

THE VASHON FARMERS MARKET



VENDOR HANDBOOK 2017

Welcome to the Vashon Farmers Market! The Market is run by the Vashon Island Growers Association (VIGA) and runs from April through mid-December. The Market is filled with high quality products grown, raised, produced or crafted on Vashon and Maury Island and strives to provide a delightful and rewarding shopping experience for vendors and customers alike. Join our community!

Mission Statement

VIGA' s mission is to promote farming, healthy food and a sustainable agricultural economy on Vashon-Maury Island through education, advocacy and a vibrant Farmers Market.

2017/2018 Contact Information

Vashon Farmers Market

Located on the Village Green just north of Bank Rd on the west side on Vashon Hwy
Physical Address: 17519 Vashon Hwy SW, Vashon WA, 98070 (for computer navigation)
Market Manager Cell phone (206) 778-8001
Email marketmanager@vigavashon.org

Vashon Island Growers Association

Member of Washington State Farmers Market Association & Farmers Market Coalition
Mailing Address: P.O. Box 2894, Vashon, WA 98070
Office Address: 18850 103rd Avenue SW, Vashon WA 98070 Suite 120
Website: www.vigavashon.org



The goals of the Market are

- To support local farmers and artisans by providing a venue for direct sales
- To educate the community about the value of locally grown and produced products
- To build community and foster collaboration

Please take the time to read this document carefully.

The Market Policies & Vendor Responsibilities are designed to ensure that the Market will be a rewarding and enjoyable experience for both the Vendor and Customer for years to come. Your signature below and on your vendor application indicates that you have read and agree to comply with these Market Policies & Vendor Responsibilities. For the purposes of this document “local” means Vashon-Maury Island.

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1 Market Schedule

The 2017 Saturday Market runs 10 am till 2 pm from April 1st till Oct. 14th at the Village Green

The Market will move to an outdoor paved location from Oct. 21st till December 16th (location TBD)

The Wednesday Market runs 3 pm – 6 pm at the Village Green from June 21st through September 6th

SPECIAL EVENT DAYS AT THE MARKET – 2017

April 1st Opening Day

July 22nd Strawberry Festival Market at the Harbor School

September 9th Harvest Celebration

Market Moves to Winter Location Oct. 21st

Last day of the Saturday Market December 16th

2 Market Organizational Structure

2.1 Market Management. The Vashon Farmers Market is operated by the Vashon Island Growers Association (VIGA), a non-profit 501(c)(3) and a member of Washington Farmers Market Association & Farmers Market Coalition. VIGA's mission is to create a resilient food system on Vashon-Maury Island by promoting a healthy agricultural economy. The VIGA Board of Directors is responsible for Market policy. The Farmers Market Manager is responsible for the operations of the Market with support and direction from the Market Committee.

2.3 Market Membership. All vendors must be current members of VIGA. Annual total vendor fees (Membership \$25 + Vendor Application \$25) are \$50/year. Youth under the age of 16 can apply to be a "youth vendor" (see details below) and pay \$25/year. Vendors **new to the Market** may request a refund from the Market Manager should they decide not to sell after their first couple markets contingent on Market Manager discretion. Vendor Agreements expire at the end of the calendar year. Vendor applications are available through www.vigavashon.org.

2.4 Market Daily Fees. All vendors pay a daily fee of 6% of their gross sales as well as an additional \$10 if they sell over \$100. This fee must be paid by check or money order in their accounting envelope at the end of Market.

2.5 Youth Vendors Program: The Farmers Market welcomes young vendors (through age 16). Youth vendors pay a reduced \$15 membership and \$10 application fee. Youth vendors use the same application as other vendors which can be found at www.vigavashon.org. Youth vendors get room for a small table (4'x4'), a chair and an umbrella. Youth vendors must adhere to all market rules and policies and are subject to Manager discretion for placement. Youth vendors pay the same daily fees (6% of gross sales plus \$10 after first \$100).

2.6 Jury Process: In order to have a vibrant and diverse market, all vendors and new lines of items sold at the Market must be approved by the Market Committee. Pictures, descriptions, prices and samples of products must be submitted for review and approval before being sold. Current vendors only need approval for products significantly different from current goods being sold. Any questions can be directed to the Market Manager.

