



2017 QAFM GUIDELINES & POLICIES

Thank you for your interest in vending at the Queen Anne Farmers Market (QAFM). Understanding and agreeing to these Policies and Guidelines is necessary for your participation and success. We appreciate your support and cooperation.

ABOUT US: QAFM is an independent farmers market, organized by Queen Anne neighbors. The market's mission is to support small farms and build community. A vibrant marketing and event schedule attracts customers from all over the city. QAFM enjoys high visibility in a convenient and beautiful location and has grown a loyal customer base since its inception in 2007. Last season, the market had weekly averages of 48 vendors and 4,000+ customers. Our market is food and farm products, producer-only, ADA accessible, dog-friendly, and committed to food equity, offering SNAP, Fresh Bucks, WIC, Senior FMNP, and a surplus produce program.

LOCATION: QAFM is located at West Crockett Street and Queen Anne Avenue North in the heart of Queen Anne's retail district, and includes the Queen Anne Aquatic Center parking lot. Ample vendor parking is available on adjacent streets and lots.

WEBSITE: <http://www.qafma.net>

TWITTER: @QAfarmersMkt

INSTAGRAM: @queenannefarmersmarket

FACEBOOK: www.facebook.com/QAfarmersMkt

MESSAGE LINE: 206.428.1983

EMAIL: info@qafma.net or managerqafm@gmail.com

SEASON: Thursdays, 3:00 pm to 7:30 pm, from June 1 to October 12, 2017

(Severe weather conditions may necessitate the closure of QAFM due to safety concerns. This closure will be at the Director's discretion. QAFM will not be responsible for any injury or loss of property when a Market is officially closed for weather conditions. Dates and hours may be subject to change. The Director may close the market at 7pm in the early and/or late season, depending on available light.)

I. WHO CAN SELL WHAT

Products sold at the Market are generally limited to five categories, listed below as A through E. Each vendor's application must detail exactly what products the vendor intends to sell. Vendors must be Washington State farms or businesses. Vendor must be an active owner/operator of the business and may not be operating the business under a franchise agreement. Vendors may only sell products listed on their applications. If a vendor wishes to later add or discontinue a product, they must inform the Director. Requests for adding new products to sell will be addressed on a case-by-case basis.

Any violation of these rules will result in the product being automatically removed from the vendor's tables and possible revocation of the vendor's Permit to Sell. Interpretation of this rule is at the Director's discretion.

A. FRESH FARM PRODUCTS: Fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats, fish and shellfish. Also included are fresh cut flowers, nursery stock, plants, and foraged items such as wild herbs or mushrooms. All fresh farm products must be grown or produced in Washington State, and grown, produced or foraged by the farmer/vendor selling them.

Only farmers, ranchers, fishers, apiaries, nurseries and foragers may sell fresh farm products. Farmers and nursery operators must propagate all plants and flowers from seed, cuttings, bulbs or plant division. Honey vendors must be the owner-operators of beehives from which they sell honey, and their hives must be registered with the state. Vendors must be active owners/operators of the farming operation and may not be operating the business under a franchise agreement. All dairy, eggs, poultry, honey, meats, fish, shellfish must have the proper permits and licenses as required by the WSDA, City of Seattle and Seattle-King County Health Department and must carry product liability insurance. Copies of proof of insurance must be provided to the QAFM.

B. VALUE-ADDED FARM FOODS: Includes preserved foods, jams, jellies, juices, cider, wine, distilled spirits, syrups, salsas, smoked or canned meats or fish, dried fruit, flours, salad dressings and limited on-site processed farm food such as roasted peppers & roasted peanuts. Wines allowable for sale at the Market must use grapes and fruit grown in the five wine appellations of Washington State.

All value-added farm foods must be made from raw products and ingredients, a majority of which are grown and produced by the farmer/vendor. The vendor must also be the creator of the value-added farm foods being sold (i.e. personally cooking, canning, baking or preserving the product itself or supervising their own raw ingredients used in accordance with their own recipes in a permitted facility). Situations where third-party processing is deemed necessary (e.g. fish that is canned by a third party) will be considered on a case-by-case basis. All processed, value-added farm foods must have the proper permits and licenses as required by the WSDA, City of Seattle and Seattle-King County Health Department. All processed, value-added farm foods must carry product liability insurance. Copies of proof of insurance must be provided to QAFM. All processed foods must be properly labeled (**see section VI.I**).

