

KEAUHOU FARMERS MARKET
VENDOR INFORMATION AND POLICIES
November, 2014

The Kona County Farm Bureau sponsors the Keauhou Farmers Market in order to support agriculture in Hawaii. Consistency, diversity, and customer service are essential for the success of the farmers market. The market serves to:

- Promote the Farm Bureau's message within the community to "Buy Locally Grown" by offering a wide diversity of locally produced agricultural products to the public
- Provide a venue for local farmers/producers to direct-market Hawaiian grown food, products, plants and flowers to the public.

1. HFBF MEMBERSHIP

All vendors must become a full voting member of the Hawaii Farm Bureau Federation. This membership provides benefits applicable to HFBF Members, and provides for required liability insurance coverage for the market and vendors during hours of operation. Membership fees are renewed each September 1st and are prorated on a quarterly basis, the first year only. The current membership fee is \$96 per year. \$90 is for the Hawaii Farm Bureau Federation and \$6 is for Kona County Farm Bureau. Approved applicants who are on the wait-list to join the Keauhou Farmers Market must also be a Kona County Farm Bureau member.

2. VENDOR APPLICATION PROCESS

The following policies provide the criteria for the KCFB Board of Directors when reviewing new applications for potential vendors and the products they are requesting to sell, as well as for the ongoing operation of the market.

It is a goal of the Kona County Farm Bureau to have the majority of products sold at the Keauhou Farmers Market offered by vendors who are the farmer/producer of the products. The KCFB Board will also strive to approve applications for new vendors who will serve to maximize a diversity of fresh local products offered to the public, and avoid duplication of specialty vendors. This not only serves to make the market more interesting to the public, but also increases the economic viability of vendors. Therefore, the Board may limit the number of products sold in a specific category (see below).

Each new vendor will submit an application listing products they would like to sell at the Keauhou Farmers Market on their application. Categories include:

- Fresh/dried fruit
- Fresh/dried produce
- Fresh/dried flowers
- Potted plants and/or potted herbs
- Plant ornamental products and arranging
- Jellies and jams
- Honey
- Fresh baked goods

100% local eggs
100% local nuts
100% Kona coffee
100% local grass-fed meat
100% local seafood
Artisan bread
Locally produced, agriculturally-based medicinal and/or beauty products
Locally prepared food products
Other local agriculturally-based specialty products

All vendors must have the following documents on file with Manager at least ten days prior to attendance at the market:

- Copy of state general excise tax license
- Signed Keauhou Farmers Market Application (form provided)
- Signed waiver releasing the Hawaii Farm Bureau Federation of any liability (form provided)
- Completed signature sheet for current version of Vendor Information and Policies (form provided)

In addition to the documents listed above, vendors who have potentially hazardous food products must also have a Temporary Food Establishment Permit obtained from the Sanitation Branch of the State Department of Health. See section 5 for specific information related to value-added and prepared food products.

3. PRODUCTS SOLD AT THE MARKET (Revision Approved November, 2014)

Permanent full time vendors may change produce offerings grown on their farm without notice to the Market Manager or the Board of Directors. Produce is defined as any raw fruits and vegetables.

Permanent full time vendors who would like to add or change their value added offerings must get approval using the following process:

- 1) Notify the market manager of the potential product
- 2) Fill out required form (available on website or from market manager)
- 3) Wait for approval from market manager to begin selling

On a periodic basis, the Manager will review and distribute an updated list of products approved as well as products restricted for sale at the Keauhou Farmers Market. The Manager will also keep as copy of the current list at the Manager's tent during market days.

4. OTHER POLICIES REGARDING SALE OF PRODUCTS

- Absolutely no mainland produce or flowers will be allowed for sale.
- Henceforth, actual growers of 100% Kona Coffee will be given priority when the Board reviews new applications, but may consider applications from coffee vendors who can demonstrate a direct relation to the coffee- such as a grower/farm manager. (March 2012) The label must represent growers. NO associations.
- Farmers (actual producers) of fresh agricultural products will always have priority as

- the Board of Directors reviews applications for new vendors.
- Vendors offering a unique product will be given preference as the Board of Directors reviews applications for new vendors.
 - Farmers/producers may offer limited amounts of products from neighboring farms (not from retail sellers, wholesalers or distributors) at the discretion of the Board of Directors
 - A farmer/producer who sells products from other farmers must have the ability to document that these items were bought from another Hawaii Island Farmer and be familiar with the name, location, farm practices and other information pertinent to the farmers they represent. Proof of Hawaii origin should be available to market Management upon request.
 - Ready-to-eat prepared food products (other than “baked goods”) shall include Hawaii-grown agricultural ingredients. The Board on a limited basis may approve products without any Hawaii-grown agricultural ingredients for sale.
 - All processed, value added food products must be made in Hawaii in a certified commercial kitchen unless a waiver has been obtained from the Department of Health.
 - A vendor may sell items with their company logo (t-shirts, aprons, hats, etc.) as long as these are not the primary items for sale in a vendor’s booth. Logo items shall be tastefully displayed and shall not take up a disproportionate amount of booth space. All other non-edible products are not allowed in the market for sale (unless otherwise noted).
 - Applications requesting to sell non-edible products based on locally grown agricultural products created by the vendor will be considered on a case-by-case basis by the Board. For example, goat’s milk soap, wreaths, or decorated (carved) gourds.
 - No jewelry will be approved for sale at the market.
 - A vendor selling beverages shall adhere to the “Made in Hawaii” theme. This applies to soft drinks, bottled water, tea, coffee and other items sold in the market.
 - Vendors who would like to participate in the EBT program must provide their own receipt book. Receipt books *must* contain triplicate forms.

