

2012 MARKET AT THE PARKWAY RICHLAND'S FARMERS' MARKET

FRIDAYS, 9AM – 1PM, JUNE – OCTOBER

WWW.MARKETATTHEPARKWAY.COM

Guidelines & Policies

It is the goal of the Market at the Parkway to provide an opportunity for area farmers to sell directly to the consumer, for consumers to obtain the freshest possible produce and for the area merchants to benefit from the influx of shoppers. The farmers market will be dominated by growers selling produce which they raised on their own farms. Permits to sell and booth/stall assignments are made based on the need to provide a well-rounded offering to consumers. All completed applications will be reviewed and vendors will be notified of their acceptance into The Market at the Parkway.

MARKET ORGANIZATION

Market at the Parkway, Richland's Farmers' Market, is a project of the Richland Parkway Business Improvement District (RPBID) and is dedicated to Richland Parkway improvement. RPBID is a non-profit organization registered with the State of Washington.

Mailing Address:

Market at The Parkway
9441 West Sagemoor Road
Pasco, WA 99301

Market Manager: Kathy Hanson

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Coordinators: John and Tara Erben

(509) 440-1778 or (509) 967-2587

Market at The Parkway is overseen by a volunteer Board of Directors. The Board has adopted the following rules and regulations and may, at any time, amend, delete or modify its policies, rules and regulations. MARKET AT THE PARKWAY IS NOT AFFILIATED WITH ANY OTHER VENTURE.

MARKET INFORMATION

Location: The Parkway in downtown Richland
(between George Washington Way and Jadwin)

Dates: First Friday in June through October, weather permitting.

Setup hours: 7am - 9am

Selling hours: 9am - 1pm

Breakdown and clean up: 1pm - 2pm

All vendors must obtain any required licenses and/or permits required by the State of Washington, Benton County and the City of Richland, including food handler's license if appropriate.

GUIDELINES & POLICIES

These guidelines and policies are incorporated in and are a part of the Market at The Parkway Market Application. It is the responsibility of each vendor to familiarize themselves and their workers with this information.

In case of any dispute as to the meaning of the guidelines and policies or their application, the decision of the market manager or assigned designee shall be final. A copy of these Guidelines and Policies will be available at the farmers' market office at all times, as well as on the market website: www.marketattheparkway.com.

Any right or privilege of a vendor to sell any product on the grounds of the Market at The Parkway may be immediately revoked without refund if the vendor fails or refuses to comply with the terms of the guidelines and policies.

The Market at The Parkway Farmers' Market reserves the right to prohibit anyone from selling or any product from being sold. The Market at The Parkway is not responsible for any loss or damage. There will be no discrimination according to race, color, creed, sex, religion, age or nationality.

NO SOLICITATIONS

No soliciting by political, commercial or other special cause groups or individuals is permitted within the market boundaries during market hours. If you witness this kind of activity, please alert the Market Manager. Our mission is to assist our vendors in earning a sustainable living and any activist engagement or commercial endeavor that inhibits our vendors from conducting regular business will not be tolerated. Market at the Parkway respects the First Amendment rights of any individual organization, therefore petitioners may gather signatures outside the market boundaries which will allow ample contact with the public while respecting the privacy of market patrons and vendors and provide a positive experience while at the market.

LOGO USAGE

Those wishing to use the Market at The Parkway logo must apply in writing to the Board of Directors, explaining how the logo will be used. The Board of Directors will make a decision at its next regularly scheduled board meeting and will respond in writing.

PRODUCTS SOLD AT THE MARKET AT THE PARKWAY

Farm Fresh Products

Includes fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats, fish and shellfish. Also included in this category are fresh flowers, nursery stock and plants.

All fresh farm products must be grown or produced in Washington State or counties

bordering Washington. ALL PRODUCTS MUST BE GROWN OR PRODUCED BY THE SELLER. Vendors must be an active owner and operator of the farming operation and may not be operating the business under a franchise agreement. Only vendors selling as farmers may sell farm fresh products from this category.

