

Manzanita Farmers Market

2022 Vendor Handbook



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About the Manzanita Farmers Market (MFM)

Weekly Market Dates, Hours, and Location

- Friday evenings 4:00 pm - 7:00 pm for the 20-week period from May 27th through October 7th, 2022
- We will be in Manzanita. The Market will be held in the Underhill Plaza, located at 635 Manzanita Ave, Manzanita, OR 97130

Special Market Events

The MFM may have the opportunity to host market events in May, October, November and December. If possible, all events will be held on a Saturday from 10 am to 2 pm. The MFM will notify vendors ASAP regarding dates and locations of special markets.

- **Mothers Day Market:** May, date and location TBD
- **Harvest Festival:** October, date and location TBD
- **Thanksgiving Market:** November, date and location TBD
- **Holiday Market:** December, date and location TBD

Vendor Standards

Product Criteria

All products must be grown, raised, produced, created, caught, or gathered by the vendor (or vendor business partners or immediate family members), with a strong preference for vendors/products from within a 100-mile radius of Manzanita, Oregon. Vendors are required to provide a complete list of all products they intend to sell at the MFM each season they apply. Any additions to product offerings during the Market season must be pre-approved at least 7 days in advance.

All products and services sold must be in compliance with the Oregon Department of Agriculture, the Oregon/Tillamook County Health Department, all required regulatory agencies specific to the product, service and location, and in compliance with the MFM's guidelines, to ensure high quality products and Market safety.

Exceptions to product criteria

- Prepared-food vendors may sell pre-packaged drinks (e.g., bottled water, soft drinks/sodas).
- Vendors may request to sell self-branded items such as reusable bags with a logo or name.

Vendor Selection Criteria

The MFM evaluates vendor applications on a rolling basis with priority given to the following characteristics when determining acceptance:

- Agricultural and food & beverage product offerings
- Locally sourced ingredients/materials (i.e., sourced directly from a local producer)
- Using environmentally responsible and sustainable production methods, packaging etc.
- Uniqueness of vendor, with a preference for small-scale, locally based production and distribution
- Products grown or created by the vendor within close proximity to Manzanita, Oregon
- Returning vendors that are in good standing with the Market

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- Demonstrated effort to provide adequate wages, good working conditions, health benefits, and economic stability to workers
- Support for traditionally marginalized populations, including but not limited to people of color, women, low-income households, single parents, immigrants, refugees, the LGBTQ community, seniors, and the differently abled

Vendor Applications

Application Process

- Vendor applications are available online at: <http://www.manzanitafarmersmarket.com/apply/>

Application fee

- \$30, non-refundable
- The application fee is required for all applicants.
- The application fee must be paid in order to be considered for the priority period.
- Application fees that remain unpaid may result in admission to the MFM being delayed or withheld.

Priority Application Period

- All applications submitted and paid during the priority application period will have full and equal consideration by the MFM Board.
- Refer to the Vendor Portal on the MFM's webpage for the most up-to-date information regarding the dates of the priority application period.
- Vendor acceptance notifications will be sent by email from info@manzanitafarmersmarket.com after the priority application period closes.
- Vendor fee invoices and market dates are sent along with acceptance notifications.

Rolling Applications and Substitute Vendor List

- Vendor applications for our Substitute Vendor list are accepted on a rolling basis after the priority application period ends for market dates as space allows.

Vendor Application Checklist

- ✓ Review of Vendor Handbook. All prospective vendors and their on-site market staff must thoroughly review the current MFM Vendor Handbook and have working knowledge of the policies and expectations contained within.
- ✓ Signed Vendor Application and Agreement. Vendor applications are available online. Paper copies of the application are available by request. All prospective vendors must submit a complete and signed application (online application allows for electronic signature).
- ✓ Pay \$30 Vendor application fee. Payment of the application fee is accepted via PayPal, cash, or check. Use this link if paying via PayPal: paypal.me/manzanitafarmers. If paying with cash or check, please send your application fee to: Manzanita Farmers Market, P.O. Box 608, Manzanita, OR 97130. If the application fee remains unpaid two weeks after submitting the application, the MFM will invoice the vendor for the fee. Please contact info@manzanitafarmersmarket.com if you questions about the application fee.



