



## 2018 MARKET APPLICATION TUESDAYS ON THE PLAZA HEALDSBURG CERTIFIED FARMERS' MARKET

P.O. Box 2198 Healdsburg, CA 95448

[manager@healdsburgfarmersmarket.org](mailto:manager@healdsburgfarmersmarket.org)

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

Thank you for your interest in applying to our **NEW TUESDAYS ON THE PLAZA** 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 **May 10, 2018**.

**YOU MAY ALSO EMAIL THE APPLICATION AND APPROPRIATE DOCS TO [manager@healdsburgfarmersmarket.org](mailto: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.**

### **THE NEW TUESDAY MARKET! MAY 29 – AUG 28 ~ 9AM – 1PM ON THE PLAZA, DOWNTOWN**

We're excited to begin a whole new chapter in our market's history as we move back to the Plaza where we began 40 years ago! This market replaces our Wednesday evening market which has struggled in recent years.

We'll be set up on Plaza St and Center Sts, with the booths facing into the Plaza and encircling it on two sides. There will be space behind most booths for cars or trucks to fit in. Please refer to the map attached.

#### **APPLYING TO THE MARKET:**

**IF YOU'VE ALREADY APPLIED TO SATURDAY MARKET AND SUBMITTED ALL YOUR DOCS AND PAYMENT, I ONLY NEED THE APPLICATION FORM FILLED IN.**

**IF YOU HAVEN'T APPLIED YET PLEASE CONTACT ME FIRST, TO MAKE SURE WE NEED YOU AT OUR MARKET. READ THIS WHOLE DOCUMENT, FILL IN THE APP AND SUBMIT WITH ALL THE REQUIRED DOCUMENTATION AND APPLICATION FEE. YOU MAY ALSO SUBMIT JUST THE APPLICATION WITH A NOTE TELLING ME WHEN YOUR DOCS WILL BE SENT.**

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: VENDORS WHO DID WEDNESDAY MARKET PREVIOUSLY GET FIRST DIBS
- 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 5/10/18. AFTER THIS DATE THE FEE GOES UP TO \$45 PER SEASON.**

***If you already paid a fee for Saturday market you do not owe any more money. Even if you are just doing a few markets during the run you must pay the full application fee.***

**WEEKLY FEES: 10% of your gross sales up to \$30 DOUBLE BOOTH: add \$15**

***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 May 20<sup>th</sup>.

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](mailto: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 **May 10, 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 May 10, 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.*

*~Our policy for Saturday market is applicable for this one as well: a maximum of 5 craft vendors per week.*

## 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/ahfs/mpes/esqm.html>

### SONOMA COUNTY HEALTH DEPARTMENT 625 5<sup>th</sup> 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>

