

# FORESTVILLE CERTIFIED

# FARMERS MARKET

TUESDAYS, JUNE 9<sup>th</sup>, to  
SEPTEMBER 29<sup>TH</sup>

4pm to 7pm

# 2020

## Vendor Application Packet

Market location is in downtown Forestville under the Shady Oaks.  
Across the street from Shear Pleasure Salon, Freds Liquors  
and Cannetis Restaurant, 6990 Front Street

Mary, Market Manager # 707-766-4597  
Email: [info@forestvillefarmersmarket.com](mailto:info@forestvillefarmersmarket.com), or [m.rand@att.net](mailto:m.rand@att.net)  
Web Site: [www.ForestvilleFarmersMarket.com](http://www.ForestvilleFarmersMarket.com)

### MARKET DESCRIPTION AND PHILOSOPHY

The Forestville Certified Farmers Market (FCFM) is a Certified Farmers Market held primarily for the benefit of growers and producers of agricultural products, and for the benefit of consumers. The FCFM is sponsored by the Forestville Chamber of Commerce.

## **RULES & REGULATIONS**

**YOU ARE RESPONSIBLE FOR FAMILIRIZING YOURSELF WITH THE FOLLOWING SECTIONS IN THIS PACKET:**

### **A - STALL REQUIREMENTS**

### **B - VENDOR SELECTION & REQUIREMENTS**

### **C - CERTIFICATES / PERMITS / LICENSES**

### **D - ARTS / CRAFTS / PROCESSED FOOD / COTTAGE FOODS INDUSTRY / NON-PROFITS**

### **E - MARKET ETIQUETTE**

## **A - STALL REQUIREMENTS**

### **Stall Size:**

- Each stall receives an approximate area of 10' x10'
- Vendors are responsible for bringing anything they need for their booth (i.e. tables, chairs, canopy, register, sign, etc.).

### **Stall Fee Structure:**

- Farmers \$30 per week, Food Vendors \$30 per week, Crafters \$20 per week. Make checks payable to the Forestville Chamber of Commerce.
- A stall fee will be collected for each space used, even in the case of no sales, rain or shine. (if sales are slow you may appeal to the Market Manager to lower your fee)
- Ongoing stall fees will be collected by the Market Manager on Market days.
- Late fees will apply (on top of the stall fee) if the vendor is not completely set up by 3:45pm.  
1st offense – Warning; 2nd offense - \$5; 3rd offense \$10; 4+ offenses \$20 and possible dismissal from the market.

### **Stall Assignments:**

Seller must accept the stall space assigned by the Market Manager. There is no provision to appeal to the Board of Directors with respect to stall assignments. The following priorities will be considered in the Manger's decision:

- a. Overall mix of products and aesthetics of the market
- b. Separation of Certified Farmers and non-agricultural products
- c. Safety
- d. Consideration for new growers

## **B - VENDOR SELECTION & REQUIREMENTS**

1. **Selection:** Admission of a vendor shall be based on market commodity mix and consumer demand as determined by the Market Manager. Admission of product will be based on the present competitive availability (number of vendors) of the producer's product. If practical,

monopolies and surfeits (gluts) should be avoided.