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- ✓ Fill out the 2021 Beginning Vendor Support Network Grant Vendor Information form. Upon completing the 2021 Vendor Application you will be prompted to fill out this survey. This is required for all vendors. This program equips rural farmers markets with the tools they need to help their newest vendors succeed. Responses to this survey are strictly confidential and will only be seen by the Market Manager and Oregon State University researchers.
- ✓ (If Applicable) General Liability Insurance Certificate Naming MFM as an Additional Insured. Certain food vendors and vendors selling alcohol are required to provide proof of liability insurance with Manzanita Farmers Market as an additional named insured. For more information see “Liability and Insurance” in the Vendor Guidelines section of the MFM Vendor Handbook. **DUE 2 WEEKS PRIOR TO MARKET ATTENDANCE**
- ✓ (If Applicable) Organic Affidavit. Vendors identifying their product as Organic who meet the qualifications for the Organic exemption, including having gross sales less than \$5,000 annually, may sign and submit the Organic Affidavit in lieu of posting proof of Organic certification at Market. **DUE 2 WEEKS PRIOR TO MARKET ATTENDANCE**

Market Date Requests

Market date requests are made on the vendor application. Market dates for each vendor will be confirmed as part of the vendor acceptance process. The MFM receives more vendor requests than there is space to accommodate, and therefore not all vendor date requests can be granted. The MFM approach is to accept a greater number of vendors with fewer market dates, as needed, to offer an opportunity for all vendors who meet the MFM criteria and requirements.

Shared Booth

Indicate on your vendor application if you are applying to share a booth space. Both vendors sharing a booth space need to fill out the vendor application, request the shared booth space, meet product criteria, and be approved. The shared booth incurs only the usual booth fee (no additional fees for presence of the second vendor). All shared booths must have signage detailing vendor name and location prominently displayed on each product; this is for customer clarity.

Substitute Vendors

Accepted MFM vendors who were not granted all of their requested market dates will be placed on the Substitute Vendor email list. Emails are sent to the Substitute Vendor list when booth space becomes available. Vendors may request an available booth space by responding to the email notification. The Market Manager will confirm by email if the space is still available or not, and invoice for the booth fee. If the market date is less than a week away then the booth fee is due within 24 hours of confirmation that the requested booth space is indeed available.

Market Fees and Payment Process

Invoices and Receipts

All Market fees will be invoiced using PayPal. As such, the invoices are available online at any time and can also be printed or downloaded. Payments made toward the invoice will also appear on the online invoice and will function as the payment receipt.

Vendors will receive their vendor-invoice, as well as payment reminders and updates by email from service@paypal.com.



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For those who do not use email, an effort will be made by the MFM to accommodate.

Payment Options

Market fees can be paid online, by check mailed to the MFM, or with cash or check in person at Market. Checks should be made payable to Manzanita Farmers Market. Checks can be mailed to MFM, P.O. Box 608, Manzanita, OR 97130.

Vendor Fees for Weekly Summer Market

Weekly summer market (June to September) vendor fees are per 10 foot by 10 foot space. Additional vendor spaces are charged at the same rate. Weekly Summer markets May 27th-October 7th 2022

- **Business Vendors, full season payment due May 14th: \$540 full season**
- **Daily Vendor (1-20 markets), due one week in advance of market date: \$30 per week**
- **Nonprofit Vendors due 1 week in advance of market date:\$25 per week**
- **Special Market Events, due 1 week in advance: \$30 all vendor types**

* The Full Season Vendor discount is for vendors who are confident that they will attend the majority of market days since no refunds are given for canceled dates if the vendor paid the \$540 full season rate.