5. VALUE-ADDED, PREPARED FOODS SOLD AT THE MARKET

The market provides space for two prepared food vendors- one hot and one cold. Both vendors may sell hot and cold foods; however only the “hot” foods vendor is permitted to cook on-site (with the exception of farmer/chef presentations.) The “cold” food vendor may provide “warm and serve” items. This maintains shopping center requirements, provides greater menu diversity, and reflects a more realistic menu policy.

After initial Board review and approval of their menu, food vendors:

- May substitute ingredients on existing menu with new or seasonal items
- May include variations in presentation
- Must stick to substitutions that do not change the entire nature or category of the dish (For example, grilled fish steaks cannot be substituted for ceviche; mango cobbler cannot be substituted for mango sticky rice)

Vendors cooking and serving prepared food, including farmers who are sampling their products to customers, must adhere to all State of Hawaii, Department of Health

guidelines and prepare their foods in a certified commercial kitchen. Food vendors must also have a Temporary Food Establishment Permit obtained from the Sanitation Branch of the State Department of Health. Every vendor selling a food item must apply and let the department determine the waivers. Applications are available online or at the Sanitation Branch. There is a fee schedule for permits issued; permits are good for 20 events within a 120 day period.

6. FUNDRAISING AT THE MARKET

Fundraising is not permitted for private individuals at market. Non-profit groups may fundraise at the market if there is space available for no charge. All products sold must be pre-approved by the Manager in advance. Applicants are encouraged to find products that complement - instead of directly compete - with the market's current offerings.

7. SPACE FEE AND PAYMENTS

The weekly space fee is \$25 plus General Excise Tax, prepaid at the beginning of each month. Weekly payment fee is \$30 plus General Excise Tax. Monthly prepayments are required to guarantee placement in a specific stall. The fee covers staff salaries, the liability insurance required by the Keauhou Shopping Center, supplies, and any advertising costs. Payments must be made by the first Saturday of each month. Receipt of the fee secures your space at the market. Cash and check payments are acceptable. Checks should be made payable to the Keauhou Farmers Market. There is a \$25 fee for any returned checks.

8. ATTENDANCE AND ABSENCES

In order to reserve a specific placement in the market, the vendor must pay for four (or five) weeks in advance. Vendors paying for a space rental on a week-to-week basis will not be guaranteed reserved placement. Consistency and good customer service are essentials for the success of the farmers market. Vendor "no shows" and extended absences are very disruptive to market operations and have a negative impact on good customer relations. Absences of extended periods of time compromise the market's ability to provide a year-round showcase for locally grown products. Vendors shall notify the Manager if they are not able to appear at the market (see cancellations guidelines). Vendors are provided three Saturdays of excused time each year for any reason. Once these three excused absences have been used, a vendor must pay for any more absences. New vendors must be in the market 90 days prior to using their absences.

Intermittent absentee vendors: If a vendor wants an extended absence and does not want to give up their space they must continue to pay for it, however, the Manager will actively pursue options to fill the void. If the vendor filling the void would like the space permanently, the absentee vendor will first be given the opportunity to find a temporary employee or someone willing to work their booth while they are gone. If the absentee vendor still cannot maintain a presence at the market, the temporary vendor who wants to become permanent will be provided that opportunity.

9. HOURS OF OPERATION, START TIME AND SHUT DOWN TIME

The market is open from 8:00 am until noon every Saturday. Vendor sales are allowed

from 7:45 am to 12 Noon. Vendors shall break down by 12:30pm. The Manager will ring a bell at 7:45 am indicating that vendors may start to sell. Vendors who sell before 7:45 will receive a penalty (see section 21 "Penalties" below).

Vendors need to be on site early enough to complete their booth set-up by 7:45 am. Spaces are guaranteed until 7:30am. Vendors shall contact the Manager if they expect to be late. *Vendors must remain until 12 Noon unless sold out.* If a vendor sells out of products early on a regular basis, they should strive to increase the inventory brought to the market. It is disruptive to the market and a disappointment to the customers when vendors run out of products to sell or are not present until the close of the market. If a vendor sells out prior to 11am, the vendor is expected to stay until 11am. Vendors consistently leaving before 11 AM who have sold out, or vendors leaving before noon whom have not sold out, will be evaluated on a case-by-case basis by the Board of Directors.

