must have a minimum of 20 pounds of weight securely attached to each canopy leg at all times. **\$20 fine per market for noncompliance.**

## Booth Set-up & Presentation

MFM provides stall space only. The vendor is responsible for bringing their own canopy, weights, table, chairs and signage. It is the vendor's responsibility to create a safe and attractive display with legible, easily seen signage. All set up and signage must be **within** the vendor's assigned space.

## Unloading

The operations manager will be onsite to mark out spaces at 8 AM. Upon arrival, check in with the manager to verify your stall location. Please drive slowly on the gravel lot. Park tight to your stall, unload completely, and then promptly remove your vehicle from the lot. Set up your stall when you return from parking your vehicle. **All vehicles must be off the gravel lot by 9:45 AM.** Stalls must be set up and ready for sales by the opening bell at 10 AM.

## Parking

Please park your vehicle **2 blocks away** from the market, so we have room for our customers to park close by. This applies to all staff as well.

## Late arrival

If you are going to be late, please let the operations manager know. Vendors arriving after 9:45 AM must park outside the market and carry all supplies to their booth (ask staff to borrow the market handcart).

## Load out

Even if you sell out of product completely, **tents must remain up until 2 PM.** Vendors may begin breaking down their tents at 2 PM, not before.

To give customers time to clear the market, **vehicles are not allowed on the gravel lot until 2:15 PM**. This safety rule must be strictly observed. Tear down your entire booth before getting your vehicle.

## **Extreme Weather Market Closure**

MFM opens rain or shine. Market cancellations are rare. In the event the operations manager deems conditions unsafe, they may cancel the market or close early. If MFM cancels a market entirely, vendors will not be charged a stall fee for the day.

## **Utilities**

Potable water is available onsite. Electricity is available for \$10 a market (vendor provides extension cord and cord cover). All gray water must be carried off-site to the vendor's property and may not be disposed of at the market. A port-a-potty with a handwashing station is available. **Vendors must pack their trash out of the market.**

## **Durable Dining**

In an effort to reduce waste, all vendors selling food to be consumed on-site must use durable service ware. This includes hot meals, baked goods, and cold beverages.

- Durable service ware includes: reusable plates, bowls, cups (for cold beverages), and utensils (forks, knives, spoons).
- Each vendor will provide two bus tubs for the dish return station and must have enough durable ware to last the entirety of the market.
- Dishes need prior approval from market staff to ensure each vendor has a unique set.
- Any to-go ware (clamshells, boats, plastic cups, plastic utensils) must be kept out of sight.
- Foods served wrapped in paper/foil are allowed. Hot beverages may be served in disposable cups.

[Durable Dining audit form](#)

Buying resources: [Webstaurant](#), [Katom](#), [Restaurant Supply](#)

## **Food Sampling**

Vendors providing samples must be in compliance with the Oregon Department of Agriculture (ODA) Food Handling Regulations. These vendors must have a handwashing

station that complies with all ODA hand-washing requirements. Vendors offering food samples that produce waste must provide a trash receptacle at their booth. Samples cannot be given outside of a vendor's booth space. [Food sampling resource.](#)

## **Smoking**

MFM is a non-smoking venue. Vendors who wish to smoke must be outside the boundaries of the market.

## **Publicity**

Vendors are expected to contribute to MFM's efforts to publicize the market. Unless otherwise noted, vendors agree to allow MFM to take and publish photos containing their likeness.

## **Conduct**

Montavilla Farmers Market welcomes and respects each and every person regardless of ethnicity, sex, gender expression, sexual orientation, socio-economic demographic, religious or spiritual beliefs, political affiliation, nationality, age, size, or ability. Any form of abuse or harassment will not be tolerated at the market. Any vendor engaging in these behaviors will be barred from vending at the market.

Vendors under the influence of alcohol or any controlled or illegal substance may not be on the market premise. Any violation may result in the termination of the Vendor's ability to sell at the market.

Hawking and calling attention to your products in a loud, repetitive, public manner is prohibited.

Sampling must take place within the boundaries of the vendor's assigned stall space.

Vendors may not play music/radios in their stall space during market hours.

## **Enforcement of Market Rules**

The operations manager has the ultimate authority on-site to enforce all the vendor rules contained within the vendor handbook. The following guidelines will be employed for enforcement:




1st Offense: Verbal reminder of the rules.

2nd Offense: Written reminder of the rules.

3rd Offense: Dismissal of vendor.

The operations manager also has discretionary authority to impose an appropriate disciplinary action for any infraction, including barring the vendor from selling at the market for that day and any future market days.

## Market Tokens and Currency

Type of token:	Debit/Credit & EBT Cash Tokens	SNAP Tokens	Double Up Food Bucks (DUFB)/EBT Cash Produce Match
Color of token:	Green	Red/Orange	DUFB/Produce Match Card
What does it look like?			
How much is the token worth?	\$5	\$1	\$2
What can it buy?	Everything at the market.	All <a href="#">grocery items</a> , except hot foods, alcohol, flowers, or non-food.	Any variety of fresh, dried, or frozen fruits and vegetables <i>without</i> added sugars, fats, oils, or salt.
Does the shopper receive change?	Yes, give <b>cash</b> change. <b>Do not use \$1 tokens for change.</b>	No change given	No change given
Do tokens have an expiration date?	No	No	Yes, end of the year

### Credit/Debit Cards

We strongly encourage vendors to accept debit or credit cards for purchases. For vendors that do not want to offer this service, customers can purchase the \$5 green wooden market tokens at the Info Booth. Please note shoppers will pay a \$2 service fee to buy tokens with their credit/debit card.

