



2018 MARKET APPLICATION HEALDSBURG CERTIFIED FARMERS' MARKET

P.O. Box 2198 Healdsburg, CA 95448

manager@healdsburgfarmersmarket.org

office: 707 824-8717 cell: 707 529-4884

*Thank you for your interest in applying to our market. Please read all the materials, print out the application page, complete, sign and mail to the address above, along with all the other required documents (see checklist) and application fee by **April 1, 2018**.*

YOU MAY ALSO EMAIL THE APPLICATION AND APPROPRIATE DOCS TO manager@healdsburgfarmersmarket.org IF YOU WOULD LIKE TO PAY BY CREDIT CARD WE CAN INVOICE YOU ON SQUARE FOR \$2. PLEASE EMAIL ME FOR MORE DETAILS.

MARKET SEASON:

The Healdsburg Certified Farmers' Market is held Saturday 8:30am – 12 noon beginning the first Saturday of May and ending the last Saturday in November. **Currently we are working on a mid-week market but have no firm arrangement yet, so will notify you when a decision is made.**

This is the market's 40th year, being one of the original 22 farmers' markets in California! A jewel of Sonoma County, it has some of the area's most cherished farms as its vendors, along with delicious food products, fresh meats, seafood, baked goods, condiments, sweets and beautiful craft. A majority of our vendors grow or produce within 20 miles of the market. We allow no commercial vendors, and have a limited amount of non-profit booths each week. Healdsburg locals love their market and support it.

APPLYING TO THE MARKET:

THE APPLICATION FORM IS INCLUDED IN THIS MAILING. If you are a current vendor please get your application in ASAP. If you've never done the market, or haven't done it in recent years, first priority is given to current 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. Application fees are not refundable. If we don't have space for you when you apply we may, at the manager's discretion, put you on a Waiting List.

SELECTION OF VENDORS IS DETERMINED BY:

- 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

APPLICATION FEE: \$30 PER SEASON DUE 4/1/18. 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.

WEEKLY FEES: 10X10 SPACE: \$30 ~ 10x20 SPACE: \$50 ~ CORNER BOOTH: add \$10

Additionally a CDFA weekly fee of \$2.00 will be charged to every vendor.

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

Below you'll find a checklist and an application. Further information will be provided in our welcome materials. PLEASE GO TO OUR WEBSITE TO READ THE FULL RULES AND REGULATIONS. If you have any questions feel free to contact me. I look forward to seeing you all this market season!

~Janet Ciel, Market Manager 707 529-884 or 824-8717
manager@healdsburgfarmersmarket.org

2018 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 1, 2018**.
- 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 (if new to the market)**
- _____ **\$30 Application Fee (\$45 if after April 1, 2018) -Do not send cash.**
- _____ **Non-refundable check must be made 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**
- _____ **Copy of your city of Healdsburg Business License (see link below)**

OTHER DOCUMENTS NEEDED:

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) (see Sonoma Co Ag Comm link below)**
 - *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 (see SBE link below)**

Cut Flowers:

- _____ **California Sellers Permit (see SBE link below)**

Eggs: (see link below)

- _____ **Copy of Egg Handlers Permit with the Handler's Code assigned by the state. (see link below)**

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. (see link below)
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.

3. NON-CERTIFIABLE NON-AGRICULTURAL PRODUCERS (This category includes all other prepared food, fish, sausage, PREPARED FOOD VENDORS)

_____ Copy of County of Sonoma Dept. of Health Services, Retail Food Facility Permit (RFF) or Temporary Food Facility Permit (TFF) (see link below)

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)

_____ SBE Sellers permit. (see link below)

4. ARTS & CRAFTS

_____ SBE Sellers permit.(see link below)

_____ (New vendors only) 3 photos of your work/ 1 of your display

Notes for Arts & Crafts Vendors:

~Your work must be handmade by you, or domestically in small production. No imports or manufactured goods allowed.

~We accept a very limited amount of craft into the Saturday Market and set up a rotation so all vendors can have some dates during the season.

~The month of November is our annual Craft Fair, so make sure to apply for the Saturdays that month as you can do all of them if desired.

LINKS FOR ALL AGENCIES:

HEALDSBURG BUSINESS LICENSE:

<http://www.ci.healdsburg.ca.us/155/Business-Licenses>

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.

EGG HANDLERS:

<http://www.cdfa.ca.gov/ahfss/mpes/esqm.html>

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/>

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

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