2.7 Participation Review: The Market Manager and Market Committee maintain the right to review vendor performance and change a vendor's status accordingly. Multiple rule violations, unacceptable behavior, failure to meet standards, and/or consistently poor sales (under \$50/Market through 4 consecutive Markets & excluding youth vendors) can result in lost revenue due to missed markets or outright suspension of vendor privileges for the season.

2.8 WSFMA “Roots Guidelines.” As a member of the WSFMA the Vashon Farmers Market adheres to the “Roots Guidelines” of the WSFMA. These can be found online at [Roots Guidelines](http://www.wafarmersmarkets.com/resources/wsfma-Rootsmemberguidelines.html) (<http://www.wafarmersmarkets.com/resources/wsfma-Rootsmemberguidelines.html>).

3 Vendor Categories

Farmers

One who actively cultivates plants, produce, fruit, meats, eggs, honey, dairy products from animals raised on land they own, lease or rent, on Vashon-Maury Island.

Value added farm products:

Farmers may also sell pre-approved value added products from their farms, such as jams, cider, salsa, vinegars, alcoholic beverages, essential oils from herbs grown on the farm, wreaths from wood grown on the farm, etc. **The vendor must be a legal resident of the State of Washington and be licensed & permitted for products by any and all Federal, State, and local permitting agencies.**

Seafood & Shellfish

In the case of seafood, the vendor must own, lease, or operate the fishing vessel or own, lease or rent the parcel of land where the seafood is caught or harvested for sale at the Vashon Island Farmers Market. The vendor must be a legal resident of the State of Washington. Seafood purchased by the vendor directly from a fishermen’s co-op may also be sold at the Market. All seafood products must originate from the greater Pacific Northwest, which includes Washington, Oregon, Alaska and British Columbia. All subsequent processing or value-adding must follow the rules for foods under those categories.

Processed Foods

One who creates and packages food with their unique processes in a commercially licensed kitchen that is primarily intended to be taken home and eaten by buyers. This includes wine, beer, juices, preserved foods, pasta, sauces, candy and baked goods not prepared on site at the market. Processed foods must be produced by the Vendor from raw ingredients on Vashon-Maury Island. VIGA gives preference to healthy foods containing ingredients produced locally and purchased from Market farmers. **All processed food vendors must use the proper labeling and have all necessary permits and licenses as required by King County Public health Department and WA State Department of Agriculture. All processed food vendors must carry product liability insurance. Copies of proof of insurance must be provided to VIGA one week prior to sale at the Market.**

Hard Cider, Beer and Wine Vendors

The Vashon Farmers Market is licensed under the Liquor Board for both selling and sampling of hard cider, beer and wine for properly licensed and insured vendors. We are required to limit the number of alcoholic vendors at the Market. Any questions should be directed to the Market Manager.

Prepared Foods

One who prepares to order freshly made foods, available for sale and immediate consumption on-site. Prepared Food vendors should use ingredients produced in Washington State as much as possible. VIGA gives preference to those Prepared Food vendors using local island grown ingredients and who provide a good variety of healthy foods. **Prepared Food vendors are responsible for determining what permits and licenses are required for their products and copies of all relevant permits and licenses must be submitted to the Market Manager along with Vendor application, prior to selling at the Market. Prepared Food Vendors must also have required permits and licenses (or copies) with them at every Market.**

Artisans/Crafters

One who creates with their own hands the products they offer for sale. To qualify as an Artisan/Crafter, a majority of the tools and equipment used to produce their products must require skill, personal handling and/or manipulation. All crafts must be made or produced locally by the Vendor selling them. VFM will give priority to those Artisan/Crafter vendors who use materials from Washington State.

Other Vendors

VIGA may choose to invite specific producers and/or resellers to fill a customer need that is not sufficiently served by any Vashon-Maury producer.

4 Vendor Responsibilities and Rules

A successful Farmers Market depends upon the active participation of all Vendors. Working together we can create an amazing market.

A successful market is:

Beautiful
Reliable
Safe

Personal
Creative
Honest

Clean
Delightful
& Local

The following rules have been developed over years of successful markets to help us create a successful market every single week.

4.1 Secure Your Tent. Canopy accidents are the primary cause of injury at Farmers Markets. To avoid this all vendors with tents and umbrellas at the Vashon Farmers Market are required to have them **sufficiently and safely anchored** to the ground from the time their canopy is put up to the time it is taken down.