The vendor must propagate all plants and flowers from seeds, cuttings, bulbs or plant division. The vendor's application for a permit to sell shall state what the vendor grows and what products the vendor will sell at the Market at The Parkway. Any vendor who sells produce that is not his or her own production, while claiming that it is will be permanently expelled from the Market at the Parkway.

Value Added Farm Foods

Includes preserves, jams, jellies, cider, wine, syrups, salsas, smoked meats or fish, dried fruits, flours and salad dressings. All value added farm foods must be made from products/ingredients provided by the vendor. Vendors in this category must have personally cooked, canned, baked, preserved or otherwise treated the product to sell.

Approval of some farm products/ingredients that are processed by a third party may be considered on a case-by-case basis, in situations where third party processing is deemed necessary (i.e. canned fish). All processed foods must have the proper permits and licenses as required by the City of Richland and the Benton Franklin County Health Department.

Vendors must be active owners and operators of the farming operations and may not be operating the business under a franchise agreement. The vendor's application for a permit to sell shall state what is grown by the vendor and what products the vendor will sell at the market.

Artisans

Art must be produced by the vendor. Products must be of the highest quality; hand crafted and may not be imported. Artisans must submit a minimum number of pieces of their work with their application for review and prior approval. Selection will be based on, but not limited to: originality, craftsmanship, quality, percentage of raw materials used and percentage of the product that is handcrafted versus non-handcrafted.

Processed Foods

Includes juices, wines, preserved foods, jams, pastries, pasta, granola, cookie, muffins, breads, pies and related take home desserts, not prepared on site. Vendors must be an active owner/operator of the business and may not be operating under a franchise agreement.

Processed foods must be produced by the vendor from raw ingredients. Vendors in this category are those who have cooked, baked or otherwise treated the product they sell. No commercially prepared dough mixes, crusts, or shells for filling are allowed. It is expected that the vendor will use raw ingredients that are grown in Washington or bordering counties, as appropriate for the product and when possible, use products from participating market farmers. Wines allowable for sale at the market must use grapes and fruit grown in an appellation of Washington State.

All processed foods must have the proper permit and licenses required by the City of Richland, the Benton Franklin County Health Department and/or the Washington State Department of Agriculture. The vendor's application for permit to sell shall state what is grown, processed or prepared by the vendor, and what they will sell at the market.

Sale of Alcoholic Beverages

The Washington State Farmers Market Association (WSFMA) passed its own rules governing the sale of alcoholic beverages at its member markets. WSFMA member guidelines state that “Alcoholic beverages must be made entirely from ingredients grown in Washington or from grapes grown in a recognized Washington appellation, except for certain additives required for processing, but which cannot be produced in the State of Washington, not amounting to more than 4% of the total volume of the beverage.” Wineries must obtain approval from the Washington State Liquor Control Board prior to selling at the Market at The Parkway. For information on selling Washington wine at farmers markets in Washington State, please visit the Washington State Liquor Control Board at <http://liq.wa.gov>.

Prepared Foods

Includes freshly made food and beverages available for sale and immediate consumption on-site. Vendors must be active owner/operator of the business and may not be operating under a franchise agreement. Vendors must have all required state, county and local food permits including any necessary food handling license. The application for a permit to sell shall include a complete list of menu items and beverages.

In selecting prepared food vendors, priority will be given to vendors preparing food from raw ingredients and using ingredients grown and/or produced in Washington State, Northeastern Oregon, and by the participating market farmers. Vendors in the categories of: 1) Processed Foods and 2) Prepared Foods will be limited to less than 30% of the total vendors selling at the Market.

Miscellaneous

Any vendor which does not fit into any of the above categories or violates any standards will be considered by the Market at The Parkway management on a case-by-case basis. Resellers are sellers of crops that cannot be grown reliably, or offered for sale in sufficient quantity by farmers selling at the market, as determined by the market manager. Resellers must have crops pre-approved by the market manager before delivering the crops to market for sale. Approved resold crops will be specifically limited, so as not to compete with the crops of farmers within the geographic vendor boundaries of the market, as defined by the market's policies and by-laws. Resellers must label their products as being resold, and information must be available for the consumer as to the source of the produce.