2. **Supplies:** Vendors are responsible for bringing anything they need for their booth (i.e. tables, chairs, canopy, register, sign, weights etc.).
3. **Signage:** Vendors must display a sign (at least 12" x 24") bearing the producer's business/farm name, and county of origin. The letters on the sign must be a minimum of 2 inches in height.
4. **Permits & Licenses:** All required permits and licenses shall be displayed prominently during selling hours. This includes, but is not limited to, the Certified Producers Certificate, Nursery Stock License and Nursery Vendor's Permit, County Health Permit, and Aquiculture License, State Board of Equalization Vendor's Permit.
5. **Scales:** Scales must face the customer and must bear a current seal from the County Agricultural Commissioner's office.
6. **Arrival and Departure:** Sellers may arrive between 2p - 3:45p to set up. Sellers must be in their space no later than 3:45 pm. Sellers who do not arrive on time may, at the discretion of the Market Manager, lose their stall space for that day. Sellers may not vacate their stall space until 7p. Under certain circumstances, with the permission of the Market Manager, sellers may leave the market early.
7. **Prices:** Prices of every item you sell must be clearly posted. Collusion among sellers to set or raise prices or any attempts to influence a seller to increase prices is prohibited.
8. **Product Storage and Labels:** Farm products must be stored at least 6" off the ground. You may transport and store farm products in used boxes, but any containers that are displayed on your table must bear your own label. All other labels must be obliterated. **Eggs** must contain a label which specifies your name, address, phone number, egg handler's registration #, the harvest, sell by and Julian dates.
9. **Farmer's Load lists:** Certified Farmers must provide the Market Manager with weekly load lists. Failure to do so may result in a fine imposed by the Dept. of Agriculture. If a fine is levied, the vendor's privilege to sell shall be suspended until the fine is paid in full.
10. **Notice to Vendors:** *Except in cases of emergency, every seller is required to notify the Manager no later than 48 hours before the market if he/she will not be selling. You may very well be charged \$15, at the discretion of the Market Manger, if you fail to notify her.*
11. **Food Sampling:** Sellers must abide by the Sonoma County Public Health rules regarding sampling of produced or prepared foods: Samples kept in clean, covered containers; Garbage container available for trash, pits, seeds and peels; Hand washing station available for sample preparers; Toothpicks used to distribute samples; Clean, disposable gloves used when cutting produce for samples; Produce intended for sampling must be washed; Utensils and cutting surfaces are washed and sanitized; Cutting surfaces are smooth, and cleanable.
12. **Safety:** Public safety is of great importance. Vendor booth spaces must be kept in a safe condition. Umbrellas, signage and canopies must be securely fastened. Vehicles must be operated in a safe manner.
13. **No pets** (with the exception of service dogs), or any live animal, allowed in any area of the Market where food is stored or sold.
14. **Insurance:** You are required to carry your own premises liability and auto insurance.
15. **Peddling by Certified Farmers:** Certified Farmers are forbidden by the laws of the State of

California and the Rules and Regulations of this market to sell products which are not of their own production (with the exception of authorized second certificate sales). The market will depend upon the representatives of the Department of Agriculture to determine violations of this regulation. If a Certified Farmer has been served with a notice of violation of the laws regarding peddling by an Agricultural Commissioner in any county, their privilege to sell at the Forestville Farmers Market will be suspended until such time as a farmer is found guilty of peddling, suspension of the privilege to sell shall continue for the remainder of the calendar year. After the suspension period has elapsed, the farmer may re-apply to sell. The Board of Directors is charged with the responsibility to determine if the farmer's privilege to sell shall be renewed. After a second violation, the privilege to sell at the Forestville Farmers Market will be permanently revoked.

16. **Out of County Vendors:** The Market Manager may suspend sales of products from out of Sonoma County when local crops are available.

## **C - CERTIFICATES / PERMITS / LICENSES**

1. **Food Vendors:** Please submit the following with your application.
  - A **Temporary Retail Food Facility Permit** from the Health Department is required in order to sell prepared foods, processed food products, including, but not limited to, jams preserves, and breads.
  - If food is being prepared in a home kitchen, a **Cottage Food Operation Permit** from the Health Department is required.
  - A copy of your **Insurance**
  - A copy of your **Seller's Permit** from the Board of Equalization.
2. **Farmers:** Please submit the following with your application.
  - A copy of your **Certified Producers Certificate** from the Agricultural Commissioner's office in the county of productions which names Sonoma County as a point of sale.
  - A copy of your **Insurance**
3. **Organic Farmers:** Please submit the following with your application.
  - Must obtain an **Organic Registration Certificate** from the County Agricultural Commissioner's office in the county of production. Producers who have more than \$5,000 in sales need to be certified by a third party certifier. Producers need to have both their organic registration in the stall, and if certified have their certification document.
  - A copy of your **Certified Producers Certificate** from the Agricultural Commissioner's office in the county of productions which names Sonoma County as a point of sale.
  - A copy of your **Insurance**
4. **Nursery License:** Please submit the following with your application
  - A nursery license must be obtained from the County Agricultural Commissioner's office in order to sell nursery stock. Producers with under \$1,000 in nursery sales are eligible for a Fee Exempt Nursery License through the County Agricultural Commissioner's office. Full nursery license can be obtained through the California

Department of Food and Agriculture.