“Sufficiently and Safely Anchored” means that each canopy leg must have no less than 24 lbs (pounds) anchoring each leg, securely and safely attached so that it does not impose a hazard to the customer or any other person.

Any damage caused by a Vendor due to an insufficiently secured tent/umbrella will be at the expense of the Vendor. Additionally any vendor who fails to properly anchor their canopy or umbrella **will be fined \$20** and will be required to take it down and sell without it. Repeat violations of this rule can result in the Vendor being unable to sell at the Market. When buckets of water are used for weights, we require lids on the buckets for safety of small children. We cannot use stakes on the Village Green due to the sprinkler system.

4.2 Have proper Permits and Licenses. All vendors shall provide at the time of application current copies of any permits and/or licenses applicable to the sale of their products. Vendors will not be allowed to sell at the Market UNTIL the Market Manager has copies of all required licenses and permits. In addition, vendors must display all such permits and licenses at their stall during Market hours. These will include, where applicable: Organic Certification, Food Handlers Permits, WSDA Food processors' License, WSDA Grade A Dairy Permit, WSDA Egg Handler permits and any additional required licenses or permits.

4.3 Liability Insurance. All vendors are encouraged to have liability insurance. Processed and Prepared food vendors are required to have liability insurance at least equal to \$1 mil per occurrence and \$2 mil annual before they sell at the Market. We recommend Campbell Risk Management. (<http://www.campbellriskmanagement.com/farmers-market-insurance>)

4.4 Setup and Breakdown on time. All vendors must be completely setup and ready to sell 10 min before the market begins and must wait 10 min after the market ends to breakdown. The purpose of this is to provide the best experience possible to market shoppers. Consistent failure to do this will result in a fine, lost seniority point and/or the loss of a spot at the market for one or more weeks.

4.5 Communicate changes to the Market Manager. Schedule changes must be communicated by email to the Market Manager. A vibrant market is a full market and the Market Manager needs as much time as possible to organize around schedule changes. Last minute changes must be communicated to the market manager cell phone (206-778-8001). Any Vendor whose setup is weather dependent has until 8am on Market day to notify the Market Manager. Failure to do so will result in a \$20 no show fine.

4.6 Early Sales. The Vashon Farmers Market operates from 10-2. In order to foster a vibrant, successful and safe farmers market, VIGA **strongly encourages** all sales to take place during these hours. It is the **Vendor's responsibility** to cultivate a vibrant, successful and safe market and **educate the customer** about the market hours and operations.

The Market Manager reserves the right to hold Vendors accountable for upholding this responsibility.

4.7 Pay Market fees weekly. Vendors must be paid in full to sell at the Market. Vendors must submit a complete accounting envelope including their market fee and any tokens, Market Bucks etc. (see section 6, Tokens, Coupons and Market Bucks) within one hour of the closing bell to the market manager. If the Market Manager leaves without your accounting envelope then you must take it to the VIGA office (Sheffield Building 18850 103rd Avenue SW, Vashon WA 98070 Suite 120) and put it in the Drop Box before 7am on Monday morning. Failure to do so will result in the accounting not being processed till the following week and the vendor not being allowed to sell at the next market.

4.8 Clean up your Stall Area. Vendors are responsible for cleaning up their stall area prior to leaving the Market. All containers, signs, coolers, plants, bags, trash, etc., must be removed at the end of the Market. Market trash cans are for customers' use only. Vendors offering prepared food for consumption at the Market must provide their own garbage can and remove it at the end of the day. When the Market is indoors, vendors must leave their stall area **swept and clean**. Vendors will have one hour to clean up and remove all of their belongings after close of market.

4.9 Vendor Parking. Parking adjacent to the Village Green (Street parking, alley parking, US Bank and PT parking lots) is reserved for customer use. No vendors are allowed to park in these lots after unloading. During set-up, vendors are asked to unload their vehicles quickly and move their vehicles prior to unpacking boxes and/or setting up stalls. Failure to comply will result in a \$20 fine. **The Market Manager will strictly enforce this rule; exceptions may be made for special circumstances at the discretion of the Market Manager.**

4.10 NO Drugs, Alcohol or Firearms. Vendors may not use, be under the influence of, or in possession of controlled substances including medical marijuana and/or unauthorized alcoholic beverages during Market hours and on Vashon Park District Property or property managed by the Vashon Park District. Vendors may not be in possession of firearms or weapons at Vashon Park District facilities while participating in the Vashon Farmers Market. Failure to do so will result in fines, missed markets and/or suspension of vendor privileges for the season.

4.11 Absentee Vendors. Vendors may make arrangements with a substitute to sell their goods and manage their tables, including paying required Market fees at the end of the day. Vendors must notify the Market Manager if a substitute will be running their stall and provide contact information.

4.12 Growing Methods. VIGA strongly supports organic farming. If your product is WSDA Certified organic you are encouraged to label it as such. Some VIGA farmers may fall below the income level required for organic certification and may still use the organic label – it is the grower’s responsibility to confirm this with WSDA. All growers, including other contract and/or reseller vendors, should be prepared to answer any questions about their growing practices clearly and honestly.

4.13 Sell only quality products. All products – produce, plants, flowers, crafts, prepared foods, and processed foods sold at the Market - shall be of the highest quality. The Vashon Farmers market sells only products grown, raised, produced or crafted on Vashon and Maury Island. Exceptions for vendors selling agricultural products not available through island vendors can be made on a case by case basis. Produce, plants and flowers should be fresh, clean and “reasonably” free of damage from insects and/or disease.

4.14 Have good signage. All Vendors must have at their Stall a farm/business sign that includes the business or farm name and all products must be clearly labeled and priced. Vendors must display VFM signage to communicate with customers when asked.

4.15 Price appropriately. The VIGA Farmers Market exists so that local growers, artisans and craft people can receive fair market value for their efforts. Vendors’ prices should reflect the fair market price of the same or similar items. There can be no ‘unloading’ or ‘dumping’ of large amounts of a particular item at far below the prevailing fair market price.

4.16 Courteous Behavior. Vendors will conduct themselves courteously to the Market Manager, other vendors, and customers. Vendors may not attempt to cheat or mislead customers. In order to keep market tables open to shoppers, vendors are reminded not to congregate in front of booths for conversation with friends and other vendors. Discourteous behavior to anyone at the Market may result in disciplinary action including suspension of vendor privileges for the season.

4.17 Taxes. Vendors are responsible to track and pay their taxes. Retail sales taxes and Business and Occupation taxes are the responsibility of the individual vendor. Most vendors are required by law to have a Washington State Business License (UBI#) and must supply this tax number or an explanation as to why it is not required when application is made to the Market.

4.18 Grievances. All vendors may appeal to the Market Manager for help in solving a problem with customers, other vendors or the public. Vendors shall accept the Market Manager’s decisions in the event of such disputes. Vendors with a concern about Market policies and/or procedures should first approach the Market Manager for resolution. If the Manager cannot settle the dispute to the Vendor’s satisfaction, the Vendor may appeal to the VIGA Market Committee.

5 Space Assignments and Rules

A vendor's location in the market is very important. Customers come looking for vendors in their "spot" and certain spots have greater visibility and traffic. It is the market manager's job to create the market map and assign spots to vendors. In doing so the market manager will always strive to both make the best possible market and move vendors the least.

**Determining a vendor's location is based on 5 things.
Attitude, Visual Presence, Seniority, Product and Sales.**

5.1 Seniority points. The purpose of seniority points is to help track vendors who have shown dedication both in the past and during the current season. Seniority is calculated in the following manner. 1 point can be earned for attending each Saturday market of the season and turning in your accounting sheet. Additional points can be earned by attending the bi-annual Vendor Meetings. Points accumulate for 2 years giving returning vendors priority. They are calculated weekly giving dedicated new vendors the chance to benefit from their hard work.

5.2 Growers Shed: The VIGA Shed was funded by a Grant from the King County Agricultural Commission and is therefore restricted to agricultural purposes. Space under and immediately adjacent to the shed is reserved for **Island** growers. Spaces are assigned for the year based on Market participation over the past 2 years and Market Manager discretion. Weekly allocation of all UNUSED assigned spaces to growers, artisans and/or other vendors will be at the discretion of the Market Manager.

5.3 Artisans and all other vendors: Outside of the Shed, the maximum space available is 10'X 10'. These spaces will be assigned by the Market Manager based on participation over the previous 2 years and Market Manager discretion. The Market Manager will make every effort to place Vendors consistently from Market to Market, but will exercise discretion based on the needs of the Market.

5.4 Craft sales by Growers. Recognizing that (a) farm-fresh produce is scarce in the **first two months** of the Market season, and (b) farmers often seek to diversify their income stream with farm-made crafts, VIGA will allow Island Growers to include **juried** craft sales under the Shed. **After the first two months of Market**, Island Growers may continue to sell their own crafts under the Shed provided that the crafts take up no more than 25% of their total display area.

5.5 Exceptions. Specific changes to space allocation guidelines may be made on a case-by-case basis at the discretion of the Market Manager.

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Additional Policies and Rules

6.1 Green Vendors. The Market can host ‘Green Vendors’ – local businesses that promote sustainable solutions to island needs - on a first come, first served basis. The table fee for a Green Vendor is \$30/Market.

6.2 Non-Profit and Community Groups. Local non-profits and community groups are encouraged to set up informational and educational displays at the Farmers Market. We welcome their energy and collaboration. Any group desiring to do this shall contact the Market Manager in advance to arrange for a space. Generally there is room for one (1) non-profit per Market day. However, when there are more empty vendor spaces near the beginning and end of the season there is room for more groups per market day. Groups are welcome to request multiple dates per year, but the market will prioritize variety first and repeat occurrences only if space allows. If such groups are fundraising by selling items, VIGA’s Market Rules & Policies regarding accepted sales activity shall apply and a 6% of Gross Sales fee will be charged, but no \$10 table fee. Membership and Application fees are waived.

6.3 No aggressive Sales Practices. No one is allowed to solicit shoppers outside their table area or to ‘button-hole’ Market customers – all vendors must remain at their table when selling and/or promoting their cause.

6.4 Animals in the Market. In accordance with Vashon Parks District rules and for the health of market customers no pets are allowed on the Village Green. The only exceptions to this policy are service animals including trained aid dogs and animals in carriers. Previously approved and scheduled demonstrations involving animals may be allowed.

6.5 Beverage Sales. In support of our mission and goals reselling of juices, soft drinks and other beverages are not allowed at the VFM. Beverages sold must follow the same rules as all processed foods (see “Processed Food” under section 3).

6.6 Signature Gathering. No soliciting or gathering of signatures may happen in the market. The areas outside of the market are public or private property and subject to their own rules.

6.7 WSFMA and FMC. The Vashon Farmers Market is a member of the Washington State Farmers Market Association and adheres to its policies (Roots Guidelines) for member markets. You may look at these policies online at: www.wafarmersmarkets.com
The Vashon Farmers Market is also a member of the national Farmers Market Coalition. Their website is here: www.farmersmarketcoalition.org

7

Tokens, Fresh Bucks and VIGA Fresh Fruit and Produce Coupons

Equitable access to fresh, locally grown food is an important value to VIGA. We continue to address this need through the Food Access Partnership program. We work hard to make island grown fruits and vegetables accessible to all islanders, regardless of income. The token, Fresh Bucks and VIGA Fresh Fruit and Produce Coupons help us do that, and all Vendors must be familiar with how these programs work.

6.1 Tokens. The Vashon Farmers Market uses a system of tokens that allows Market customers to use their EBT (Food Stamp) and/or credit/debit cards at the Market. Customers go to the Market Tent where they swipe their cards to purchase wooden tokens that can then be spent at any participating Vendor stall.

All tokens are good indefinitely, so customers do not have to use them up on the day they are purchased. They are like cash and cannot be replaced if lost. Customers may swipe their cards and purchase tokens as many times as they wish during the Market day.

All vendors must participate in the token program by accepting tokens for purchases and by displaying the signage provided so customers know that you accept either **RED** or **GREEN** or **BOTH** kinds of tokens.

6.1A RED EBT TOKENS. The Market processes customers' EBT cards and exchanges tokens for the amount charged, which can then be spent at the Market for eligible products only. EBT tokens are **RED**, \$1 in value, and may only be used for eligible food stamp products which include all foods intended to be eaten at home (i.e., bread or pastry in a bag, vegetables, meat, dairy) and nursery starts intended to grow food. No change can be given for purchases made with these RED EBT tokens.