## **SNAP Tokens and Double Up Food Bucks/Produce Match**

At the market information booth, shoppers can use their SNAP benefits to receive currency to use at the market. MFM offers a SNAP match up to \$20 called [Double Up Food Bucks](#) (DUFB) and an EBT Cash Produce Match up to \$20, which is made available by funds secured by Farmers Market Fund.

Customers get \$1 wooden tokens for their SNAP benefits, and paper currency for their matching dollars. \$1 tokens can be used to buy [any groceries](#) in the market excluding alcohol, ornamental plants, medicinals, and hot food; DUFB/Match may only be used to buy fruits, vegetables, seeds, beans, mushrooms and plant starts (intended to grow food) without any added salt, oil or sugar. Shoppers cannot receive change for \$1 tokens or DUFB/Match currency.

## **WIC and Senior Farm Direct Nutrition Program (FDNP)**

All farms eligible for participation in either the WIC (Women, Infants & Children) or Senior Farm Direct Nutrition Program [must apply](#) with the Oregon Department of Agriculture before the start of the season, and be authorized by June 1st (Online application will be live after April 1, 2024).

These \$4 checks can be used to buy fresh fruits, vegetables and cut herbs. No change is given.

## **Token Reimbursement**

MFM uses ACH (direct deposit to your bank account) to reimburse vendors for tokens. New vendors must mail the operations manager a voided check or fill out the [ACH paperwork](#) upon acceptance. These deposits are made approximately 2 weeks after each market.

A vendor packet is provided at the beginning of each market to collect stall fees and tokens. Tokens are first counted by vendors and recorded on the tally sheet, along with their gross sales for the market. Market staff will do a second and final count of the tokens. Vendors turn in their completed vendor packets at the information booth at the end of the market.

Vendors will not be reimbursed for currency they are not eligible to receive.



# Protocols for Vendor Grievances

Complaints or problems should be directed to market management in a timely manner that is not disruptive to the market.

Vendors who have concerns regarding another vendor's compliance, market staff, safety, or policies should complete a [vendor concern form](#) and submit it to the operations manager. The executive director and operations manager review each concern form and the concerned vendor will receive a specific written response within two weeks.

A vendor may appeal any decision concerning violation of these rules within 30 days. An appeal must be presented in writing to the executive director. A decision by the executive director will be issued within 30 days of receipt and constitute a final and binding decision of any appeal.

## How to Apply to Sell at the Market

The priority application period is open January 1st to February 11th. Folks will be notified of next steps in the application process by the end of February.

### Steps

1. Read the 2024 Vendor Handbook completely.
2. Create a vendor account online at [MarketSpread.com](#).
3. Complete the [MFM application](#) and agree to the handbook.
4. All vendors wishing to sell value added products must provide their ingredient purchasing sources on their application.
5. Processed products and ready-to-eat foods new to the market may be invited to submit a product jury as part of the application process. The operations manager will contact you for scheduling.

### Upon Acceptance to the Market

1. Mail a voided check or [ACH paperwork](#) to PO Box 16238 Portland, OR 97292. Due two weeks before the first market.
2. All accepted vendors are required to hold a certificate of liability naming MFM as an additional insured. Email or mail a copy to the operations manager. Due two weeks before the first market.
3. Attend new vendor orientation.

# Vendor Concern Form

MFM Vendors who have concerns about market operations, vendor policies, or other vendors' compliance with market rules should submit this concern form. Forms are submitted directly to the operations manager within one week of the market during which the alleged violation occurred.

Date:

Vendor Business Name:

Your Name:

Contact Information (phone number, email or mailing address):

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Your Concern. Please use the vendor handbook to reference the policy with which you have a concern. If this is a complaint regarding a vendor, specify the vendor's name:

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Market date and approximate time at which the violation occurred (if any):

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Please state the specifics of the violation of the rule. Provide any evidence that supports your concern:

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# ACH Authorization Form

All vendors are required to sign up for ACH deposits for their token reimbursements. This process saves the market time and resources while delivering vendor token reimbursements in a timely manner.

I authorize Montavilla Farmers Market credit entries to my account at the financial institution named below. I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law.

Business Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Financial Institution (Bank): \_\_\_\_\_

Routing Number: \_\_\_\_\_

Account Number: \_\_\_\_\_

Circle One:            Checking                                  Savings

For each returned item (due to account closures), you will be charged a \$25.00 fine.

# Durable Dining Audit

Montavilla Farmers Market strives to be a sustainable eating establishment. With the help of our vendors, we can drastically reduce our waste and create a better eating experience for our customers.

## Audit Checklist:

- Vendor has durable wares for the entire market (plates, cups, bowls, utensils)

Notes:

- To-go wares are only offered upon request

Notes:

- To-go wares are out of site from customers

Notes:

- Vendor has bus tubs for dish return station

Notes:

Three instances of noncompliance in one calendar year will result in a \$50 fine paid to the market.

First Warning	Second Warning	Third Warning + \$50 fine
Noncompliance:	Noncompliance:	Noncompliance:
Date:	Date:	Date: