

**2010 Market Season**  
**Healdsburg Certified Farmers' Market**

P.O. Box 2198  
Healdsburg, CA 95448  
707.431.1956  
mary@healdsburgfarmersmarket.org

Dear 2009 Farmers and Vendors of the Healdsburg Farmers' Market,

Happy early spring 2010! The Farmers' Market Board (Russ Messing, Sharon Vyborny, Dave Legro, Emmett Hopkins, and Kelly Sullivan) and I have been meeting and preparing for the next market season. It has been decided that it's time for us to continue moving into the 21<sup>st</sup> Century, and so we are emailing information about the application process to those of you who have email. This will save the market the cost of paper, printing, and postage.

Please print out the following application, fill it out, and mail it back to me via snail mail by Thursday, April 1, 2010. If you are not able to download the application to print it out, then please call or email me and I will send the application via US Postal Service. The market rules and regulations are posted on our website. The WIC application will also be posted there.

Growers, if you do not have your new CPC by April 1st, a copy of the original may be mailed to me later in the month, as long as I receive it by your first day at the market. Non-Certifiable producers, please send me copies of your County Health Dept. Permits, and send another copy when you renew the license before its expiration date. Crafts people, please send me copies of your SBE license.

***New information is in bold and italicized font.***

***The application fee this year is \$30.*** Half of that covers the certified and non-certifiable members' .60 fees per market that must be paid to the California Department of Food and Agriculture every quarter. The other half covers the processing of the application. ***The application fee is non-refundable.***

Over the last thirty-two years, your elected boards of directors have created the rules, regulations, and theses guidelines to make sure the market begins and ends safely and harmoniously. This year, the board has emphasized that I must make sure that all required documents that pertain to your category of participation (see the checklist attached) are in my files. Admission to the market is reserved for those individuals who provide all the necessary application materials, including the required proof of insurance.

The application form has a list of items that must be agreed to as part of the application process. Please review these items and initial them to show you are in agreement with them before signing and returning your application. Please mail in your application so I receive it by Thursday, April 1<sup>st</sup>.

Below are some reminders.

**Application Fee:** A ***non-refundable \$30*** application fee must accompany your application.

**Stall Fees** for Certifiable (those who have Certified Producers Certificate), and Non-Certifiable Producers are still 10% of the daily gross, with a ceiling of \$30.00. *However, sales over \$500 will now have a ceiling of \$40.00.* A second stall space is still a \$15 flat fee. To make the charges for extra space fair for everyone, we will continue to also charge \$7.50 to vendors who extend beyond the 9ft width of their stall space (by wrapping around a curb or an island). When the market is not full, such as the beginning of the season or in rainy weather, the charges for extra spaces will be dropped.

**Arts and Crafts Stall Fee:** *Stall spaces for Crafts people have been set at a flat fee of \$20, and with an additional 10% of gross on all sales above \$200, with a ceiling of \$30.*

**Late Fee:** Our insurance carrier has reminded us that cars must NOT be in motion in the market aisles between 8:45 and noon on Saturdays. This is a liability issue for the market, and that is why we will be putting the parking barricades at the end of the aisles at 8:30. The board requires that all cars be parked by 8:30. Do not move the barricades, or drive over the landscaped islands to enter the market late. If you arrive later than 8:30, you must pay a \$30 late fee, off-load from outside the market aisles, and then park your vehicle in the Purity Lot or on Grove Street.

**Liability insurance for produce and products:** Our insurance policy covers the market organization only, not any individual grower or market participant. Individual vendors are responsible for their own insurance. Non-certifiable producers must provide proof of 1 million dollar liability insurance.

**Fragrances:** The fragrances of basil, peaches, fresh lavender and roses are a big part of the beauty of the market. The board agreed that anything that diminishes these aromas must be avoided. That would include hairspray, perfume, artificial fragrances used in soaps, exhaust from cars left idling, lighter fluids used to start grills, etc.

**Opening Day:** The big Opening Day of the market is still the first Saturday in May. The week before, we will again have a small preview of the market on the Plaza during the Arbor Day celebrations on Saturday, April 24<sup>th</sup>. If you are interested in participating, please make a note of it on the space provided on the application. Otherwise, please note when you *are* planning to make your first appearance at the market.

**Tuesdays Market:** Please let me know on the application if you would like to participate in the Tuesday Market. *The new location will be in the Purity Lot on North Street, next to the Foss Creek Restoration.*

**Canopies vs. Umbrellas:** Just in case we have wind and rain this year, it's good to have a canopy and weights to hold it down. If you use a canopy, please consider your neighbors and the overall aesthetics and safety of the market. Canopies tend to block out neighbors and give the market more of a commercial feeling. As often as possible, please use market umbrellas instead of canopies. Umbrellas add to the charm of the market as a whole. If you have concerns about shade, please let me know before the market season begins.