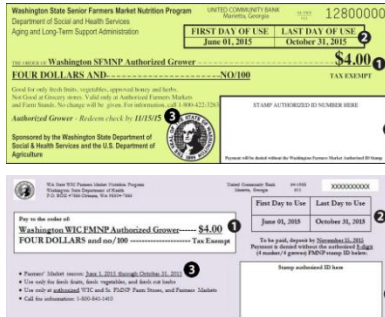
6.1B GREEN Credit or Debit TOKENS. The Market processes customers' credit and debit cards (VISA and MASTERCARD only) and exchanges tokens for the amount charged. These tokens are **GREEN**, and are in \$5 denominations. These tokens can be used at all Vendor stalls, and change may be given. Occasionally a customer wishes to purchase an item from a particular vendor, and rather than give the customer a large number of tokens, the Market Manager or volunteer writes a receipt for the amount charged which the customer brings to the vendor and the vendor puts in their accounting envelope at the end of the day. The vendor cannot be reimbursed without turning in the receipt.



6.1C Processing Your Tokens. Each Saturday, vendors record the tokens they received on their accounting sheet (as part of total sales) and put their tokens in their accounting envelope. Vendors will be paid for tokens received by check the following Saturday. VIGA will subtract 5% of each vendor's token sales to cover the processing fees charged to us.

6.1D Vendor Responsibility. It is the vendor's responsibility to understand the token program, what tokens you are eligible to accept, and to make sure that any person who staffs your stall understands the program as well.

6.2 WIC and Farmers Market Nutrition Program (FMNP) Checks. We strongly encourage



Vendors who are eligible (fruit and produce vendors, plus honey for the Senior FMNP) to apply to the WA State Department of Health to accept WIC, FMNP and SFMNP checks. This program runs from June 1st to October 31st, and checks must be

deposited by Nov. 15th. Before depositing at your bank, each check must be stamped by a Market staff person. It is your responsibility to be sure each check is stamped correctly before attempting to deposit. Talk to the Market Manager for more

information. . As an incentive for WIC and Senior Farmers Market Nutrition Program customers, VIGA matches their checks 100% with VIGA Fresh Fruit and Produce Coupons. Customers must come to the Market Tent with their vouchers BEFORE shopping to have their vouchers stamped and receive their Coupons. These Coupons can be used for fruit and produce, mushrooms, herbs and vegetable starts (and honey for SFMNP checks) only, and no change can be given.

6.3 FRESH Bucks. Fresh Bucks, worth \$2 each, are printed currency that we use as an incentive to



encourage EBT customers to shop at the Market. Each Saturday we match a customer's purchase of EBT (red) tokens up to \$10 with Fresh Bucks (one match per day). Fresh Bucks can ONLY be used at the Market and participating Farm Stands to purchase fruits, vegetables, herbs, mushrooms and vegetable starts. No

change may be given when they are used for purchase. Fresh Bucks are funded by a statewide grant from the USDA.

As an incentive for WIC and SFMNP customers, VIGA matches their checks 100% with Market Bucks. Customers must come to the Market Tent with their vouchers BEFORE shopping to have their vouchers stamped and receive their Market Bucks. These Market Bucks can be used for fruit and produce (and honey for SFMNP checks) only, and no change can be given.

Occasionally VIGA gives out Market Bucks (not EBT Match) as incentives to come to the Market. They will be in a different color, and not restricted to eligible foods and plants.

6.4 VIGA Fresh Fruit and Produce Coupons. This is another part of our Food Access Partnership



program. VIGA provides several island social service organizations with VIGA Fresh Fruit and Produce coupons which may be used at

the Market and at Vendors' farm stands. Again, they are in denominations of \$2 and can be used only to purchase food products from VIGA member growers. They are printed on different colors of paper for different organizations.

6.5 Processing Fresh Bucks and Coupons. All Fresh Bucks and Coupons are recorded under Bucks & Coupons on your accounting sheet and must be turned in, in the accounting envelope, at the end of the Market Day. **Fresh Bucks and Coupons may not be used to pay vendor stall fees.**

* You must have at least \$10 worth of tokens and/or Fresh Bucks and Coupons to be reimbursed the following Saturday.