NON PROFIT ORGANIZATIONS

An incorporated organization with nonprofit status under IRS code may participate with the market manager approval. They must comply with market rules, guidelines, and policies. Each market day one nonprofit group may engage in fundraising, which must not compete with any producers' products, must comply with market rules, and must be approved by market manager prior to market day. No registration fee will be charged but a nonprofit group that is fund-raising may pay the same stall fee required of vendors. No more than three vendor spaces in this category will be permitted weekly.

HOW MARKET VENDOR PARTICIPATION IS DETERMINED

Our goal, working with each vendor, will be to create a fun, colorful and educated environment for our customer and their families.

Market Staff

It is the responsibility of the market coordinator and manager to implement market policies. This includes overseeing vendor participation and booth assignments, market set-up, collection of fees, providing information on market policies and assuring vendor compliance with all market policies. The coordinator and manager will also be responsible for public concerns and vendor complaints serving as the conduit between vendors/consumers and staff. The market coordinator and manager have complete authority to interpret and implement policy at the market site, and make all decisions regarding market participation, stall assignments and other market operations. The staff may be assisted by market volunteers who will assist by performing various support tasks.

Vendor Selection

The market staff working with a selection committee will make vendor participation decisions based on quality, originality, comparability with market mix as well as vendor performance and seniority. No vendor will have guaranteed return rights to the market from season to season and no specific booth space is guaranteed. The market does not offer exclusive rights to vendors to sell any one product. Market customers generally benefit from having a choice, however, if Market at The Parkway believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry. Agricultural products will be given priority over other product categories. Vendors may be placed on a wait list to maintain agricultural balance in the market mix. The market will not discriminate against any vendor. The market reserves the right to interpret vendor balance as appropriate for the good of the market and its participants.

Stall Location

The assigning of participation in the market is not a guarantee of a stall location.

HOW STALL ASSIGNMENTS ARE MADE

Assignments will be made based on the following criteria:

- Available space in the market.
- The need for a specific product and the vendor's ability to produce it.
- The number of spaces the vendor requires.
- Prior market participation and history at the market.
- Vendor performance at the market will include good product quality, good display and signage, ability to follow the market rules and manager's directions (punctuality, clean up, prompt notification when canceling, etc.) sales history and timely payment of market fees. If paying by check and check is returned, the market will charge a \$25 return fee.

The market manager will make every attempt to keep stall spaces consistent throughout the season. However, some crops are part-season and not all vendors participate for a full season. This means that some stall assignments will change over the course of the season in order to maximize the market space and provide a good mix of products. Other factors such as a vendor being unable to attend on a scheduled day also affect the daily stall layout and may necessitate changes to stall assignments.

Vendor locations are made at the Market Manager's discretion taking into consideration product mix, customer flow, special promotions and vendor seniority.

DAILY STALL FEE & PREPAYMENTS

Annual application fee (non-refundable)	\$50
Daily “per stall” fee – market member (with a commitment to return more than 2 times in a row)	\$25
Daily “per stall” fee – non market member (if accepted)	\$35

Checks should be made payable to RPBID.

All vendors must report to the market manager their gross sales for the market day by the end of each Market day. If reporting by email, no later than 9pm on the following Sunday. No deductions in stall fees will be given for produce donation to Second Harvest or any other group.

Upon payment of specified fees, vendor may use and occupy a market space designated by the market manager. Some market spaces will accommodate the vendor sales area and vehicles while others may require the vendor to off load their product and relocate their vehicle to a designated parking area so as not to occupy customer parking.

Vendors who cannot attend on a market day should contact the market manager 48 hours prior to the Market day. Vendors who do not call at least 24 hours before the market will be charged their “stall space fee” for that market day and will be payable at the following market.

Parkway merchants who request a market stall and are accepted will be charged a reduced \$15 stall fee. NO SUBLETTING OF SPACE.

