



2024 Vendor Handbook

Welcome prospective and returning Portland Farmers Market vendors!

Welcome to the Portland Farmers Market 2024 handbook! Whether you've been with us for all 31 seasons or are considering joining us for the first time, we're happy you're here.

This handbook serves as PFM's agreement with vendors to ensure our markets are safe, fun, inclusive and organized. In addition to this handbook, we encourage vendors and their staff to peruse our [Vendor Page](#) for commonly used forms and other helpful resources.

Each year we edit and update this handbook to ensure our policies are clear and fair while refining how we share our organization's culture, vision and commitment to a healthy community. As our contribution to a healthy food system grows and changes, our markets will also evolve.

2023 was an exciting year of growth for PFM. We reduced our application fee to lower barriers for prospective vendors, updated our priorities for vendor selection and acceptance at market, and expanded programming across markets. We plan to use what we learned in 2023 to guide us to better serve our vendors, shoppers, and market communities in 2024. In this year's handbook, you'll find an updated attendance policy, a modest increase to our fees and update to vendor payment options.

We will continue to work hard to make our markets successful for vendors through thoughtful organization, marketing & promotions, at-market programs & entertainment, and a stellar crew to support you!

This handbook aims to support safe, fun, and inclusive markets with policies that lead to the success of all of our vendors. **Share this handbook with your staff**, so they can refer to it as questions arise. Please reach out with any need for clarification.

Thank you and welcome to the 2024 Vendor Handbook!

Sincerely,

Portland Farmers Market Staff

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About Portland Farmers Market

Portland Farmers Market (PFM) is a nonprofit organization operating five vibrant farmers markets in Portland, Oregon. Our markets provide a direct connection to almost 200 vendors with deep roots in Oregon and Washington including farms, nurseries, bakeries, meat and seafood providers, cheese makers and specialty food producers. To learn more visit us at <http://www.portlandfarmersmarket.org>

Mission

PFM operates world-class farmers markets that contribute to the success of local food growers and producers and create vibrant community gatherings. As a trade association, success for our vendors is our primary objective. Listening and learning from vendors and shoppers produces outstanding farmers markets where vendors prosper and communities thrive.

Our Vision

Portland Farmers Market is a catalyst for the nation's most prosperous, healthy and sustainable food system.

- Food producers thrive and expand
- All residents have access to farm fresh food
- Farmers markets build, nourish and inspire community

Our Strategy

Portland Farmers Market believes that to be an effective leader at growing an equitable, healthy, and sustainable local food system, we need to reflect those principles internally. It all starts with a strong foundation. PFM is a sustainable organization that invests in its vendors, employees and volunteers.

Embracing equity as a guiding principle, we encourage employment applications from candidates with diverse backgrounds and from underrepresented groups. We believe that when our staff represents a diversity of perspectives and life experiences, we can be most responsive to the needs of our vendors and shoppers, and better reflect the communities where our markets call home.

For our vendors, we are a marketing organization that attracts shoppers to marketplaces where small businesses can prosper. We are committed to providing business acceleration opportunities such as expanded marketplaces, educational workshops and a diversified shopper base. Our strategic plan is available on our website.

Values

- **Nourishment:** Food is the heart and soul of our lives. Access to fresh nutritious food is a foundation for health and human dignity.
- **Sustainability:** Our markets and operations model social, economic and ecological sustainability.
- **Relationships:** Proactive personal connections and cooperation underlie our dedication to vendor success and engagement with communities.
- **Excellence:** By combining innovation and industriousness we achieve our best while making farmers' markets a fun, accessible and beautiful experience.
- **Organizational Integrity:** We maintain financial strength and professional fulfillment in a lively team environment that celebrates cultural and personal differences.
- **Market Integrity:** We are accountable to our shoppers by requiring our vendors to produce what they sell and source what they can from local growers.

Equity Philosophy

Portland Farmers Market offers inclusive marketplaces for farmers and food entrepreneurs to thrive, while providing access to fresh and local food to our communities. We celebrate a diverse range of social identities through the voices of our vendors, shoppers, employees and volunteers.

In our communities, at our markets, and within our organization, we are committed to addressing inequities as a critical step in sustaining our mission. To that end, we provide and promote access to business opportunities and nutritious food in many communities, including those impacted by injustice, oppression, and poverty.

Because we operate from a position of privilege, we cannot do this work alone. We intentionally develop reciprocal relationships that allow us to build on the strengths of us all.

2024 Market Schedule

Visit the individual market webpage to learn which market might be a good fit for you.

Saturday ~ Portland State University

January 6 – December 21 (*51 markets*)

Location: [South Park Blocks at Portland State University](#)

Market hours: 8:30 a.m. to 2 p.m. April – October

9 a.m. to 2 p.m. November – March

Sunday ~ King

May 4 – November 24 (*30 markets*)

Location: [Northeast Portland](#)

Cross streets: NE 7th at Wygant between Alberta and Prescott

Market hours: 10 a.m. to 2 p.m.

Sunday ~ Lents International

June 2 – November 24 (*26 markets*)

Location: [Southeast Portland](#)

Cross streets: SE 92nd and Reedway

Market hours: 9 a.m. to 2 p.m.

Wednesday ~ Shemanski Park

May 1 – October 30 & November 27 for a special Harvest Market (*27 markets*)

Location: [Downtown Portland - South Park Blocks](#)

Cross streets: SW Park between Salmon and Jefferson

Market hours: 10 a.m. to 2 p.m.

Wednesday ~ Kenton

June 5 – September 25 (*17 markets*)

Location: [North Portland](#)

Cross streets: N Denver at McClellan

Market hours: 3 p.m. to 7 p.m.

Criteria for Vendor Selection and Governance

This information pertains to businesses applying to become a PFM vendor. It also serves as a reference for approved vendors seeking reminders about:

- PFM screening and vendor selection criteria
- Required licenses
- Product category definitions
- PFM application process

PFM is committed to creating a diverse marketplace with the highest quality, locally produced products available. PFM will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse any business or products.

Portland Farmers Market welcomes all qualified applicants in accordance with the law and does not discriminate based on race, color, creed, religion, age, gender, sexual orientation, military status, political opinion, sex, national origin, familial status, mental and physical disability, gender identity, or any other status protected by federal, state, or local law.

Products Accepted at PFM

Portland Farmers Market is strictly a food and farms marketplace. All products must be grown, raised, caught, gathered or produced **by the vendor** in Oregon or Washington, and **must be pre-approved before being sold** at the market. Non-farm businesses are generally required to have 25% or more of their product ingredients locally sourced directly from Oregon and Washington farms. Refer to our



Not Accepted at PFM

PFM does NOT allow the sale of the following items:

- Crafts, pet food and non-food items unless grown and processed by the producer (e.g., flowers, herb tinctures, beeswax candles, wool products)
- Food items not grown and/or processed by the vendor, including beverages (i.e. cans of soda or juice and bottled water)
- Overly processed, deep fried or non-local, carnival-like foods (cotton candy, donuts, taffy, brittle, kettle corn, toffee)
- CBD products not grown and produced by a farm in Oregon
- Any product not produced in Oregon or Washington
- Nationally/Internationally distributed products (defined as distribution to 10+ states OR determined by percentage of total business sales)
- Meat and dairy products treated with growth hormones such as rBGH
- Genetically modified crops
- Products containing THC
- Branded merchandise (t-shirts, hats, stickers etc.)
 - PFM allows the sale of reusable tote bags for \$8 or less

PFM does not allow the following at market:

- Businesses that operate under a franchise agreement
- Businesses based outside of Oregon or Washington
- Food trucks/carts
- Generators

Hemp/CBD Products

Portland Farmers Market's (PFM) rules for admission of hemp-based products are based on Oregon law and the market's interest in supporting Oregon growers.

Oregon Department of Agriculture (ODA) requires registration of all industrial hemp growers & handlers. PFM requires those registrations to be verified before the products can be sold at market. PFM will accept hemp/CBD products ONLY derived from registered Oregon growers.

PFM only accepts CBD products that are grown and produced by farms in Oregon. We welcome all types of farm-direct hemp products from dried buds to tinctures, lotions and edibles. PFM requires that products are labeled or include information on all ingredients including hemp testing results for pesticides, solvents and potency.

General Priority for Vendor Selection

At Portland Farmers Market we strive to curate balanced and diverse marketplaces that showcase our region's agricultural bounty, support emerging businesses, and meet the unique demands of each market's customer base. Our selection committee is tasked with curating successful markets with the **goal of supporting a vendor mix of approximately 70% farmers and 30% food producers at each market.** Vendor selection is made under the guidance of the following priorities:

Farmer

Priority is given to regional farmers and producers who bring products to market that are 100% grown and harvested on farmland in Oregon or Washington that they own and/or operate. We aim to curate markets with a mix of experience and size of farm operation.

