



## 2010 SOUTH WHIDBEY TILTH FAMILY FARMERS' MARKET POLICY



South Whidbey Tilth is an educational organization dedicated to biologically sound, socially equitable and sustainable agriculture. The Family Farmers' Market is a project of South Whidbey Tilth, operated and managed to help promote these principles. The farmers' market supports the local economy by providing a venue for island agriculture and cottage industries, as well as creating a gathering place for community and educational events.

In addition vendors may participate in the farm stand scheduled to operate daily except Saturday. Ask for participation guidelines.

### SCHEDULE

Saturday May 1 to October 9, 10 a.m – 2 p.m. (24 weeks)

### MARKET MANAGER

Management will rotate monthly by volunteer.

**Central contacts:** Stevie Linton – 360-678-3569 and Anza Muenchow – [market@southwhidbeytilth.org](mailto:market@southwhidbeytilth.org)

### VENDORS

1. **Vendor** – A vendor is a person or party who sells produce, concessions, or goods in agreement with the South Whidbey Tilth Farmers' Market rules and policies. A nonprofit organization with items to sell is considered a regular vendor. Those wishing to offer only information and petitions see Solicitation on page 2.
2. **Requirements** – A vendor must submit a completed application, be a member of South Whidbey Tilth, give their UBI number (from their business license) and proof of liability insurance (limited liability available through SWT membership) to the market manager prior to selling any product. Produce from out of county and all crafts must be pre-approved by the market manager. Although South Whidbey Tilth is not a member of the Washington State Farmers Markets Association (WSFMA) this year, the market will maintain sales ratios for farm products versus crafts as part of the WSFMA guidelines. Preference is given to products produced in Island County, but products from outside Island County are allowed at the discretion of the market manager when not available or not in sufficient quantities at the market. No commercial items, imported items, or second hand items shall be sold by **ANY** vendor. No franchises are allowed. Organic or sustainably produced items are encouraged.
3. **Food Handling Requirements** – Concessionaires who prepare and sell fresh food must provide to the Market manager proof of all required state, county and local permits specific to her/his product, including a Food Handler Permit and Island County Farmers' Market Food Vendor application for 2010. Vendors that provide samples of their products must also have a Food Handler Permit.

### VENDOR FEES

1. **Commission** – All vendors pay 10 percent of their gross sales to South Whidbey Tilth at the close of each market.
2. **Space Fee** – Vendors pay a \$35 per space for the season. A vendor may pay for more than one space, approximately 10'x10'.
3. **Guest Vendors (drop in)** – \$5 per space per day.
4. **Child Space Fee** – Children age 13 to 16 will be charged a half price space fee of \$17.50 per season. The space fee for children 12 and under is free.
5. **Payments** – All vendors pay their commission and space fees to South Whidbey Tilth market manager on duty prior to departing at the close of each market. Vendors signed up for the season will receive a record sheet attached to an envelope to record gross sales, 10 percent commission and sales per category. Guest vendors will be given a small envelope with a small record sheet for each day they come.

### SELLING SPACES

1. **Spaces** – A selling space is a portion of a booth or an area approximately 10 feet by 10 feet as determined by the market manager. Vendors must follow all market manager instructions for locating and setting up their spaces, including any safety concerns, presentation of their product, and signage, and leave their space clean and orderly. All vendors who erect canopies (including umbrellas) at the Tilth Farmers' Market are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. South Whidbey Tilth Farmers' Market is not responsible for protecting the vendors' possessions, tables, canopies or products from weather, theft or other damage.

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2. **Space assignments** – Space assignments will be made by the market manager. Every effort will be made to give returning vendors their previous space(s). Vendor spaces can be assigned for the season for each market, but *may* be reassigned by the market manager on duty if the vendor fails to be present at the market 30 minutes before the market starts without making other arrangements with the market manager, or does not attend the market for two consecutive weeks or does not attend the market for a total of four weeks during the season.

### **LABELING**

Products labeled “ORGANIC” must be produced in compliance with the rules defined by the U. S. Department of Agriculture National Organic Standards. Labeling and product claims must be displayed and a physical barrier must be established between certified organic and other products. Labels may include organically grown or transitional. Check with the market manager for specific advice or go to the state website [agr.wa.gov/FoodAnimal/organic/default.htm](http://agr.wa.gov/FoodAnimal/organic/default.htm).

### **PRICING**

The Farmers' Market is a retail operation for the benefit of the vendors; wholesale or below pricing is not appropriate. Vendors are responsible for collecting Washington State sales tax on all products that require such tax.