VENDOR RULES

Courtesy and Conduct

Vendors and their representatives are expected to conduct themselves in a safe, courteous, and harmonious manner with customer, market staff and other vendors. Any language or behavior that jeopardizes the normal operations of the market will be grounds for denial of the vendor’s permit to sell.

Consumption of alcoholic beverages or any controlled substance, including smoking cigarettes/ pipes, is prohibited at the market site. Any participating vendor who engages in this activity will be asked to vacate the market area.

Canopies, Tarps, Shades or Tents

Due to the nature of the bright Tri Cities weather, we encourage all vendors to provide a canopy cover for their sale and customer area. Canopies/tents must not exceed 10x10 (unless cleared by market manager prior to market). All vendors using canopies (or coverings) at the market site during market operations, including the set-up and breakdown period, must 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 (Washington State Farmers Market Association insurance requirement). A recommendation would be 20 to 25 pounds, per tent leg securely weighted down at all times. Any vendor who fails to properly anchor his or her canopy (or other covering) will not be allowed to sell at the market on that market day. No tent pegs into the asphalt will be permitted. Any damage

incurred by a vendor due to insufficient weights will be at the expense of that vendor. Tarp poles must not obstruct and legs must be firmly locked into place. Tables must have smooth edges and remain stable when loaded with produce.

Staffing the Booth

Principal farmers/producers may send family members, partners or employees to the market in their place, but are responsible for having their representatives be aware of and obey all market rules and policies.

Transfer of Space

Vendors may not sublet stall space to others. Registration fees are non-transferable to other market dates or vendors. If a vendor sells his or her business, he/she may not transfer his or her market space(s) to the new owner.

Vendor Parking

Market vendors are to park in Howard Amon Park parking lot rather than occupying market customer spots in The Parkway.

Punctuality with Set-up and Breakdown

No vendors will be allowed on the site before 7am and all vendors need to be out of the market area by 2pm. Any exceptions need to be cleared by the market manager. All vendors with assigned spaces must be at the market at least 30 minutes before the market opens and be ready to begin selling when the market opens at 9am.

Vendors who arrive within 30 minutes of the market opening will off load outside the market area. If this becomes a persistent problem, the market manger will review future participation.

Selling Time

Selling prior to 9am and before the market opening sound by the market manager and/or staff is not encouraged, and selling will not be permitted until all vendors are set up. Customers milling around the market while vendors are setting up and/or unloading are a safety concern. Vendors are required to man their stall until closing time at 1pm. Early sales may be permitted at 8:30am if all vendors are in place and set up. This requires market manager approval.

Sell-Out

Vendors who sell-out early should post a sign informing customers that they have sold-out, and should not leave their vehicles and possessions unattended.

Vendor Identification/Signage

All vendors will post a sign identifying the name of the farm/business and where it is located. Signs should not be smaller than 24" wide and 8" high. Vendors will have their signs displayed before sales begin. WIC signs must be displayed where appropriate.

Selling Space

The vendor's sales area, including their vehicle, product, boxes, signs or booth structure, must not extend beyond the allotted boundaries of the stall space.

Set-Out Distance for Vendor Display

Displays and signs must allow clear visibility to adjoining booth/stalls. Display and selling tech-

niques must not impair other vendors' ability to sell, nor create a hazardous situation for customers. Hawking in front of booth/stalls is not allowed.

Booth Clean-Up

Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner, including protecting the pavement from drips from any part of the vehicle. Vendors are responsible for cleaning their stall at the end of each market day. Farmers are not permitted to dispose of produce waste or boxes in any on-site garbage can or dumpster. Dumpsters and/or garbage cans are not provided for this purpose. Vendors should bring their own brooms and dustpan. Those who do not clean up at the end of the market day will be issued a written warning for the first time and a clean up fee for any further violations. The Market Manager reserves the right to terminate the vendor's permit to sell if problem persists.

Pricing

Pricing of goods sold at the market is solely the responsibility of the individual vendor. Market competition quickly settles out the fair market value of any product. While the Richland market encourages a free market pricing policy, dumping of produce will not be allowed. Dumping shall be defined as selling below costs or markedly below other vendor prices with the intent to adversely affect the competition.