In addition, we may prioritize:

- Farmers who use environmentally responsible and sustainable growing, breeding, raising, and harvesting methods
- Farmers who are stewards of the land and practice regenerative agriculture who contribute positively to their farms and the environment
- Beginning farmers and first-generation farmers

Non-Farmer

Priority is given to non-farm businesses showcasing our region's agricultural bounty by sourcing ingredients directly from local farms. Additional priority is given to:

- Business owners with a cultural connection to the products produced
- Businesses with an adaptive or rotating menu to support farmers through all seasons
- Startup businesses - those who do not have a brick and mortar
- Businesses with [SNAP eligible products](#)

Additional priority is given to vendors who:

- Have a history of compliance with market rules, procedures and federal, state and local regulations.
- Have a history of reliable attendance, community connection, owner representation, well-trained staff and timely submission of payments, applications & market correspondence.
- Conduct themselves with integrity both at and away from the market who prioritize: fair labor practices, high standards for health & safety, workers' rights and fair compensation
- Have a connection with the community or neighborhood of the market in which they are applying
- Have consistently high-quality, hand-crafted products, that add diversity to the marketplace and adhere to all local, state and federal food safety & production guidelines
- Products that are unique or new to our markets will be prioritized to avoid product duplications

Product Jury & Evaluation

Value-added products are reviewed by a jury as a part of the application process. Applicants who meet our sourcing requirements and have a product that our committee feels could be a good fit for the market will be invited to submit their products for consideration. **Portland Farmers Market gives a strong preference to hot food and value-added products that are made from ingredients purchased directly from local farmers.**

PFM's definition of local sourcing:

The direct purchase of raw agricultural products from the farmer/fisher/forager who grew, caught, raised, gathered or foraged the products in Oregon or Washington.

Products are evaluated on the following factors:

- **Ingredient Sourcing and Seasonal Representation**
 - Raw agricultural products available in Oregon and/or Washington are expected to be sourced locally and directly from producers when possible.
 - At least 25% of raw ingredients are purchased directly from small scale farms in Oregon or Washington
 - Purchases made from distributors, wholesalers and third party sellers do not count towards businesses 25% ingredient sourcing.



- Quality of Taste and Value for Price
 - Delicious and sought after flavors, unique recipes
 - Value of the product and ingredients is reflected in the price
 - Price is comparable to other products of this type

- Production and Distribution
 - All value-added products must be made by the vendor participating at PFM.
 - Farmers may use a co-packer for products containing their raw agricultural products.
 - Products are not already widely available to consumers and contribute to a unique shopping experience at market
 - Farmers may directly market or sell certain processed products without ODA licensing in accordance with the [Oregon Farm Direct Marketing Law](#). This includes fruit-based syrups, preserves, pickles and other lacto-fermented foods. Learn more about [ODA possible food license exemptions](#).

- Market Needs
 - Products that are in line with PFM's mission and values and reflect seasonal availability of local agricultural products.
 - Product contributes to the balance of products at market and booth space is available.

- Presentation, Labeling, and Packaging
 - Legal requirements such as net weight and ingredients
 - Eye catching and clear branding, hand crafted aesthetic
 - Packaging that reflects a waste-reduction ethos (i.e. packaging that has maximum recycled content, accepting a deposit for containers that may be reused by the vendor, etc.)
 - Enticing food presentation

PFM Policies for all Vendors

As a valued PFM vendor, you and your staff are responsible for reading, understanding and following all applicable market rules, policies and regulations pertaining to your business category. This includes regulations and policies set by applicable local and state agencies. Following the rules helps keep Portland Farmers Market a vibrant and viable community asset with the highest degree of integrity.



Complying with the rules makes you a “*vendor in good standing.*” Actions and behavior that result in non-compliance with market rules will result in a range of consequences, including warnings, fines, probation, and suspension. We appreciate your cooperation!

If you have questions about any of the information in this handbook, please contact us at 503.241.0032 or by email apply@portlandfarmersmarket.org. To challenge a rule or policy in this handbook, please submit a [Vendor Concern Form](#) for consideration.

Requirements for Acceptance

The following are requirements for all vendors who participate with PFM. PFM reserves the right to deny any vendor application, prohibit anyone from selling at the market, and/or prohibit any product from being sold at the market.

1. Application and agreement

- All prospective vendors must complete and sign a PFM vendor application and agreement. Visit www.Farmspread.com to create your profile and apply for markets.
- All prospective vendors must read the entire vendor handbook each season to ensure a full understanding of PFM’s policies and updated materials.
- All vendors, returning or new, must submit an annual application fee with submitted applications. One flat fee includes the option to apply to all of PFM’s locations.
- All required forms must be updated and submitted annually. Incomplete applications will not be reviewed.