Vendor Fees for Special Market Events

Vendor spaces at special market events are per 10 foot by 10 foot booth at outdoor markets or a 6-foot table space at indoor markets, if state-issued COVID-19 regulations allow for indoor markets. Additional vendor spaces are charged at the same rate.

Refunds and Changing Market Dates

- Fees are not refundable unless specifically noted otherwise in this Vendor Handbook.
- To cancel a Market date and qualify for a refund, or to transfer the fee to a different Market date, cancellations must be made at least 7 days in advance.
- Full Season Vendors who paid the \$540 full season discounted rate do not receive refunds for canceled dates.
- To change or add market dates during the market season: make your requests at least one week in advance.

Market Day Logistics

Vendor Maps

Full season vendors will stay in their booth locations for the duration of the Market season, or on rare occasions will be notified in advance of changing their booth location.

Vendor booth location requests will be considered with the intent of finding the most fair and mutually advantageous scenario for all vendors.



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Daily vendors will need to check the vendor map for every Market date to know where their vendor space will be. Daily vendors receive the weekly vendor map by email at the beginning of the week (usually on Tuesday). Vendor maps will be posted weekly on the MFM “Market Map” webpage.

Neighbors of Market Site

Please help us be especially respectful of the neighboring businesses and private residences bordering Market locations. Please do not contact any of the neighbors directly, and instead inquire with the Market Manager; this helps the MFM maintain good relations and streamlined communications with Market neighbors.

Electricity, Water, Restrooms

- The electric power options at the Market site are limited and access to electricity at Market can only be granted to a few vendors. Vendors needing electricity will be asked for the amount of power needed, and what items exactly they want to power in order to match the electric load requested with the available power options and constraints.
- Use of a generator is not permitted at the Market site.
- Bottled drinking water will be for sale at the MFM information booth.
- There is a Porta Potty and portable hand washing station at the Market site.

Market Booths

- Booth spaces are 10 feet by 10 feet at outdoor locations, and 6-foot tables at indoor locations.
- All vendors, including nonprofit vendors, must bring all materials they need for their booth space, including canopy and tables, and are responsible for set-up and operation of their booth.
- MFM does have a couple of canopy tents that can be reserved ahead of time by request; these are meant for nonprofits or vendors with only a few market dates. MFM cannot guarantee a canopy will be available.
- Vendors are expected to take all reasonable precautions to provide a safe environment at their booth space. For example, canopy tents with weights on each leg of 10 pounds or greater are less likely to blow over on customers or other vendors. This is an important safety issue since the outdoor market locations have surprise wind gusts.

Set Up for Weekly Summer Market

- Vendor set up time is two hours long, and therefore starts at 2 pm at weekly summer markets, and starts at 8 am at special market events. Contact the Market Manager in advance of your Market date if you think you may need more time for setup.
- Vendors are allowed to drive onto Underhill Plaza. The western third of the Plaza is reserved exclusively for vendor parking and will be marked as such. Not all vendors will be able to park directly behind their vehicles, but if you have mobility or other concerns, please contact the Market Manager to arrange an appropriate booth site.
- Vendors are allowed to keep their vehicles in the vendor parking section of the Underhill site for the duration of the Market.
- Vendor vehicles may not be driven through the Market for the final 15 minutes before the Market opens (i.e., not after 3:45pm).
- All vendors must have their booth set up and be ready to sell by the opening of the Market.
- Vendors will not sell before the Market opens.

Packing Up at Weekly Summer Market



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- Vendors will not pack up and depart before the end of the Market. This is both a safety issue and addresses the impacts on other vendors (when shoppers see a vendor packing up they are likely to register that, consciously or subconsciously, as the market closing).
- No vehicles are allowed in or out of the market for at least 15 minutes after the close of Market for customer safety. Please pack up first and be ready to load your vehicle before driving in if you are not keeping your vehicle behind your booth during Market.
- Vendors are responsible for cleanup of their booth space, including removing all debris at the end of each Market.