C. DRIED FLOWERS, CRAFTED FARM PRODUCTS: Bouquets, wreaths, roping, vine and woven wood baskets, arrangements and displays of fresh and dried flowers, vegetables, vines and gourds. Beeswax candles are allowed by honey producers only. Other non-edible crafted farm products will be considered on a case-by-case basis.

All crafted farm products must be made from raw products and ingredients, a majority of which are grown and produced by the farmer/vendor. The vendor must also be the creator of the crafted farm products being sold

D. PROCESSED FOODS: Preserved foods, jams, jellies, juices, cider, wine, distilled spirits, syrups, salsas, smoked or canned meats or fish, dried fruit, salad dressings, breads, pastries, baked goods, pasta, granola and related take-home foods, not prepared on-site at QAFM. Wines allowable for sale at QAFM must use grapes and fruit grown in the five wine appellations of Washington State.

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 but have not raised the ingredients themselves. No commercially prepared dough mixes, crusts, shells or fillings are

allowed. Our intent is to support local agriculture. It is required that the vendor will use raw ingredients that are grown in Washington, as appropriate for the product, and when possible, use products from participating QAFM farmers. All processed foods must have the proper permits and licenses as required by the WSDA, City of Seattle and Seattle-King County Health Department. All processed foods must carry product liability insurance. Copies of proof of insurance must be provided to the QAFMA. All processed foods must be properly labeled (**see section VI.I**).

E. PREPARED FOODS: Freshly made foods available for sale and immediate consumption on-site, such as pizza, sandwiches, tamales and crepes. It is required that the vendor will use raw ingredients that are grown in Washington, as appropriate for the product. When selecting prepared food vendors, priority will be given to vendors preparing food from raw ingredients grown and/or produced by participating QAFM farmers. QAFM reserves the right to prohibit the use of generators during market hours, provided that adequate power can be supplied to the vendor to allow full operation of necessary equipment. All prepared foods must have the proper permits and licenses as required by the WSDA, City of Seattle, Seattle Fire Department and Seattle-King County Health Department. All prepared foods must carry product liability insurance. Copies of proof of insurance must be provided to the QAFMA.

F. OTHER: QAFM may allow, on a very limited, case-by-case basis, vendors selling non-food items that promote our mission. Priority is given to neighborhood businesses and rates will be determined on an individual basis.

II. HOW PARTICIPATION IS DETERMINED

QAFM grants Permits to Sell based on our need to balance available produce with a well-rounded product mix. QAFM strives to meet the needs of participating farmers as well as our goal of creating a vibrant and successful market.

A. MARKET STAFF: The Director's job is to implement QAFM policies. This includes overseeing vendor participation and booth assignments, set-up, collecting fees, providing information on QAFM policies and assuring vendor compliance. The Director is also responsible for public concerns and vendor concerns. The Director has complete authority to interpret and implement policy at-market, as necessary, and to make all decisions regarding participation, stall assignments and other operations.

B. PARTICIPATION is determined by QAFM, whose job is to provide a healthy, viable mix of new and current vendors, including experienced vendors with a proven record of high sales and consistent quality/variety. The goal is to create an economically successful and sustainable farmers market, while also providing increasing opportunities for new vendors to sell their products directly to customers.

Decisions are based on available space, the need for specific products, the vendor's fit with QAFM's mission and demographic, and the vendor's performance history. Criteria for evaluating vendor performance will include: ability to follow QAFM policies and the Director's directions (e.g., communication, punctuality, clean-up, weights, signage, 48-hour advance notification when canceling, etc.), product quality, visual display, sales history and record of no outstanding balances.

The goal of QAFM is to create a Market vendor mix with at least 70% farmers. QAFM is also committed to supporting and helping incubate smaller start-up businesses in vendor categories D

and E, when possible. Priority is given to returning vendors.

