



2017 Market Application Healdsburg Certified Farmers' Market

P.O. Box 2198 Healdsburg, CA 95448
info@healdsburgfarmersmarket.org
707 824-8717 707 529-4884

Dear 2017 Vendors of the Healdsburg Farmers' Market,

The Farmers' Market Board (Lou Preston, Dave Pew, Mindy Kiff, Mat Humphrey, Sandra Alvarez, Will Holloway, and Manuel Reyes) and I have been meeting and preparing for the upcoming market season. We are looking forward to getting your application back asap so we can begin to plan the market.

*Please read all the materials, print out the application page, fill it out and sign it, and mail to the address above along with all the other required documents (see checklist), and application fee by **April 6, 2017**.*

MARKET OVERVIEW:

The Healdsburg Certified Farmers' Markets are held Saturday mornings and Wednesday/afternoon-evenings.

SATURDAYS: HOURS 8:30am – noon beginning the first Saturday of May and ending the last Saturday in November.

WEDNESDAY: HOURS 4:00pm - 7:00pm beginning the first Wednesday in June and ending the last Wednesday in October.

BASIC APPLICATION INFORMATION FOR ALL APPLICANTS:

APPLICATION FEE: \$30 PER SEASON (for one market or both) **DUE 4/6/17**. AFTER THIS DATE THE FEE GOES UP TO \$45 PER SEASON.

Even if you are just doing a few markets during the run you must pay the full application fee.

APPLYING TO THE MARKETS: THE APPLICATION IS INCLUDED IN THIS MAILING. If you are a current vendor please get your application in ASAP. If you have never done the market, or have not done it in recent years, first priority is given to previous vendors, but we do have space available for vendors who meet the needs of the market.

Submitting an application does not guarantee admission to sell at the market. If you are not accepted to the market we will refund your application fee.

If we do not have space for you when you apply we may, at the manager's discretion, put you on a Waiting List.

The manager must consider the following when determining who will be admitted, and continue to sell at the market:

- 1) SENIORITY
- 2) OVERALL BALANCE OF PRODUCTS AT MARKET
- 3) LOCALLY GROWN/MADE PRODUCTS
- 4) COMPLIANCE WITH ALL THE RULES AND REGS OF THE MARKET, DEPT OF AG, SAFETY AND INSURANCE REQUIREMENTS, AND ANY OTHER STATE/COUNTY REGULATIONS WHICH APPLY
- 5) SEASONAL AVAILABILITY OF PRODUCE

PREVIOUS MARKET VENDORS: Because I am a new manager I would appreciate it if you would be specific as to what you sell, even if you have done this market for years. This will help me put together a diverse market with minimal overlap.

CRAFTS VENDORS: These markets are primarily farmers' and food product markets. We accept very little craft into our Saturday morning market, but a few more into our Wednesday evening one. THE WHOLE MONTH OF NOVEMBER IS OUR BEAUTIFUL CRAFTS FAIR, so consider applying for those dates.

BASIC FEE STRUCTURE:

SATURDAY MARKET: \$30 PER 10X10 SPACE FOR ALL VENDORS ADDITIONAL 10X10:\$20

WEDNESDAY MARKET: FARMERS AND GROWERS: 10% OF SALES CAPPED AT \$30

FOOD VENDORS, CRAFT VENDORS 10 X 10: \$30 FLAT FEE ADDITIONAL 10X10 BOOTH \$20

A CDFA fee of \$2.00 will be charged to every vendor of both markets. This includes food, crafts and other types of wares or services.

MARKET REMINDERS:

INSURANCE: Our insurance policy covers the market organization **only**, not any individual grower or market participant. Individual vendors are responsible for their own insurance.

ALL VENDORS ARE REQUIRED TO GIVE US YOUR CURRENT DRIVER'S LICENSE NUMBER, AND THE NUMBERS OF ANYONE WORKING FOR YOU.

ALL VENDORS ARE REQUIRED TO GIVE US PROOF OF CAR INSURANCE FOR ANY VEHICLE WHICH WILL BE ENTERING THE MARKET.

SIGNAGE: Producers will be required to post a conspicuous sign that contains the farm or ranch name, the county of production and a statement that they only sell what they grow or similar representation.

CERTIFIED GROWERS: You are required to post your ORIGINAL certified producers certificate (CPC).

MEAT: Meat producers selling value added products such as sausage with ingredients other than basic powered or granulated flavor additives that they did not grow or produce themselves (such as herbs, peppers, cheese, etc) will no longer be able to sell these products in the Certified Producers Section.

MARKET SECTION LIMITS: No fresh fruits, nuts, vegetables or flowers may be sold outside of the Certified Producers Section of the market.

Agricultural products such as meat, eggs, honey, grains mushrooms and herbs would be allowed for sale outside of the Certified Producers Section of the market.