Weekly Gross Sales Reporting

Every vendor offering anything for sale at the MFM will be required to report their gross sales for each market date they attend. **These gross sales receipts will be kept strictly confidential.** All vendor data will be made anonymous and will never be shared or made public in an individually identifiable way. Only the MFM Market Manager and two Oregon State University researchers will interact with a form of the data that will have coded identifiers associated with vendors. We recognize the sensitivity around gross sales reporting. The MFM is committed to making this process as easy on vendors as we can, as well as being highly conscientious and respectful. Only summary results of aggregate data will be made public.

Alternative Currencies

Please review the chart at the end of the Vendor Handbook showing the valid alternative currencies, which include: SNAP (Supplemental Nutrition Assistance Program, formerly referred to as Food Stamps), Double Up Food Bucks (DUFb), Farm Direct Nutrition Program checks (FDNP), Veggie Vouchers from Rinehart Clinic, and Gift Certificates from the Tillamook County Library. These alternative currencies brought more than \$2,000 in additional sales to Market vendors in 2018.

- Vendors will receive token reimbursements by check on a weekly basis.
- Do not give change back to the customer for any of the alternative currencies.
- Make sure you only accept alternative currencies for eligible items. The market cannot reimburse vendors for non-eligible sales.

At Market

- Vendors are to refrain from circulating through the Market and soliciting sales, donations or signatures from Market visitors outside of the immediate vicinity of their vendor booth.
- MFM strives to be environmentally conscious and reduce landfill waste. MFM asks that vendors use recyclable materials for serving, packaging, or covering products whenever possible.
- MFM does not permit political activity or the gathering of signatures for political reasons.
- No dogs or pets allowed in the Market area.
- No smoking within 50 feet of Market boundaries.
- MFM requires musicians to play original music. If a musician performs copyrighted music, the musician is responsible for ASCAP (American Society of Composers, Authors and Publishers) fees.
- Busking (to entertain by dancing, singing, or reciting on the street or in a public place) at the market requires MFM approval one week prior to market appearance. There is a fee of 10% of gross receipts, due to the Market Manager at close of the Market.

Durable Silverware for Prepared Food Vendors



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- Please take note that this year the MFM **cannot provide clean metal silverware at the beginning of each Market** to vendors on account of the ongoing COVID-19 pandemic.
- Prepared food vendors will provide their own serving plates, bowls, boats, or wrappings (the Market will not provide reusable plates). No Styrofoam allowed.

Vendor Cancellations or Absences

Vendors need to contact the Market Manager as soon as possible if they need to miss a Market date, even if it is the day of the market.

Inclement Weather Cancellations

The MFM is open rain or shine. Market cancellations are rare, but in the event of extreme weather conditions, MFM reserves the right to cancel the Market and retain prepaid booth fees. Cancellation may occur without advanced notice if the safety of vendors or customers is compromised. The Market Manager will notify vendors by email, and if canceling day-of, also individually by phone.

Vendor Guidelines

Code of Conduct

Manzanita Farmers Market welcomes and respects all people regardless of ethnicity, sex, gender expression, sexual orientation, socio-economic demographic, religious or spiritual beliefs, political affiliation, nationality, age, size, or ability. All vendors, volunteers, and staff are expected to treat others in the Market in a civil and respectful manner and may not treat others in a way that is demeaning, rough, menacing, vulgar, profane or abusive, or in a manner that involves discrimination on the basis of identity. 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.

The MFM works to create a space where all members of our community are welcome and have an opportunity to gather and flourish. We value the strength of connection that is built when community members from diverse experiences come together in a safe and mutually enjoyable space. We understand that the effort to promote food justice is inextricably linked to social justice. It is in that spirit that we seek to continue to make the Market a safe, inclusive, and equitable space for all Market attendees. We know the work of addressing social injustice is not done and is ours to address.