III. HOW STALL ASSIGNMENTS ARE MADE

STALL ASSIGNMENTS are made by QAFM based on the following criteria: (1) available space, (2) the need for a specific product and the vendor's ability to provide it, (3) the number of spaces the vendor requires, and (4) vendor history and sales performance. Participation in QAFM is not a guarantee of a particular stall location. The Director will make every attempt to keep stall space assignments consistent throughout the season. However, stall assignments will change over the course of the season in order to maximize shopper experience, make the best use of space and provide a good mix of products.

IV. 2016 MARKET PARTICIPATION FEES

A. APPLICATION FEE: \$30 nonrefundable, due upon application.

B. DAILY STALL FEE:

Stall Size	Categories A-D	Category E
10' x 10' Space	\$30 or 6 percent	\$40 or 7 percent
10' X 20' Space	\$60 or 7 percent	\$65 or 8 percent
10' X 30' Space	\$90 or 8 percent	\$95 or 9 percent

C. PARKING & ELECTRCITIY: Additional fees will be charged for on-site parking and for electricity, which is very limited. Approval must be obtained by the Director 48 hours PRIOR to vendor arrival at market.

D. VENDOR SALES REPORTING: Vendors must report their daily gross revenue to Director at the end of each market, on the Sales Report Form provided, which they shall sign and verify as accurate. Vendors who fail to report accurate sales forfeit their right to sell at QAFM. Gross revenue includes all cash sales as well as the value of:

- pre-orders
- special orders
- all revenue from SNAP tokens, Fresh Bucks, WIC and Senior FMNP checks

V. VENDOR RULES FOR 2017

A. PRINCIPLE FARMER/OWNER PRIORITY: Permits to Sell are only granted to the principal farmer/producer/owner. The principal farmer/producer may send family members, partners or employees to QAFM in their place but are responsible for having their on-site representatives aware of all QAFM rules, procedures and violation policies. Priority may be given to vendors whose owners staff their market stalls.

- All staff must have working knowledge of the farm/business in order to develop good customer relationships.

- The principal farmer/producer is expected to attend the Vendor Orientation before the season opens and at least one week (and as many markets as feasible) during the season.

B. MARKETING: The success of QAFM relies on effective marketing to enlarge our customer base and increase vendor sales. QAFM uses a variety of media including a weekly e-newsletter with photographs, recipes and vendor profiles as well as regular social media updates on all platforms.

- It's easy to keep us informed, just tell us at checkout what two items you'd like featured for the coming week.
- Vendors are encouraged to promote QAFM on their websites and social media sites.

C. WEIGHTS: All vendors with tents, canopies and/or umbrellas are required to have at least 25 pounds of non-variable weight per tent leg and 50 pounds per umbrella stand securely attached at all times during the market. Fines will be issued after the first warning. QAFM does not provide weights. Any damage incurred by a vendor due to insufficient weights will be at the expense of that vendor. We strictly enforce this rule so please be aware of your weights.

D. PUNCTUALITY: No vendors are allowed on the site before 12:00pm. Those with booths located on W. Crockett Street may begin setting up at noon. Those assigned to the QA Community Pool parking lot may not arrive on site until 1:00pm. All vendors must vacate the site by 8:30pm. QAFM is not insured or staffed outside of these hours.

- Vendors are not allowed on the site until Market staff gives permission.
- Vendors must unload their vehicle completely prior to setting up, so as not to block other vehicles.
- No selling shall begin before 3:00pm, except to wholesale customers as approved by the Director.
- Vendors must be set up and ready to sell by 3:00pm.
- Vendors must remove their vehicle from the Market area at least 15 minutes before start time unless approved by Director.
- Vendors are required to stay until close. Vendors who sell out early must keep their stall set up until closing time and should post a sign letting customers know they have sold out.
- Vendors should not leave their vehicles and possessions unattended. Vendors' stalls MUST be staffed at all times. If you need to leave your stall (i.e., for a restroom break), please ask a market volunteer to fill in. You may find one at all times at the Information Booth.
- Gross sales must be reported and fees paid no later than one hour after QAFM is closed.

