

Rochester Market Guidelines

Season/Market Dates and Time

The market season will begin on the Saturday following Swede Day and continues through the last Saturday in September. The market will be open from 9 am until 2 pm on Saturdays.

It will be up to the vendors if they are willing to extend the season for the first two weekends in October. This will be decided by the vendors closer to when the extension dates approach.

Fees

An annual membership fee of \$30.00 is required for all market Members and must accompany the vendor application. Each market day will require a 5% fee or a minimum of \$5 a day. Weekly stall fees are due within one week of the market day.

Should the market cease operations as determined by the steering committee, vendors who have paid the annual fee will receive a pro-rata refund for the unused portion of the season.

Trial fee – a vendor who wishes to give the market a trial may participate one Saturday for a fee of \$10.00 plus 5 % of sales. Participation a second time and any other day will require payment of the annual fee less the \$10.00 trial fee.

Attendance

Management of the market is made easier by knowing when vendors will or will not attend the market. Therefore when a vendor signs up to sell he/she will be asked to mark the dates when they will attend. This will allow for planning of events and activities for when the market is full. It also allows for the set-up to be planned so that large gaps do not appear immediately prior to the opening of market.

If during the season a vendor cannot attend, he/she needs to let management know as soon as possible. This allows for a smoother run market and space adjustments which benefits everyone.

Please email Diana @ dianna@diannawonders.com with any changes to your schedule; by Friday before the market. In the event of an emergency, phone her at 360.584.8633

Show Up Times

Vendors are required to show up no later than 8:45 am. Vendors must stay for the full market day.

Employees at the Market

An agent (employee) may sell a vendors-member's products at the market. Each stall will have its own agent/seller. One vendor may not sell for another vendor except during restroom breaks, etc. Exceptions to this policy must be pre-approved by the market manager.

Smoking

School and market regulations prohibit smoking in the market parking lot.

Pricing

Pricing of goods sold at the market (and any applicable taxes) is the sole responsibility of the individual vendor.

State and County regulations

Vendors must comply with applicable federal, state and county regulations regarding sales of their products.

Space/Canopies

Each vendor will have a space assigned by management. Occasionally adjustments will need to be done. The minimum space for each vendor will be 12'x10'. This allows for the use of a 10'x10' canopy.

All 10'x10' canopies need to be thoroughly secured with a minimum of twenty-four pounds on each leg. Vendors need to be aware that canopies are dangerous during set-up and take-down as well as during market. A canopy safety guide can be found at the WA State Farmers Market website <http://www.wafarmersmarkets.com/resources/canopysafety101.html>

Stall Clean Up

Each vendor will maintain a clean stall during market hours and at the end of the day. Supplying broom and dustpan will be the vendor's responsibility.

Signs

A sign identifying the vendor must be prominently displayed at the vendor's stall. It must include the name of the business or name of business owner(s), and location of business. The suggested size is 10" wide x 16" long. Ideally it will be no longer than 30". A banner type sign (long and skinny) hung across the top of the canopy will be accepted and may exceed the above size suggestions. However, to prevent "sign wars" please use common sense and tact when creating your sign. The intent of the sign, obviously, is to aid the customer in identifying each business and learning who runs it and where it is located.

Market Meetings

There will be a minimum of three meetings each year. One before the season starts in the spring, one after market starts so that glitches can be addressed, and one immediately following the close of the season so that issues are still fresh. Other meetings can be called as needed. There will also be monthly steering committee meetings.

Categories

The following are the categories allowed to sell at the market. Each category may have specific guidelines to adhere to. All vendors (excluding contract vendors) must do have their business located in one of the following counties: Thurston, Lewis, Mason, Pierce, or Grays Harbor. Contract vendors may only sell Washington produced products.

- Farmer (includes nursery-plants, animals and animal products)
- Farmer/processor
- Processor
- Crafter
- Non-profit
- Contract?

Farmer

A farmer is defined an individual who raises produce (fruit, vegetables, herbs and flowers) or nursery crops from seeds, bulbs, plugs, cuttings, roots, or divisions, and cares for, cultivates, and harvests the crops offered for sale at the market. Farmers must raise all of the products they sell.

Beekeepers, growers of animals/animal products, egg farmers, and fish and/or shellfish growers are also considered in this category of membership.

Farmer/Processor

A farmer/processor shall be a farmer with management-approved processed food items and/or animal products that have been grown and/or raised by the farmer but need not be offered as an unprocessed (fresh) product. A farmer/processor must meet all health/legal requirements. All permits and licenses must be displayed at the market site daily.

Processor

A processor is defined as an individual offering fresh food products such as meat, fish, or baked goods that they themselves have processed, creating and adding value to their product being offered for sale at the market. A processor must meet all state, county, local, and any other legal requirements. All permits and licenses must be displayed at the market site daily.

Crafter

A crafter is defined as an individual who crafts, with their own hands, the products they offer for sale at the market. To qualify as a crafter, a majority of the tools and equipment used by the crafter to produce their products must require skills personal handling, and /or guidance by the crafter.

Non-Profit

Non-profit organizations that support or complement the market and/or the Rochester community may participate in the market at the discretion of the steering committee. Factors to be considered include: available space, continuity of Non-profit organization's mission with Farmers Market, frequency of participation, ability to support the market by drawing additional attendees, and contributions to the community.

Contract Vendors

The purpose of contract vendors is to offer Washington grown product that cannot be produced locally (i.e. stone fruits, apples, pears, etc.) Because this is a "local" market and our goal is to foster and support local growers, contract vendors may not offer products that can be produced locally (for example, corn, tomatoes, and most vegetables and herbs). Special exceptions can be made by the steering committee on a season-by-season basis if local growers are not offering said product and there is a known or perceived customer demand. The allowance of said products will be re-assessed each season.

Contract vendors must prominently display signage that clearly states the product has been purchased from another farm and state which farm and where it is located.

Steering Committee

The Rochester Farmers market steering committee is the governing body for the market. To promote the market we may approve exceptions to the guidelines on a trial basis to increase market participation. The steering committee will strive to be flexible, reasonable, fair and innovative.

The steering committee is the final authority for approving vendor participation and resolving vendor issues. For the 2011 season the steering committee members are:

- Bethany Lael – Lael's Moon Garden
- Jim McGinn – Rising River Farm
- Lee Jacobson – Happy Hen Farms
- John Kesting – PJ Farms
- Dianna Gifford – Diana Wonders