**Load Lists:** The State of California still requires that load lists be handed to the manager each day. Certifiable, *as well as Non-certifiable agricultural Producers*, must list all quantities sold on the reverse side. The market will be fined if I do not collect the completed lists from you, and keep them for 18 months. If the market is fined, the fine will be passed on to the vendor who has not completed the load list. The load list has a place for you to note if you will NOT be returning to the next market, and you should also include the date when you will be returning. *Also, please use the load list to record items such as Pumpkin and Zucchini Fest coupons, WIC or SNAP tokens, or Shop with the Chef reimbursements to help us keep track of what is reimbursed to you when you pay your stall fees.*

**No Shows:** The market looks full and vibrant if there are not gaping holes between vendors, so I try to fill in all the spaces. If you have made a commitment to attend the market and then later realize you are unable to attend, please notify me at least 24 hours ahead of time. If I don't hear from you then a \$30 fine will be collected at the next market. In case of an emergency that occurs within 12 hours before the market, it is still very important to notify me by calling the market office number (431-1956) between 5 and 8:15 AM., so I will not hold your stall space for you. I will be retrieving messages from my cell phone up to 20 minutes before the market opens. If you leave a message, the fine may be waived and I will know whether I can fill in your space or not. The market opens RAIN OR SHINE. My cell number is 291-9276.

**Second Vehicles** should be parked north of City Hall, along Grove Street, or in the Purity lot. This will leave more room for customer parking. Please do not park in the customer parking areas closest to the market. It benefits the market as a whole to have spaces available for customers to go in and out. If vendors and their employees or friends are occupying those spaces between 8:30 and noon, then that hurts the market.

Call me if you have any questions at 431-1956, 291-9276, or email me at [mary@healdsburgfarmersmarket.org](mailto:mary@healdsburgfarmersmarket.org).

Best wishes for a great market season,

Mary Kelley, Manager

# APPLICATION CHECKLIST

## This is for you to keep.

Use it to determine which documents you need to turn in by April 1st:

### All Vendors

- \_\_\_\_\_ Signed Application Form. Please read the enclosed Market Rules before signing the application form. These rules have been created by the market board over the last 32 years. Please read the rules before signing the application form, and initial your agreement to the items listed on the application.
- \_\_\_\_\_ **\$30** Application fee. Make a check out to Healdsburg Certified Farmers' Market
- \_\_\_\_\_ Copy of your CURRENT driver's license and that of any employee driving into the market.
- \_\_\_\_\_ Copy of CURRENT liability insurance for all vehicles that will enter the market.

### Certified Agricultural Producers

- \_\_\_\_\_ Copy of Certified Producers Certificate (CPC)  
Certified Producer's Certificate (CPC) is obtained at the Sonoma County Agricultural Commissioner's Office, (Ag. Office) 133 Aviation Blvd. Their phone number is 565-2371. The Ag. Office will need at least one week to process your application for a CPC. You must have the embossed copy posted at your stall every market day.
- \_\_\_\_\_ WIC Application-If you want to pay your stall fees with WIC, then you must turn in a copy of your application to me, or send the original to me and I will mail it to the state for you.  
Scales: The Ag. Office prefers that you get your scale checked when you pickup the CPC.
- Nursery: All nursery sales require a Nursery License from the Ag. Office
- \_\_\_\_\_ If your sales are less than \$1,000, you must have a FEE-EXEMPT nursery license.
- \_\_\_\_\_ If your sales are greater than \$1,000, you must pay a fee for a Nursery License
- \_\_\_\_\_ Non-edible produce must pay state taxes, so the SBE Permit is also required.

### Certified Agricultural Producers with Organic Certification

- \_\_\_\_\_ Copy of Certified Producers Certificate
- \_\_\_\_\_ Copy of Organic Registration (and Certification if Applicable)  
If your produce is grown organically, and you want to advertise "Organically Grown" to the public, then you must obtain Organic Registration with the State through the Ag. Office. If your gross sales are greater than \$5,000, then you must additionally obtain Organic Certification from CCOF or another organization. Your registration or certification form must be posted at your stall every market day.