COVID-19 Rules and Regulations

Federal, state, and local guidelines and regulations pertaining to the ongoing COVID-19 pandemic are evolving and changing rapidly, and the MFM is committed to following the most current protocols to the best of our abilities. Specifically, the MFM will be relying on the Oregon Farmers Market Association's [COVID-19 Resources](#) as the primary source of information, rules, and regulations.

- All vendors and their on-site market staff must thoroughly review the MFM COVID-19 policies and agree to comply with these policies and expectations.
- Given the gravity of this situation, the MFM's COVID-19 policies will be enforced with the same three-strikes system that governs Market disputes:
 - **1st Offense:** Verbal reminder of rules.
 - **2nd Offense:** Verbal and written reminder of rules.



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- **3rd Offense:** Dismissal of vendor or incursion of a \$50 fine, with infraction corrected, as determined by the MFM Board. All fines must be paid by Thursday prior to the next market to be attended.

Vendor Responsibilities and Expectations

- Per the Oregon Health Authority, masks are no longer required for vaccinated people who are outdoors, though masking is still encouraged, especially in crowded places.
- **Manzanita local rules dictate that non-vaccinated individuals are still required to wear masks.** We trust that you as vendors will follow these rules, as we do not have the capacity to verify vaccination status for vendors or for customers. Because of this, **the MFM strongly recommends** that vendors wear masks, face covering, or face shields, and practice social distancing. The MFM requires masks, face coverings, or face shields for vendors who fall under the OHA's [Sector Guidance – Personal Services Providers](#), for vendors who, by definition, cannot social distance.
- It is up to individual vendors as to whether or not you wish to institute a "No Touch" shopping policy at your booth. More information about how to implement "No Touch" shopping can be found on pages 9 and 10 of OFMA's [COVID-19 Resources](#).
- Vendors have their own hand washing station and/or sanitizing option at their own booth. This is for the vendor's own hand-washing, and for sanitizing surfaces touched by customers.
- Zero-tolerance policy for coming to Market when sick for vendors. **To support this we have adjusted our vendor policies to allow for vendor fee refunds up to and including the day of the Market if the vendor is ill.**
- While vaccinated individuals are allowed to congregate in small numbers outdoors, we encourage every vendor to designate a Social Distancing Officer at their booth to discourage crowding around booths.

Market Responsibilities and Operations

- Hand washing stations and hand sanitizer for on-site farmers market volunteers, staff, and vendors.
- Nutrition incentive programs will continue to run (SNAP, DUFEB, WIC/Senior FDNP).
- Zero-tolerance policy for coming to the Market when sick for Market staff and volunteers.
- The Market Manager will act as a Social Distancing Officer for the Market.

Permits and Licenses

Vendors are responsible for complying with local, state, and federal rules for sale and production of their product, which includes acquiring the necessary permits, certificates and licenses. Therefore the MFM may at any time request a Market vendor to submit current copies of all required documents (unless publicly accessible online).

Liability and Insurance

- The MFM is not responsible for any loss or damage incurred by vendors.
- Vendors are highly encouraged to obtain general and product liability insurance.
- Vendors selling alcohol (wine, liquor, spirits etc.) are required to provide MFM with proof of their liquor liability coverage that names the Manzanita Farmers Market as an additional named insured.
- Food vendor proof of liability insurance requirements:
 - **Proof of insurance *not* required:** Vendors selling only foods and beverages that fall under the Oregon Cottage Food law, or the Oregon Home Baking bill, or other foods

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and beverages that are considered low-risk are not required to submit proof of insurance. Examples include:

- Oregon Cottage Food law: jellies, canned fruit, pickled vegetables, relishes
 - Oregon Home Baking bill: Baked goods include bread, rolls, cakes, pies, doughnuts, pastries, cookies, biscuits, crackers and all similar goods made for human consumption. Confectionary items are candy or sweets, such as salted caramels, marshmallow bars, chocolate covered marshmallows, and hard candy.
 - Other: Coffee, tea, chocolate, honey
- o **Proof of insurance required:** Vendors selling alcohol, or any food, or beverage not specifically excluded above will be required to submit proof of liability insurance with the Manzanita Farmers Market as a named insured in the following amount: \$1 million single occurrence / \$1 million general aggregate.

