

FARMERS FRESH MARKET POLICY HANDBOOK

REVISED
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FARMERS FRESH MARKET

www.kpfoodbank.org

Contact Market Manager, Paul Sutherland
(907) 262-3111 (office)
paul@kpfoodbank.org

THE MOST EFFECTIVE MARKETING IS... PERSON-TO-PERSON!

- FRIEND "FARMERS FRESH MARKET" ON FACEBOOK
- SHARE WITH ALL YOUR FRIENDS, FAMILY AND CUSTOMERS
- EMAIL PHOTOS AND UPDATES TO MARKET MANAGER
- TALK IT UP!!

Statement of Intent

The Farmers Fresh Market welcomes all growers of farm, garden, and greenhouse products to participate in a weekly market. The Market's mission is to aid in the development of a sustainable local agricultural community for the benefit of the Central Peninsula region by:

- *Being an outlet for producers of small quantities of products*
- *Increasing food quality for all members of the community*
- *Raising awareness about nutritious local food*
- *Providing the consumer with a convenient opportunity to purchase excellent garden/farm fresh products*

The Farmers Fresh Market is a collaborative effort by local growers, Kenai Peninsula Food Bank, Kenai Soil & Water Conservation District and UAF Cooperative Extension.

Policies

1. Alaska Grown/Made in Alaska

Quality Alaskan grown foods are the main emphasis of the Farmers Fresh Market (FFM). The Market will also be an outlet for other Alaskan harvested/ processed foods and nursery products.

2. Vendor Applications/Fees

All vendors must be members of the FFM. Vendors may not sell unless applications are approved. In lieu of vendor space fee, vendors will donate food or vegetable starts (suggested value: \$10/week, averaged over the course of the season) to the Kenai Peninsula Food Bank.

3. Who May Sell

Resale, solicitations and sales outside of booth space are prohibited at the Market. All items sold at the Market must be directly grown, harvested, or processed with the following exceptions: a vendor may designate a member of his or her household or a paid employee to represent them at the Market; a vendor may sell for one other vendor who is not present, but all vendors must be members. *(Farmers Fresh Market reserves the right to grant variances to these policies to improve the quality of the Market.)*

4. Market Location/Hours

The FFM is an open-air market located at the Kenai Peninsula Food Bank on K-Beach Rd., Soldotna, AK. The Tuesday 3 p.m. - 6 p.m. market is held each week starting the first Tuesday in June through the fall. Vendors may not begin selling before the Market opens.

5. Space Selection

The Market has a limited number of spaces. Market manager will assign vendors spaces for the market season.

6. Vendor Expectations

- Attend weekly Markets.
- Stay until the close of the market unless there are extenuating circumstances.
- Inform Market Manager (Paul Sutherland, 262-3111) by Monday 12 p.m. (noon) if unable to attend market.

7. Vendor Set-Up/Clean-Up

Set-Up – Setup may begin at 2:00 p.m. and is to be completed before the Market opens. Each vendor is responsible for his or her own method of display. No vehicles may be driven in the Market during market hours.

- Maximum booth size is 10 feet wide.
- Shelters, if used, should be sturdy, weighted against wind and aesthetically pleasing.
- Tailgate sales are permitted in available spaces.
- All food items must be displayed at least six inches above ground.
- The Market Manager may request that questionable shelters be removed.

Clean-Up – Vendors must inform Market Manager if there are extenuating circumstances that require breaking their spaces down before the close of the Market. Otherwise, vendors will stay until the end of the market. All vendors are responsible for cleaning their space, including trash and plant debris, and must take their debris with them. If this is not done to the satisfaction of the Market Manager, after an initial warning, the vendor will be fined \$25.00 per violation. Failure to clean up may result in exclusion from the Market.

8. Pricing/Sales

All items must be clearly labeled with prices. This may be done by individually tagging items or containers of an item, or by listing all items and prices on a sign. Scales used at the Market must be legal for trade.

9. Organic Labeling

To be fair to all vendors, the FFM is asking that no one use "organic" in their name, labeling or marketing. It is illegal for those who make over \$5000 a year to use the word without being certified organic (a very costly process), so it leaves them at a disadvantage and misleads consumers. Feel free to explain details such as "Alaska Naturally Grown Certified" or "no pesticides" or "all natural" or "grown with ..." or whatever. That's the benefit of a farmers market - customers can get to know their farmer and their food!

10. Quality/Inspections

The FFM strives to provide a market place where wholesome, high quality products are sold by the grower/producer. Vendors are expected to bring only high quality products to Market.

The State of Alaska Environmental Health Officer (DEC) inspects the Market each season. Every vendor selling or offering prepared food for consumption by the general public must have proper DEC permitting and proof of liability insurance displayed at that booth.

The Market Advisory Board also reserves the right to prohibit products with objectionable images, messages, or product implications being sold at the Market.