Products such as bakery/bread, soaps, candles, crafts and others are now defined as nonagricultural products and may not be sold in the Certified Producers Section. This includes beeswax candles and honey sticks.

CANOPIES AND UMBRELLAS: To prevent injury and possible liability to the market, canopies and umbrellas should always be secured. If you have concerns about shade, please let me know before the market season begins.

PRODUCT MISREPRESENTATION: Anyone caught misrepresenting the area of production, the producers identity or the methodology of production is subject to a state fine of up to \$5,000 or an 18 month suspension.

LOAD LISTS: The State of California requires that load lists be handed to the manager each day. Certifiable Producers must list all items sold at the market as they appear on the CPC, as well as the quantities sold, on the reverse side of the load list. If the market is fined for any vendor's failure to comply with this requirement, the fine will be charged to the vendor.

SCALES: Your scales must be set up facing the public. All scales need to be calibrated and have a current seal. I will be checking your scales to make sure you have your seal. To obtain one please contact **DEPARTMENT OF WEIGHTS AND MEASURES (707) 565-2371** Sonomaag@sonoma-county.org

NO SHOWS: If you have made a commitment to attend the market and are unable to do so, please notify me via phone, email or text within 24 hours of the market. No call, no shows may be charged a \$30 fee that must be paid prior to your return to the market. The market opens RAIN OR SHINE. My cell number is 707.529-4884.

LATE ARRIVAL: Our insurance carrier has reminded us that cars must NOT be in motion in the market aisles between **8:00 a.m. and 12:30** on Saturdays, and **3:30 p.m. and 7:30 pm on Wednesdays**. For safety and liability reasons **all cars must be parked by 8:00 on Saturday, and 3:30 on Wednesday**. If you arrive later you must off-load from outside the market aisles.

NOTIFICATION: You will be notified of acceptance within a week of deadline. Final set-up information and booth assignments will be sent by April 20th.

Attached you will find a checklist and an application. PLEASE GO TO OUR WEBSITE A READ THE FULL RULES AND REGULATIONS. If you have any questions feel free to contact me. Trust and communication is an important element of our market. If you know and follow the rules we'll all get along great. I look forward to getting to know you all this market season!

~Janet Ciel, Market Manager 707 824-8717 or 529-4884
manager@healdsburgfarmersmarket.org

2017 APPLICATION CHECKLIST

- This checklist is to help you determine which documents (copies of required certificates, permits, etc.) must be in the market files by **April 6, 2017**.
- Requirements are subject to change pending city, state, county, or market determinations.

ALL VENDORS

- _____ **Completed and Signed Application Form**
- _____ **A Separate List of All Products to be Sold**
- _____ **\$30 Application Fee for one or both markets (\$45 if after April 6, 2016) -Do not send cash.**
Please make the 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 proof of car insurance for all vehicles that will enter the market**
(See attached sample)
- _____ **Copy of your city of Healdsburg Business License.**
<http://www.ci.healdsburg.ca.us/155/Business-Licenses>

1. CERTIFIED AGRICULTURAL PRODUCERS (This category includes growers and producers of vegetables, fruits, nuts, honey, shell eggs, nursery stock, cut flowers)

- _____ **Copy of Certified Producers Certificate (CPC)**
Certified Producer's Certificate (CPC) can be obtained at the **SONOMA COUNTY AGRICULTURAL COMMISSION**
133 Aviation Blvd. Santa Rosa. 707 565-2371. <http://www.sonoma-county.org/agcomm/forms.htm>
They will need at least **two** weeks to process your application for a CPC.
 - **Please send a photocopy of your CPC at least 2 weeks before your first market date or you will be fined.**
 - **Keep the embossed copy to conspicuously post at your stall every market day.**

Nurseries:

- _____ **Nursery License from Ag Office**
Allow six weeks for the County to get a signature from CDFA
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
- _____ **California Sellers Permit**

Cut Flowers:

- _____ **California Sellers Permit**

Eggs:

- _____ **Copy of Egg Handlers Permit with the Handler's Code assigned by the state.**
<http://www.cdfa.ca.gov/ahfss/mpes/esqm.html>

Certified Agricultural Producers with Organic Certification

- _____ **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 Organic Registration or Certification must be posted at your stall every market day.

2. Non-Certifiable, Agricultural Producers (This category includes dairy, meat, preserves, olive oil)

- _____ **Copy of County of Sonoma Dept. of Health Services, Retail Food Facility Permit (RFFP), or a letter with that Department's determination of which permits are needed to sell your product at a CFM. This includes vendors who prepare or process food in a certified home kitchen, as allowed under the Cottage Food Law.**

SONOMA COUNTY HEALTH DEPARTMENT 625 5th Street Santa Rosa, CA 95404 Phone: 707-565-6565

<http://sonomacounty.ca.gov/Health/Environmental-Health/Food-Program/Temporary-Food-Facility-Permit-for-Community-Events/>

Certified Producers (with a CPC) who have preserves or olive oil produced by a facility may provide the State Registration from that facility in lieu of the RFFP.