- A copy of your **Certified Producers Certificate** from the Agricultural Commissioner's office in the county of productions which names Sonoma County as a point of sale.
  - A copy of your **Insurance**
5. **Scales** must bear a current seal from the County Agricultural Commissioner's office.
  6. **Second Certificates** are required when you are selling for another grower. You may sell for a total of two other certified growers within one calendar year. In order to sell for other growers you must:
    - a. Have written permission from the grower(s) which must be submitted to the Agricultural Commissioner's office. The second certificate grower(s) must be named on your certificate.
    - b. Have prior permission from the Market Manager.
    - c. The second certificate products on your table and identify them with Certified Producers Certificate.
  7. **Egg Handlers Permit** is required for egg sales. California Egg Registration handler's code/registration is obtained from California Department of Food and Agriculture. Egg Quality Control. A copy of your **Insurance**
  8. **Fish:** For those selling fish, a copy of the **Commercial Fishing License** must be provided to the Market Manager. A copy of your **Insurance**
  9. **Resale # from Board of Equalization** for cut flowers, crafts and most processed items.

## **APPROPRIATE LICENSES AND PERMITS**

Depending on your business type, you may need to include a copy of one or more of the following applicable licenses or permits:

### **Agricultural Vendors**

- **To sell any type of produce you will need:** Certified Producers Certificate (CPC). Obtain at County Agricultural Commission
- **To sell Avocados you will need:** Avocado Inspection Certification/Avocado Inspection Permit Obtain at County Agricultural Commission
- **To sell live plants you will need:** Nursery Stock License Obtain at California Department of Food and Agriculture
- **To sell Organic:** You will need an Organic Registration and/or Certification
- **To sell Cut Flowers/Gourds and other non-edible Ag Products:** Seller's Permit Obtain through State Board of Equalization's web site

### **Non-Agricultural Vendors**

- **To sell Ocean Fish:** Fish and Game Licenses, Boat Registration, Commercial Permits, Dock Landing Receipts
- **To sell Prepared Foods:** County Department of Health Permit

## **Craft Vendors**

- To sell crafts you will need: State Board of Equalization Seller's Permit  
Obtain through the State Board of Equalizations web site, or in person at address below

### **LOCAL LICENSE AND PERMIT CONTACTS**

#### **Agricultural Commission, for Sonoma County**

133 Aviation Boulevard, Suite 110  
Santa Rosa, CA 95403  
(707) 565-2371, Fax: (707) 565-3850

#### **Department of Health, City of Santa Rosa, for Sonoma County**

625 5th Street  
Santa Rosa CA. 95404  
(707) 565-6542

#### **State Board of Equalization**

50 D Street, Room 230  
Santa Rosa, CA 95404  
<http://www.boe.ca.gov/info/reg.htm>

#### **California Department of Fish & Game**

Bay Delta Region  
7329 Silverado Trail, Napa, CA 94558

#### **Department of Alcoholic Beverage Control**

50 D Street, Room 130  
Santa Rosa, CA 95404

**All required certifications must be clearly posted.**

### **D - ARTS / CRAFTS / PROCESSED FOOD / COTTAGE FOODS INDUSTRY / NON-PROFITS**

1. The Market Manger, at his/her discretion, may permit the sale of products in this category in a separate section of the market.
2. As a general rule, vendors in this category are not to exceed 25% of the total number of vendors.
3. Exceptions to this percentage maybe permitted from time-to-time at the discretion of the Market Manager.
4. Crafts shall be handmade by the seller, processed/prepared foods shall be created and manufactured by the seller and cottage industry products, including those manufactured in another country, shall be made by families or small community-based producers.
5. Non-profit organizations and community information groups shall be allowed at the Market

whenever space is available. Request for a space must be made to the Market Manager prior to the market day. Designated spaces will be assigned.