11. Baked Goods/Grain Products

A DEC approved kitchen is not required for the preparation of baked goods including pastries, cookies, muffins, breads, pies and granolas. This does not include items that require refrigeration like cream pies, cheese cake, or items with all meats including fish and poultry. All vendors must be familiar with and follow all aspects of DEC regulations. These regulations (Statute 18 AAC 31.012) can be found at: <http://dec.alaska.gov/commish/regulations/pdfs/18%20AAC%2031.pdf>.

Some highlights:

- The individual who makes the food must be the one who sells it directly to consumers.
- DEC requires that vendors put either on a visible placard or on the label of items the statement: “THESE PRODUCTS ARE NOT SUBJECT TO STATE INSPECTION” as well as the vendor’s physical address and telephone number or vendor’s business license number.
- With regards to foods like pickles or sauerkraut, refer to DEC regulations for the requirements for testing before selling at the Market.

Specific to the Farmers Fresh Market:

- Vendors must prepare baked goods locally from raw ingredients. No commercial mixes or pre-made ingredients are allowed. When available, fruits or vegetables used in baked goods should come from local growers.
- Vendors of baked goods are required to sell items individually wrapped or kept covered and not handled with bare hands. For example: tongs, napkins, or wax paper may be used.
- Vendor must supply a list of the ingredients in the items (either on the labels or on a visible placard).
- Anyone selling food is required to provide a trash can and remove their own trash.

12. Mushrooms and Sprouts

Wild harvested mushrooms are potentially hazardous. Vendors wishing to sell wild harvested mushrooms must contact the DEC directly regarding State regulations and are responsible for insuring the safety of their mushrooms. Sprouts are considered a potentially hazardous food by the DEC and must be produced in a DEC approved facility in order to be sold at the Market. Vendors selling either of these items must provide a copy of their DEC certification and proof of liability insurance to the Market Manager.

13. Processed or Dried Foods

Preserves, jams and jellies, honey, fruit syrups, dried herbs and teas, and herbal vinegars are exempted from DEC regulation, and may be sold without certification. Processed foods not exempted above are subject to DEC regulation. Vendors are responsible for working directly with the DEC to insure compliance with Alaska Statute 18 AAC 310 and other applicable regulations, and must provide a copy of their DEC certification and proof of liability insurance to the Market Manager.

Fruits, vegetables, and herbs used in processed foods should be primarily grown or wildcrafted by the vendor, or purchased from a local grower.

14. Fish/Seafood

The sale of fish and seafood is regulated by the Alaska Dept. of Fish & Game and the DEC. In order to sell at the Market, vendors must comply with all applicable regulations and must provide the Market with copies of their licenses, insurance, permits and certificates.

15. Sign/Permits

All vendors must clearly display a sign stating their family or business name. All signs must be displayed in a safe manner. Vendors selling regulated products (DEC, USDA, ADF&G, etc.) must clearly display applicable permits or certificates on site.

16. Business Requirements/Sales Taxes

Each vendor is responsible for all aspects of sales and cash flow. Vendors must obtain a permit to collect Borough and City sales taxes, if applicable. Applications are available at the Borough Building and on-line: <http://www2.borough.kenai.ak.us/financedept/default.htm>

17. Parking

Vendor and customer parking spaces have been designated.

18. Restrooms

There are restrooms located inside the Food Bank for use by customers and vendors. Vendors are asked to help to keep it clean and to report any problems to the Market Manager. Vendors are reminded to wash their hands before resuming sales.

19. Children at the Market

All children need to be supervised by a parent or guardian as the Market is not responsible for childcare. Children under 16 selling at the FFM should be supervised by a parent or guardian. Children should understand and practice good hygiene procedures. Children who are disorderly will be asked not to return as vendors.

20. Pets and Animals

No pets will be allowed in the Market or in the vendor area as per Alaska Statute 18 AAC 310. The only exceptions to this policy are trained seeing-eye dogs or dogs for the hearing impaired. This includes during set-up or clean-up times. Vendors who bring pets to the Market must keep them in an enclosed vehicle, except when walking them outside of the Market area. It is up to all vendors to enforce this with fellow vendors and customers. No live animals may be sold or displayed at the Market, except seafood sold per DEC regulations.

21. Smoking, Drugs, Alcohol and Firearms

Smoking is not allowed on the Market grounds. The use or distribution of alcohol, drugs or any illegal substance is prohibited on Market grounds. Firearms are prohibited on Market grounds.

22. Discrimination and Harassment

Members/Vendors of the FFM participating in Market functions, whether dealing with customers of the Market or with other Market vendors, shall not discriminate against any individual with regards to selling of products, discipline, or other matters because of age, sex, race, creed, national origin, sexual orientation, or the presence of any physical or mental disability. Members/vendors shall behave toward all customers, potential customers or other vendors in a way that is free of harassment and discrimination. Complaints should be taken to the Market Manager and will be regarded with confidentiality.

23. Coupon Redemption Program -- WIC/SFMNP

Vendors are encouraged to participate in the Women, Infant, and Children's (WIC) Nutrition Program and the Senior Farmers' Market Nutrition Program (SFMNP). For more information, go to <http://dhss.alaska.gov/dpa/Pages/nutri/fmnp/default.aspx>.