E. SIGNAGE: All vendors will post a sign identifying the name of the farm/business represented and where it is located. Signs should be attractive, clean, and large enough to be seen. Vendors must have their signs displayed before sales begin. QAFM puts a strong emphasis on aesthetics and will assist vendors in sourcing design and printing services.

F. PRICE SIGNAGE: All goods for sale must be clearly marked with their prices. This can be done by individually tagging each item with a sign or by listing all products and prices on a large sign or blackboard so that it is clearly readable.

G. SELLING SPACE: Vendor stalls, selling space and vehicles must not extend beyond allotted boundaries of the stall space without prior approval of Director.

H. SET OUT DISTANCE FOR VENDOR DISPLAY: Displays and signs must allow clear visibility to adjoining booths. Display and selling techniques must not impair other vendors' ability to sell, nor create a hazardous situation for customers. Our intention is to create a visually enticing market for customers and to enable all vendors to maximize their selling space.

I. VENDOR VEHICLES and LOADING or UNLOADING: Vendor vehicles must be off-site no later than 15 minutes before QAFM opens and be parked at least two blocks away from the market site or at the parking site designated for vendors. Fees may be charged by site and/or parking lot landlords for the privilege of parking a vehicle off-site.

J. STALL SPACE 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 vendor's vehicle. Each vendor is responsible for complete clean up of their space at the close of the market. **This includes taking with you any trash or garbage that is generated in or around your stall and sweeping up any product debris left on the ground.** All prepared food vendors must provide their customers with a place to dispose their waste. Farmers are not permitted to dispose of produce waste, overripe or leftover produce or boxes in any on-site garbage cans or dumpsters. Market trashcans and dumpsters are not available for vendor use. Vendors must bring their own brooms, dustpans and waste bags. Fees may be charged for any garbage left behind.

K. PRICING and QUALITY OF PRODUCE:

1. Pricing of goods sold at Market is solely the responsibility of the individual vendor. However, we have had consistent feedback that prices seem to be higher at our market. Please be aware that customers also shop other markets and do price comparisons. Consistent prices create more satisfied customers.
2. Vendors are expected to bring superior quality produce and products to QAFM. Vendors should inform and educate customers about produce ripeness and proper storage.
3. Vendors are responsible for the safety of their food and cannot sell adulterated food.

L. SCALES: Vendors selling produce by weight must provide their own scales. Scales must be "legal for trade" and are subject to inspection by the Dept. of Agriculture's Weights and Measures Program. All scale displays must be readable and in easy sight to your customers during business transactions. Market staff may randomly check the visibility and accuracy of scales, as needed.

M. CHILDREN: Vendors must monitor and supervise their children at all times during market day. The market can take no responsibility for their safety or whereabouts or for any damages they may incur.

N. COURTESY/CONDUCT:

1. QAFM is a community event where many diverse people are gathered to shop and sell. Vendors and their representatives are expected to conduct themselves in a respectful, safe, courteous and harmonious manner with customers, QAFM staff and each other.

2. Any language or behavior that jeopardizes the normal operations of QAFM will be grounds for termination of the vendor's Permit to Sell. Vendors may not threaten or use abusive language with customers, staff, community representatives OR each other during market operations.
3. Customer complaints about individual vendors will be discussed with the vendor. If the market receives numerous complaints about a vendor, the Director has the right to revoke a vendor's Permit to Sell.
4. Consumption of alcoholic beverages or any controlled or illegal substance while at the market is prohibited. Any violation will result in the termination of the vendor's Permit to Sell.
5. Refunds: Customers who have a legitimate complaint about the produce they purchase should be given a full monetary refund or replacement of equal value. It is QAFM's policy to satisfy the customer and to promote good will by being generous with produce and food products.

O. HAWKING: Calling attention to your products in a loud, repetitive, public manner during the market day is prohibited.

P. TIP JARS: Tips should not be requested or expected. Tip jars are permissible at prepared food booths.

Q. VENDOR DRESS: Vendors are requested to wear appropriate attire and appear neat and tidy at market. Vendors must wear shirts and shoes at all times.