## **E - MARKET ETIQUETTE**

1. All vendors are expected to maintain high standards of honesty and integrity with respect to the representation and sale of their product. Vendors are also expected to conduct themselves at all times in a professional, courteous and helpful manner towards customers, other vendors and the Market Manager. Misrepresentation about your product or discourteous, rude and disruptive behavior is grounds for suspension from the market.
2. Sellers are responsible for the safety and behavior of their children.
3. Sellers may not smoke or drink alcoholic beverages in the market.
4. Sellers must maintain their stall spaces in a clean and sanitary condition. Remove your trash, garbage, etc. If the Market Manger finds it necessary to clean up after you, you will be charged an extra stall fee for that day.

### **Violations:**

Whenever the Market Manager, in good faith, believes a vendor has violated the Rules and Regulations of the Market, the Department of Agriculture, the State of California, or the Department of Public Health, the following action may occur: The Market Manager, in his/her sole discretion, may warn or suspend a vendor, verbally or in writing, who has been charged with a violation. The suspension will remain in effect until the next regularly scheduled board meeting. Sellers have a right to appeal to the Board of Directors regarding warnings and/or suspensions at the next regularly scheduled board meeting. Final decisions regarding warnings and/or suspensions will be at the discretion of the Board of Directors.

### **Hold Harmless:**

Each vendor shall defend, indemnify, and hold harmless the market, its governing body, the Market Manager, and each of their respective agents, employees, contractors, and/or representatives from any loss, claim or action arising from or in any way connected with the vendor's conduct, sales, or other activities at, or in relation to, the market.

**All Market Rules & Regulations will be implemented and enforced in a fair, non-discriminatory and equitable manner.**

## **F – APPLICATION (below)**

**PLEASE FILL OUT AND SEND IN NEXT 2 PAGES**

 **F – APPLICATION**

(All information must be filled in below)

First and Last Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Website: \_\_\_\_\_

Do you have a Facebook page? (please check one) Yes  No

Farm or Business Address (if different from above):

City, State, Zip: \_\_\_\_\_ County: \_\_\_\_\_

Sellers Permit / Certified Producers Certificate #: \_\_\_\_\_

Brief Description of What You Sell: \_\_\_\_\_

Non-Certified Agricultural Products (Processed-Foods) – Item(s) list: \_\_\_\_\_

Non-Certified Non-Agricultural Products (Artists & Crafters) – Item(s) list: \_\_\_\_\_

Names of Family & Employees who may sell at the Market: \_\_\_\_\_

**BOOTH ATTENDANCE DATES:** We prefer vendors commit to weekly attendance. If that is not possible, circle dates you *will attend*: **6/9, 6/16, 6/23, 6/30, 7/7, 7/14, 7/21, 7/28, 8/4, 8/11, 8/18, 8/25, 9/1, 9/8, 9/15. 9/22, 9/29**



(Please always keep me informed of your attendance, thanks)

**ACTION ITEMS –**

Along with completed, signed and dated application:

- **Attach a copy of pertinent documents such as: Sellers Permit, Business License, Certified Producers Certificate, Temporary Retail Food Facility Permit (Health Department), Insurance, Nursery License, or Organic Certification.**
- Submit completed application packets to:

**Mail:**

Forestville Chamber of Commerce  
Atten: Farmers Market Manager  
P.O. Box 546  
Forestville, CA 95436

**Drop off:**

Shear Pleasure Salon  
Atten: Farmers Market Manager  
6681 Front St  
Forestville, CA 95436

**Email:** info@forestvillefarmersmarket.com

**Call:** Mary, Market Manager, 707-766-4597

I HAVE READ THE RULES AND REGULATIONS FOR THE FORESTVILLE FARMERS MARKET AND AGREE TO CONFORM TO THE REGULATIONS CONTAINED THERIN AND I UNDERSTAND THAT THE FARMERS MARKET INSURANCE POLICY DOES NOT COVER MY EMPLOYEES, MY FAMILY MEMBERS OR ME.

The seller agrees to indemnify and hold harmless the FCFM, its Governing Board of Directors, Forestville Chamber of Commerce, Agents, Employees and Volunteers from any damage, injury or loss to any person or persons, including, but not limited to, persons to whom the seller may be liable under any Workers Compensation law and the producer, and from any loss, damages, caused by action, claims or suits for damages, including, but not limited to, loss of property, goods, or merchandise, caused by, or arising out of, or in any way connected with sellers use of the privileges herein granted.

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

Printed Name: \_\_\_\_\_

Title : \_\_\_\_\_

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