Examples include vendors selling any:

- **Fruit, vegetables, meat, cheese, prepared food, hot food, wine, or "potentially hazardous" baked goods.** "Potentially hazardous" baked goods require temperature control (e.g., refrigeration) to prevent the rapid growth of infectious or toxic microorganisms, and examples include: Baked goods that require refrigeration after production, such as pies, cakes, or pastries containing cream, custard, meringue, or cream cheese icings or fillings. Focaccia-style breads containing vegetables or cheese. Candied fresh fruit products, including caramel and candy apples. Baked goods containing fresh, frozen, or dried meat, or fish or shellfish products (e.g., potpies or pastries with those ingredients).

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

Vendors must post proof of Organic certification in their booth if they describe a product as organic in their signage, labeling, and verbal claims. Organic certificate exemption is available if the vendor's gross sales are \$5,000 or less annually, in which case the Market requires a signed Organic Affidavit.

Other Certified Claims

Vendors must post proof of certification in their booth if they state any certifications (e.g. Certified Naturally Grown, Animal Welfare Approved, etc.) in their signage, labeling, and verbal claims.

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 one vendor to sell any one product. Market customers benefit from having a choice. However, if MFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry at time of application.

On-site Vendor Compliance Reviews

The Market Manager will conduct ongoing on-site vendor reviews to evaluate compliance with the vendor rules contained within the Vendor Handbook.

Enforcement and Disputes



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All vendors and their staff have a responsibility to be familiar with the market policies, and to behave in a courteous, professional manner in keeping with the Market's Code of Conduct as stated on page 9 of the handbook.

The Market Manager has the ultimate authority on-site to enforce all of the vendor rules contained within the Vendor Handbook. The Market Manager will use the following guidelines for enforcements:

1st Offense: Verbal reminder of rules.

2nd Offense: Verbal and written reminder of rules.

3rd Offense: Dismissal of vendor or incursion of a \$50 fine, with infraction corrected, as determined by the MFM Board. All fines must be paid by the Thursday prior to the next market to be attended.

While these guidelines will be observed, the Market Manager has discretionary authority to impose an appropriate disciplinary action for any infraction, including barring the vendor from selling at the Market for that day. The MFM Board makes all final decisions relative to the MFM policies and their enforcement.

The MFM Board reserves the right to approve exceptions or changes to the content of the Vendor Handbook with good cause determined to be in support of the mission of the Market.

Suggestions for changes or improvements to the Market should be in writing to: Manzanita Farmers Market, P.O. Box 608, Manzanita, Oregon 97130 or by email to info@manzanitafarmersmarket.com

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Alternative Currencies for MFM