Price Signage

Produce and other allowable market products should be clearly marked with their price. This can be done by individually tagging each item with a sign or by listing all produce and prices on a large sign or blackboard.

Scales

Vendors selling produce by weight must provide their own scales. Scales must be "legal for trade" and are subject to inspection by the Department of Agriculture Weights and Measures Program.

Children

Vendors need to keep a watchful eye on their children at all times during the market day. Set-up time can be especially dangerous time for unattended children. Small children are not allowed to wander the grounds without a parent or guardian with them. The market can take no responsibility for their safety or whereabouts.

Refunds

Customers who have a legitimate complaint about the produce they purchased should be given a full monetary refund or replacement of equal value. It is the market's policy to satisfy the customer and to promote good will by being generous with produce and food products. If produce is overripe and must be consumed the same day, the customer must be informed in advance. If a customer wishes to exchange only a partial bag of produce, only partial credit is due. Complaints that seem excessive may need to be discussed with the market management.

Dress

Vendors are to wear appropriate clothing including shirts and shoes during market hours.

Vendor Music

Vendors may play individual music in their booths, but should be aware of volume and other

vendor's ability to transact business without any audio interference. Remember, not everyone likes the same style of music. If a problem develops, the market manager will intervene.

Farm Visits

The market and/or its representatives may inspect or visit any farms or establishments used by vendors. Farm visits will be conducted with at least a 24-hour notice. Vendors should provide help during a visit in identifying the crops listed on the application to sell.

LICENSE, PERMITS & SPECIAL REQUIREMENTS

Food Handler's Permit

All prepared foods and baked goods vendors must have a current Benton County Health Department Food Handler's permit. Market staff may request to see permits from time to time.

Taxes

Retail sales taxes and any other taxes are the responsibility of the individual vendor. Most vendors are required by law to have a Washington State Master Business License and must supply this tax number when application is made to sell at the market.

Insurance

Vendors must show proof of current automobile insurance for on-site vehicles.

Permits and Licenses

All vendors shall provide, at the time of application, current copies of any permits and licenses applicable in the State of Washington for the sale of their product. Vendors selling shellfish must have additional license from the Washington State Department of Health. Sellers of plants, bulbs or seeds for planting must have a license from the Department of Agriculture.

Organic Products

If a product is labeled organic, Washington State law must certify it. A copy of the license must be displayed and a copy provided with application.

Processed Foods

All processed foods must be licensed by the City of Richland and/or the Department of Agriculture as a food processor. The Washington State Liquor Control Board requirements will apply to all beer and wine sales. Processed foods include dried fruits, herbs, teas, baked goods, cider, wines, preserves, salsas and salad dressings. Beekeepers that process their own honey do not need a food processor's license, unless the honey is sold wholesale. Vendors who sell processed foods must also have liability insurance for processed foods.

Baked Goods

Bakeries that sell more than 25% of their products wholesale must be licensed by the Department of Agriculture as food processors.

Labeling

Processed foods, including honey, have Washington State labeling requirements. Labels on processed foods must meet state requirements and include the name of the product, company name, address, net weight and ingredients listed in decreasing order of predominance.

Sampling

Special health department requirements need to be met by each individual vendor for limited demonstration or sampling in their booth. Please consult with the health department or market manager regarding these regulations. Sampling in front of booth/stalls is not allowed.

Vendor Contributions

Vendors may be asked to contribute product to the market's promotional and educational events. The local food bank or Second Harvest Food Bank may ask for contributions. Please consider contributing to these efforts.

On-Site Food Storage Requirements

All food must be at least 18" from the ground.

Parkway Merchants

Existing Parkway merchants may participate at the market selling representative merchandise from their stores. No special non-representative merchandise shall be imported for the sales. Depending on market logistics, their assigned spaces may or may not be in close proximity to their stores. Signage is required as specified in the section Vendor Identification/Signage. In addition, the merchant shall also display a sign provided by the Market at The Parkway identifying them as a "Parkway Merchant".

Edited 2/2012