10. TRASH

Vendors must remove unsold, damaged, or expired fruits/vegetables, produce, food products, and/or packaging or cardboard boxes when leaving the site. Vendors are responsible for their own trash and must clean up their booth area at the close of market day.

11. VEHICLES AND TRAFFIC

A vendor may leave one vehicle within the vendor space parked parallel to the market border. Vendors renting two stalls may leave two vehicles within the vendor space. On certain occasions, shopping center management may ask vendors to park in another location. Please cooperate. As a safety precaution, spotters should be used when driving in the parking lot. Specifically, when vendors must leave the market in their vehicles during market hours, spotters must be careful to watch for pedestrians coming and going to/from the market. Vendors who load and unload outside of their allocated parking space must move their vehicles to their designated space by 7:45 am.

12. SPACE ASSIGNMENTS

The market Manger will work with vendors in order to find booth locations that work best for both the vendor as well as the market. The Manager will make the final decision regarding vendor placement. In order to preserve the diversity of market products, vendors will no longer be allowed to rent two adjacent booth spaces (aka a "double booth") (February 2014). Vendors who had a double booth prior to this change in policy will not lose their spots. Electricity for vendor booths is available on a case-by-case basis, as determined by shopping center management. Vendors are to discuss their individual electricity needs with shopping center management directly.

13. SHARING BOOTHS

It is OK to share a single booth if two individual vendors do not have enough products; however, the Manager must approve two vendors in a single booth. Each vendor in a single booth must submit a separate application and both vendors must be Kona County

Farm Bureau members. Each vendor must apply to sell specific products, as individuals, and each space is limited to one cash box per booth. Substitute vendor representation is allowed on occasion (illness, travel, etc.). Employee or substitute vendors do not have to be Farm Bureau members.

14. VENDOR STALLS, SETUP AND EQUIPMENT

Vendors must provide and are responsible for their own tables, tents and equipment.

Tables and equipment must be contained within vendor's 10x10 space. Tents shall be no larger than 10x10 feet and must be secured properly for high winds. Failure to comply with the weights requirement is a safety infraction, which may result in a fine.

15. CASH BOX, RECORDS & RECEIPTS

Each vendor shall have their own cash box with appropriate change, scales if necessary, and any other equipment required. Vendors using scales must have them calibrated and registered with the state; appropriate documentation of calibration must be available at the market. Vendors must be able to provide a receipt to customers. The receipt should indicate the name and contact information for the vendor/company and the amount of sale. Vendors are required to keep a record of daily sales for General Excise Tax and income tax purposes.

16. SIGNS

Vendors must have a professional sign identifying their farm/company prominently displayed. Signs for products and prices should be legible and clearly displayed and may require approval by the Manager. Vendors may not advertise their products as "organic" unless they are certified organic by a licensed certifying agency.

17. KEAUKOU FARMERS MARKET EQUIPMENT

The Manager oversees set up of the market tents, tables and chairs within the market's common areas. This equipment shall not be moved and/or used by vendors as it is for the customers.

18. RESTROOMS

Restrooms are available and operated by at the Keauhou Shopping Center, based on their own policies.

19. SALE OF FARM

In cases where a vendor's farm is sold, the farm's new owner must re-apply for a booth at the Keauhou Farmers market. Booth space is provided to an individual Farm Bureau Member, not to a farm.

20. VENDOR ETIQUETTE

Keauhou Farmers Market is a community of vendors. Vendors should be considerate of how their behavior affects the sales of other vendors and the atmosphere of the market. Disparaging comments about the market, or hostility towards other vendors, customers, shopping center personnel or the Manager, will be taken seriously and may be grounds for

a penalty.

21. PENALTIES

Vendors in violation of any of the market policies may be subject to the following penalties; a written notification will be hand-delivered or emailed to the vendor:

First Offense: The first time a vendor is in violation of a policy, they will be given a warning letter notifying them of the offense.

Second Offense: The second time a vendor is in violation of the same offense, they will be charged a \$25 fine to be paid at the next market attended.

Third Offense: The third time a vendor is in violation of the same offense, they will be charged a \$50 fine to be paid at the next market attended.

Fourth Offense: The fourth time a vendor is in violation of the same offense will result in the vendors removal from the farmers market. If a vendor is removed, they must wait a minimum of 90 days to reapply to the market, and are not guaranteed space. In addition, they will be placed on a wait-list for any items they wish to sell that are in a limited category, even if they were selling these items when they were removed from the market.

Severe Infractions: Severe infractions, as determined by the Board and/or the Manager, will be dealt with on a case-by-case basis and may be grounds for removal from the market.

At the discretion of the Manager, failure to pay a fine when due may result in removal from the market until the fine is paid.

Signature Page

I have read, understood, and agree to the November, 2014 Keauhou Farmers Market Policies. I am aware that participating in the market requires that I abide by these policies.

Signature

Business Name

Printed Name

Date

Please return completed signature page to Manager. Original will be kept in vendor files.