R. VENDOR MUSIC: Vendors may play individual music/radio in their stall space but should be aware of volume and other vendors' ability to transact business without any audio interference. Vendors may not play music while musicians are performing.

S. SAFETY: Vendor vehicles, tables and overhead shades must be maintained and used in a safe manner. Table legs must be firmly locked into place. Tables must have smooth edges and remain stable when loaded with produce. Tent poles, canopy legs, boxes and/or umbrella stands must not obstruct foot traffic flow; care must be taken when setting up or taking down displays. Cords must be taped down.

T. NO SMOKING: Smoking is not allowed in the market.

U. VENDOR FEEDBACK FORMS: Vendors who have concerns regarding market operations and vendor policies should complete a Vendor Feedback Form. You may also email the market at info@qafma.net.

V. FARM/PROCESSOR VISITS: All vendors agree to host a site visit by a representative from the market, if requested, with a 24-hour notice.

W. BOOTH AUDITS: QAFM may conduct random booth audits at any given vendor's stall during the market season. These audits will be carried out by independent, third-party observers.

X. QAFM is not responsible for loss or damage of property.

Y. There will be no discrimination according to race, color, creed, sex, religion, sexual orientation, age or nationality.

Z. QAFM reserves the right to prohibit the sale of any product and/or deny anyone the privilege of selling at the market at any time.

AA. VIOLATIONS: Failure to comply with any of the rules will result in warnings and/or fines, and possible Termination of Vendor's Permit to Sell, at the Director's discretion. The first violation will be a Verbal Warning, the second violation will result in a \$25 fine, and the third violation will result in additional fines or dismissal from the market.

VI. LICENSES, PERMITS AND SPECIAL REQUIREMENTS

A. HEALTH DEPARTMENT CHECKLIST: This checklist is included in the Vendor application. Please ensure all staff understand and comply with the following rules:

- if preparing or sampling food, set up a gravity flow hand wash station first with warm water, a tub to catch the water, pump soap, and paper towels.
- wash hands frequently during the market.
- wash hands with hot water after using the restroom and then again at the booth before handling any products.
- keep food products at least 18" above the ground.
- keep coolers at 41 degrees or below, as applicable.
- ensure proper hot-holding procedures of 140 degrees or above, as applicable.
- wash all produce used for sampling, as applicable.
- provide leak-proof garbage containers in your booth and haul all garbage away.
- label packaged products as required with: (1) the name of the product, (2) company name, (3) address, (4) net weight, and (5) ingredients listed in decreasing order of predominance.
- post consumer advisory when necessary (i.e. raw or unprocessed foods).
- use sanitary solution (1 T. bleach to 1 gallon of water) to keep table tops clean, store the cleaning solution away from all food and keep it properly sealed.
- if cooking, have an inspected, up-to-date, permitted fire extinguisher on premises and know how to use it.
- if holding potentially hazardous foods, have a working metal stem or digital thermometer in booth at all times and check temperatures frequently. This includes requirements for leafy and cut greens.

- keep copies of all required health permits and worker's food safety cards at the stall.

B. 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 Master Business License Number and must supply this tax number with your application to sell at QAFM.

C. INSURANCE: All vendors must show proof of current automobile insurance for on-site vehicles and provide QAFM with policy numbers, which will be kept on file. Proof of Product Liability Insurance is required from processors in Categories A, B, D and E under section I.

D. PERMITS, LICENSES AND INSURANCE: All vendors shall provide, with their application to sell, current copies of any permits, insurance and licenses applicable to the sale of their products. Vendors selling shellfish must have additional licenses from the Washington State Dept. of Health. All Processors and Prepared Food vendors must have a City of Seattle business license.

E. FISH: Vendors who sell fish at QAFM must comply with Category A (under Section I) and may also be asked to provide the following: Landing ticket or "Fish ticket," documentation of fish pulled from cold storage to processor, invoices from the processing facility documenting the weight of the finished product, wholesale receipts for all other sales than direct and NMFS log book.