### **NURSERY DEALER LICENSE**

The South Whidbey Tilth Farmers' Market will carry a Nursery Dealer License to cover all nursery dealers that vend up to \$2,499 sales annually at the market. Tilth becomes responsible for ensuring that the plants vended are healthy, disease-free, and pest-free. Vendors who sell horticulture plants are not required to have their own license at this time, but must agree to not knowingly bring any plants with diseases or pests to the market. A vendor who inadvertently sells a plant that is not disease or pest-free and is returned for credit by a customer, agrees to provide the customer in question with a healthy plant at their own expense.

### **FOOD STAMPS and FARMERS' MARKET NUTRITION PROGRAM**

The South Whidbey Tilth Farmers' Market accepts Food Stamps. Any produce vendor who accepts Food Stamps may see the Market Manager on duty to record the coupons and receive reimbursement. This market also participates in the Farmers' Market Nutrition Program and accepts vouchers from WIC and seniors. Ask for registration information, the program usually begins in late June.

### **CRAFT POLICY**

When a crafter applies for permission to sell at the market, the manager may give immediate approval. If the manager wishes to review the craft with the market committee the crafter must leave a sample with the manager and it will be returned with a decision no later than seven days hence.

The following are guidelines established by the South Whidbey Tilth Association:

1. Items must be handmade, grown or gathered (natural materials) by the seller or family member.
2. Items must be of original, unique work or design.
3. The starting material must be significantly altered or enhanced by the artisan.
4. The product must meet basic expectations of product life, function and safety.

### **SOLICITATION**

South Whidbey Tilth is an educational organization and wishes to promote community involvement in a variety of issues. Our Farmers' Market provides a community gathering place and is an appropriate venue for those who hope to educate the public about their causes.

Those who wish to circulate petitions or distribute information at the Farmers' Market must contact the market manager one week prior to appearing at the market and must conduct these activities in the Free Speech Area designated by the market manager on duty. Those taking advantage of the Free Speech Area must obey all directives of the market manager and not use intrusive attention getting methods including yelling and amplified sound. Hate messages may not be displayed or distributed.

### **GRIEVANCES AND ACCOUNTABILITY**

Any issue with implementation of these policies or other problem arising at the market are to be taken up with the market manager on duty. If resolution of the issue is not achieved, the complainant may petition the South Whidbey Council of Trustees for resolution by communicating in writing with the market committee.

### **MISCELLANEOUS**

1. Vendors are encouraged to offer ideas and proposals to improve the market

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2. The Laughing Cat is a fundraising activity of South Whidbey Tilth providing hot and cold beverages for sale from the front of the pavilion. Vendors are entitled to a free refill of any hot beverage.
3. Performances and classes are welcome, please make arrangements with the market manager prior to market day. Compensation is by "passing the hat" and \$10 per person up to \$30 for three or more. A complimentary hot beverage is available at the Laughing Cat for volunteers and performers.
4. Vendors and volunteers are encouraged to work with the market managers to promote the market by:
  - a. posting approved fliers around the community;
  - b. advertising independently or collectively in the local media. Regular print advertising is not included in the vendor fee or commission payment;
  - c. writing articles for newsletters and newspapers;
  - d. developing events that welcome and encourage customers to shop and support the market; and
  - e. help with opening and closing of the market.

### 2010 MARKET MANAGEMENT SCHEDULE

- May:** Sally Nelson ..... 360-730-3972  
**June:** Edward Hueneke ..... 360-331-5806 ..... *edw012@hotmail.com*  
Eric Conn ..... 360-321-2805 ..... *wiseearth247@gmail.com*  
**July:** Prescott ..... 360-678-4168 ..... *prscot@whidbey.net*  
**August:** Nancy Cherry ..... 360-321-4809 ..... *nannc888@whidbey.net*  
**September:** Anza Muenchow ..... 360-579-2892 ..... *market@southwhidbeytilth.org*  
**October:** TBA (to be announced)

### South Whidbey Tilth President

Anza Muenchow ..... 360-579-2892 ..... *market@southwhidbeytilth.org*

### Market Committee members

Eric Conn ..... 360-321-2805 ..... *wiseearth247@gmail.com*  
Edward Hueneke ..... 360-331-5806 ..... *edw012@hotmail.com*  
Stevie Linton ..... 360-678-3569  
Anza Muenchow ..... 360-579-2890 ..... *anzam@whidbey.net*  
Prescott ..... 360-678-4168 ..... *prscot@whidbey.net*  
Michael Seraphinoff ..... 360-678-4168 ..... *mjseraph@whidbey.net*  
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