### Non-Certifiable Agricultural Producers-(includes cheese, bread, olive oil, jam, etc.)

- \_\_\_\_\_ County of Sonoma Dept. of Health Services, Retail Food Facility Permit  
Food vendors must have public health permits at point of sale.  
Please contact David Mesagno for more information at 565-6548
- \_\_\_\_\_ Product Liability Insurance-minimum \$1,000,000 coverage.  
The market board determined that this insurance is mandatory

### Arts and Crafts

- \_\_\_\_\_ SBE Sellers permit. I need to receive a copy of your permit this year, or the market could be fined \$1,000. Vendors selling non-edible items (flowers, crafts, for example) must have a California State Board of Equalization (SBE) Sellers Permit and must pay taxes to the State. SBE is located in Santa Rosa at 50 D. Street, Room #215 on the second floor. Telephone number is 576-2100.

**Application for the 2010  
Healdsburg Certified Farmers' Market**  
**Print out and mail this application, fee, and copies of required permits to:**  
Healdsburg Certified Farmers' Market  
P.O. Box 2198  
Healdsburg, CA 95448

By April 1, 2010

Applicant's Name \_\_\_\_\_ Home Phone # \_\_\_\_\_

Business Name \_\_\_\_\_ Business Phone # \_\_\_\_\_

Mailing Address \_\_\_\_\_ Cell # \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ e-mail \_\_\_\_\_

Web Address \_\_\_\_\_

Names of Employees and Family members who may sell for the producer \_\_\_\_\_

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Would you like to participate in:

The Arbor Day market on the Plaza, April 24<sup>th</sup> (Produce Only)? \_\_\_\_\_

The Saturday Market beginning May 1st? \_\_\_\_\_

The Tuesday Market beginning June 1st? \_\_\_\_\_

If none of the above, then when do you plan to begin your market season? \_\_\_\_\_

How many spaces do you want to reserve for the year? \_\_\_\_\_

Will you be using market umbrellas most of the time, or will you need to have canopies? \_\_\_\_\_

**Please initial the following items as part of the application process:**

\_\_\_\_\_ I agree to respect the fact that the primary purpose of the Healdsburg Farmers' Market is to provide produce to customers. None of my activities will detract from the agricultural character of the market. Such activities include the way in which signs are displayed, the use of fragrances, the creation of sounds by generators, radios, DVD players, etc.

\_\_\_\_\_ I agree, for the safety and harmony of the market, to park in my stall space by 8:30. If I arrive later than 8:30, I will pay a \$30 late fee at the end of the day, offload from the customer parking area, and then move my car outside the area designated for customer parking.

\_\_\_\_\_ I agree to keep my car in the stall space until after 12, and until it is safe to drive out.

\_\_\_\_\_ I agree to take responsibility for my children when they are brought to the market.

\_\_\_\_\_ I agree to give the market manager at least 24 hour notice if I will not be attending the next market. I agree to pay a fee of \$30 if I do not show up.

\_\_\_\_\_ If an emergency arises and I cannot make it to the market on time, I will notify the manager by calling 291-9276 by 8:15 on the day of the market. I agree to pay a \$30 fee if I do not attend and have not notified the manager. This fee can be waived depending on the situation.

\_\_\_\_\_ I agree that I must take into consideration how my canopies and the positioning of my tables and signs affect the overall aesthetics and safety of the market and my neighbors.

\_\_\_\_\_ I agree that the vehicles belonging to my employees and any of my second vehicles should be parked on Grove Street or in the Purity Lot, or better yet, by City Hall. It benefits the market when parking spaces are left for customers.

\_\_\_\_\_ I understand that the Sonoma County Public Health Department gives the Market a permit to have a Retail Food Facility. Dogs are not allowed within 20 feet of the food and produce. I will do my part to make sure my customers and fellow vendors understand this rule, and will remind them that the aisle along Foss Creek is a good place for dogs.

\_\_\_\_\_ I understand that the market has a good relationship with the City of Healdsburg. I will not put trash in the city trash cans, damage city landscaping, or leave any trash behind in the parking lot. I will not dispose of water that contains bleach, coffee, produce, ice, or coals, in the drains that go into Foss Creek or in the landscaping.

\_\_\_\_\_ I agree to allow pictures taken of me at the market to be used on the Market website, and by the City Parks and Rec. Dept., the Chamber, and anyone else who might want to promote the Healdsburg Farmers' Market.

\_\_\_\_\_ I understand that our market has traditions that visitors might not be aware of, such as the market opening after the cow bell rings at 9:00. Please inform your customers of this tradition, and do not give them bags until 9:00.

*I have read and agree to abide by all Healdsburg Certified Farmers' Market rules and regulations, as well as all federal, state, county, and city laws pertaining to selling at a Farmers' Market. I agree to cooperate with other vendors and the market manager in maintaining harmony at the market.*

Signature \_\_\_\_\_

Date \_\_\_\_\_

Trust is an important element of our market. If you are acquainted with the rules, there probably will not be any violations. I rely on, and am thankful for, your honesty.