F. ORGANIC PRODUCTS: If a product (raw or processed) is labeled "organic" or verbally referred to as "organic," it must be certified as required by Washington State law. VERBAL OR WRITTEN DECLARATIONS OF ORGANIC STATUS NOT CERTIFIED OR VERIFIED WILL RESULT IN TERMINATION OF VENDOR'S PERMIT TO SELL. When a farmer is selling both organic and non-organic produce at the same stand, the non-organic produce must be physically separated from the organic produce and clearly labeled as non-organic or conventionally grown.

G. "UNSPRAYED, PESTICIDE-FREE OR LOW-SPRAY": Written and verbal declarations regarding pesticide use which cannot be certified such as "Unsprayed", "Pesticide Free" or "Low Spray" may need to provide a notarized affidavit attesting how these growing practices are followed. This affidavit will be kept with Director for the season. Consumer queries regarding farming practices must be answered factually.

H. PROCESSED FOODS: All farmers and vendors who sell processed foods MUST be licensed by the Washington State Department of Agriculture and/or Liquor Control Board as a Food Processor or Winery. These foods include baked goods, breads, dried fruits, dried or mixed herbs, teas, cider, wines, distilled beverages, preserved foods, jams, jellies, salsas, canned fish and meats, dried fish and meats, condiments 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 are responsible for understanding and meeting all WSDA requirements for processing and selling food and must provide copies of all permits and licenses to QAFM with their application to sell. State requirements include, but are not limited to: cooking, labeling, facility permits, oversight, liability insurance, acidity, Brix levels. Other King County Health Department requirements apply.

I. LABELING: Labels are required on processed foods (including honey) and must meet State requirements and include: (1) The name of the product, (2) company name, (3) address, (4) net weight in ounces and metric on bottom third of label, and (5) ingredients listed in decreasing order of predominance. All Organic products must be labeled accordingly. Vendors are required to provide copies of all labels of all processed foods they plan to sell at QAFM prior to selling their

products at market. Labeling may also be required for on-farm processed, value-added, non-edible products.

J. SAMPLING: Sampling may take place only if the Vendor complies with all Seattle-King County Dept. of Health requirements. The Vendor must have a working warm water hand washing station in the booth set up first, wash the samples ON-SITE at our sink, and transport the washed produce in a clean container back to your booth. All Vendors must protect the samples from contamination with a sneeze guard and provide the samples with single service utensils, such as toothpicks. Food can only be handled with tongs, bakery papers, scoops, or disposable gloves. **Bare hand contact with food is not allowed.** Cutting implements are to be changed or washed every two hours with soap, running water, and paper towels. Potentially hazardous foods can be sampled only as long as they are kept in the correct hot or cold temperature zone and utensils are used. Disposable serving utensils, like toothpicks, are to be used for the public. Food serving utensils need to be changed every two hours. Vendors should bring two sets for the four and one half-hour market day. All vendors must abide by the Washington State Department of Health requirement that you wash hands with warm water twice after using the restroom, once at the restroom with warm water and then again at your hand wash station back at your booth before handling products.

K. VENDOR CONTRIBUTIONS: Vendors may be asked to contribute product to QAFM's promotional and educational events such as chef demos, classes, produce tastings and special events. These are great marketing tools. Vendors are credited on-site and in chef recipes on our website. (Receipts are available upon request.)

L. SUSTAINABILITY: It is our goal to become a zero waste market. We request that all vendors thoughtfully consider the type of packaging they are using and consider using biodegradable or recyclable packaging whenever possible.

VII. VENDOR AGREEMENT

If provided a Permit to Sell, your participation in QAFM is voluntary, as is QAFM's choice to have you participate. At any time either party may terminate this contract. QAFM reserves the right to modify these Guidelines and Policies at its discretion. All vendors will be notified if/when any changes are made.

We encourage you to keep a copy of these Guidelines and Policies at your stall for easy reference by staff. A copy is also kept at the QAFM Information Booth throughout the season.

Thank you for following our rules. Through working together, we can ensure another wonderful season!