_____ Complete List of agricultural products and when they will be available

_____ Copy of Product Liability Insurance-minimum \$1,000,000 coverage. Only send Declarations Page, naming HCFM as additional insured (see attached sample)

3. Non-Certifiable, NON-Agricultural Producers (This category includes all other prepared food, fish, sausage, FOOD VENDORS)

_____ **Copy of County of Sonoma Dept. of Health Services, Retail Food Facility Permit (SEE ABOVE)**

Food vendors must have public health permits at point of sale.

_____ **Copy of Product Liability Insurance-minimum \$1,000,000 coverage and HCFM named as additionally insured.** Only send Declarations Page, naming HCFM as additional insured (see attached sample)

4. Arts and Crafts (as well as nursery stock, cut flowers)

_____ SBE Sellers permit.

STATE BOARD OF EQUALIZATION 50 D ST SANTA ROSA, RM 230 707.576.2100.

<https://efile.boe.ca.gov/ereg/reviewAccountTypes.boe>

THIS APPLICATION MAY BE PRINTED AND MAILED IN, ALONG WITH ADDITIONAL DOCUMENTS AND PAYMENT, OR YOU CAN APPLY VIA EMAIL.

JUST OPEN THE APPLICATION IN WORD, FILL IT IN, SAVE IT, AND ATTACH IT TO AN EMAIL. SEND TO: manager@healdsburgfarmersmarket.org. ADDITIONAL DOCS SHOULD BE SCANNED AND EMAILED AS WELL.

WOULD YOU LIKE TO PAY WITH A DEBIT OR CREDIT CARD? JUST ASK US TO INVOICE YOU: manager@healdsburgfarmersmarket.org.



Application for the 2017 Healdsburg Certified Farmers' Market

**Please mail or email only this signed application page along with the fee, and clear, readable copies of required permits to: Healdsburg Certified Farmers' Market P.O. Box 2198 Healdsburg, CA 95448
Must be received by April 6, 2017**

Applicant's Name _____

Business Name _____

Mailing Address _____

City _____ Zip _____

Email _____

Web Address www. _____

Home Phone # _____ Business Phone# _____

Cell # _____

Names of Employees or Family members who may sell for the producer

PROPOSED DATES ATTENDING: SATURDAY MARKETS: IF YOU WILL DO ALL THE SATURDAY MARKETS CHECK HERE: _____

___ MAY 6 ___ MAY 13 ___ MAY 20 ___ MAY 27 ___ JUNE 3 ___ JUNE 10 ___ JUNE 17 ___ JUNE 24 ___ JULY 1
___ JULY 8 ___ JULY 15 ___ JULY 22 ___ JULY 29 ___ AUG 5 ___ AUG 12 ___ AUG 19 ___ AUG 26 ___ SEPT 2
___ SEPT 9 ___ SEPT 16 ___ SEPT 23 ___ SEPT 30 ___ OCT 7 ___ OCT 14 ___ OCT 21 ___ OCT 28 ___ NOV 4 ___ NOV 11
___ NOV 18 ___ NOV 25

PROPOSED DATES ATTENDING: WEDNESDAY MARKETS: IF YOU WILL DO ALL THE WEDNESDAY MARKETS CHECK HERE: _____

JUNE 7 ___ JUNE 14 ___ JUNE 21 ___ JUNE 28 ___ JULY 5 ___ JULY 12 ___ JULY 19 ___ JULY 26 ___ AUG 2 ___
AUG 9 ___ AUG 16 ___ AUG 23 ___ AUG 30 ___ SEPT 6 ___ SEPT 13 ___ SEPT 20 ___ SEPT 27 ___ OCT 4 ___ OCT 11
___ OCT 18 ___ OCT 25

PLEASE INCLUDE A SEPARATE LIST OF ALL PRODUCTS TO BE SOLD. BE AS SPECIFIC AS POSSIBLE. CHECK YOUR CATEGORY:

___ CERTIFIED AGRICULTURAL PRODUCER ___ NON-CERTIFIABLE AGRICULTURAL PRODUCER
___ NON-CERTIFIABLE NON-AGRICULTURAL PRODUCER ___ ART/CRAFT VENDOR

HOW MANY SPACES DO YOU NEED? _____ CAN YOU FIT IN SMALLER THAN A 10X10 SPACE _____ YES _____ NO
DO YOU USE UMBRELLAS OR CANOPIES? _____ HOW MANY? _____

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 _____