Currency Image	Description	Accept for	Note!	Eligible Vendors	To Redeem
	<p>SNAP tokens</p> <p>Wooden tokens with Market logo on back. \$1 and \$5 tokens</p>	<p>All SNAP eligible foods, such as:</p> <ul style="list-style-type: none"> • Fruits and Vegetables, either fresh or processed • Breads and Cereals • Meats, Fish and Poultry • Dairy Products • Seeds and Plants which produce food 	<p>Can NOT be used for ready-to-eat foods, hot food, alcohol, tea, coffee, or non-food items (crafts, flowers).</p>	<p>Vendors selling SNAP eligible foods.</p>	<p>The <u>Manzanita Farmers Market</u> will reimburse vendors.</p>
	<p>Double Up Food Bucks (SNAP Match)</p> <p>Colorful, look and feel of a playing card. \$2 per card.</p> <p>& Veggie Vouchers</p> <p>Quarter-page size. \$5 per voucher</p>	<p>Fruit and Vegetables Only:</p> <ul style="list-style-type: none"> • Fresh, dried, or frozen whole or cut Fruits and Vegetables <i>without</i> added sugars, fats, oils, or salt • Mushrooms • Cut Herbs • Dried Beans • Nuts • Edible plant starts & seeds 	<p>Can NOT be used for anything other than eligible fruit and vegetables.</p>	<p>Vendors selling eligible fruit or vegetables.</p>	<p>The <u>Manzanita Farmers Market</u> will reimburse vendors.</p>
	<p>Farm Direct Nutrition Program (for Seniors and WIC)</p> <p>Green pre-printed checks. \$4 per check.</p>	<ul style="list-style-type: none"> • Fresh or frozen whole, unprocessed Fruits and Vegetables. The produce must be grown by the farmer selling it. • Mushrooms • Fresh cut Herbs 	<p>Make sure check is for the current year.</p>	<p>Farmers with current authorization from the Oregon Department of Agriculture (ODA). Farmer must first fill out a Farm Direct application form and be approved by ODA.</p>	<p>Use your ODA issued unique Farmer Stamp to <u>stamp, and properly endorse</u> each voucher and then deposit in your business bank account.</p>
	<p>Tillamook Library gift certificates</p> <p>Size of large check. \$10 each</p>	<p>All products sold at the market</p>	<p>Make sure gift certificate is for the current year.</p>	<p>All vendors at market.</p>	<p>The <u>Manzanita Farmers Market</u> will reimburse vendors.</p>

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Weekly Gross Sales Reporting Explanation

Dear Manzanita Farmers Market vendors,

As we prepare for the 2021 market season, we are excited to share with you some good news:

The Manzanita Farmers Market (MFM) is one of 5 Oregon farmers markets that has been selected to participate in the **Beginning Vendor Support Network (BVSN)**, a 3-year grant-funded program organized by the Oregon Farmers Markets Association. This program aims to study and support the role of farmers markets as small business incubators for their beginning vendors. Through participation in this program, the MFM will spend the three years (2019 – 2021) learning from experts, farmers market peers, and from taking a closer look at our own market, in order to create and implement customized support initiatives for MFM vendors.

With the goal of improving MFM's support of its vendors, and as part of this grant program, the MFM will be collecting information via surveys and other means. In particular, every vendor offering anything for sale at the MFM will be required to report their gross sales for each market date they attend. **These gross sales receipts will be kept strictly confidential.** Collecting this sales data will help the MFM to better support its market vendors. The MFM is committed to making this process as easy on vendors as we can, as well as being highly conscientious and respectful.

Why are we asking for this information? The data collected for this grant project will be used to evaluate how the MFM, and other farmers markets, may be better able to support vendor businesses. Also, vendor sales data is extremely useful in writing persuasive grant applications for obtaining funding, and for describing the positive economic impact the MFM has on local vendor businesses.

Who will see this data? All vendor data will be made anonymous and will never be shared or made public in an individually identifiable way. Only the MFM Market Manager and Oregon State University researchers Dr. Mallory Rahe and Dr. Lauren Gwin will interact with a form of the data that will have coded identifiers associated with vendors. This data will be used to analyze how businesses and the farmers markets that support them change during the 3-year project. Only summary results of this analysis will be made public.

Your cooperation, accuracy, and honesty in responding to any surveys this season is critical to helping the MFM better support all of its vendors, understand its impacts, and communicate its value. We really appreciate your cooperation and look forward to working with you.

Please feel free to contact me with any questions, and I'll be happy to help.

Sincerely,
Kendra Hall
Manzanita Farmers Market Manager
info@manzanitafarmersmarket.com