2. Product Declarations, Additions, and Jurying

- Before selling any products, vendors must have pre-approval from PFM management.
- Vendors are required to submit a complete list of products they wish to sell at the time of application.

- Any new products must be submitted for jury along with a [new product submission form](#). If you are changing a flavor on an already approved item (i.e. raspberry cookies instead of strawberry, with same source) you do not need to re-submit.
- Previously approved products require an updated [ingredient sourcing form](#) each year.
- Vendors must source at least 25% of raw ingredients from local farms. Products grown in Oregon and/or Washington are expected to be sourced directly from a local farm.
- Existing vendors may request a product addition in writing at any time. Requested product additions must be submitted a minimum of two weeks before the vendor wishes to sell the product(s) at market.
- Non-farm vendors cannot use co-packers. Products processed by a second party or a co-packer may be approved on a case-by-case basis.
- The following specific information must be included on packaged, processed foods: product name, net weight, ingredients in descending order by weight, name and address of the producer or distributor. These labeling requirements do not apply to bulk dried foods.

3. Documentation and Insurance Requirements

- Upon acceptance to markets, all vendors must provide PFM with a copy of:
 - Certificate of Liability insurance naming PFM as an additional insured party with \$1,000,000 coverage per occurrence.
 - Organic Certification (if applicable)
 - Ingredient Sourcing Information for hot food and value-added products
 - Agricultural Practices Form (Farmers and Ranchers)
 - Foraging/Fishing Verification Form (Foragers and Fishers)
- All relevant licensing and 3rd party certifications to verify claims must be available upon request at market.
- PFM is not responsible for any loss or damage incurred by vendors.

4. Farm Visit

- All farms are subject to a farm visit by PFM staff or PFM representatives.

5. New Vendor Orientation

- All new vendors are required to attend a vendor orientation prior to their first market date. This meeting is generally in mid-March

Membership

Beginning last year, PFM reduced the application fee to lower financial barriers for small businesses applying to our markets. A \$35 annual membership fee is now required for all accepted vendors. Portland Farmers Market Membership benefits include:

- Access to experienced PFM staff to support the unique needs of small businesses at farmers markets
- The market infrastructure for eligible vendors to accept SNAP/EBT at no additional cost to vendors
- Quarterly vendor-only newsletter with resources to help your business thrive at markets
- Promotion of markets, seasonal products and vendor spotlights on our growing social media platforms, monthly newsletter and website
- Software (Farmspread) for application procedures, product approval and scheduling at no additional cost.

Identification & Signage Requirements

- Each booth space must prominently display a sign clearly identifying the farm or business name and location. Signs must be a minimum of 11" x 17" with lettering at least 3" high. Signs must be posted by the opening bell of the market day and remain posted until the market closes. All descriptions of products must be accurate and truthful.
- The content of any signage in a vendors' booth is limited to information that is relevant to products or the business. Signs that are political in nature, promote other businesses or otherwise are irrelevant to the products or business must be submitted to market management for pre-approval.
- All items for sale must be clearly marked with the retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board. Product prices must be readable at least 6 feet from the booth.
- PFM does not allow declarations regarding pesticide or chemical use that cannot be certified (e.g. "unsprayed," "no spray", "sustainably grown" and "pesticide-free"). This includes written and verbal declarations.
- Vendors are required to produce a written statement about production methods for any consumer who requests it and should have copies of the statement available in their stall.
- All meat and dairy products must be labeled as processed food products in accordance with state and federal requirements.
- All certified organic vendors must:

- Provide PFM with copies of organic certification prior to the start of their market season.
- Keep a copy of certifying documentation in vendor stall while at market.
- Sign a PFM affidavit showing sales of under \$5,000 for any vendor seeking exemption and exclusion from organic certification. (See National Organic Standards: Subpart B, applicability subsection 205.101, Exemptions.)

Shared Space @ Market

Businesses are permitted to share market space and resources in some preapproved cases. Each shared booth member is required to have their own liability insurance and submit a separate application.

Signage at the market must comply with market standards and include both business names, locations and products of each shared booth member. Signage requirements are covered in the prior section.

To be considered, interested vendors should submit a written request with a copy of the partnership agreement. All requests will be reviewed and approved at PFM's discretion.

Relevant partnerships include:

- Geographical proximity between farms.
- Value added vendors primarily using the farm partner's raw ingredients.
- Businesses that connect socially, economically, philosophically, or practically.

Second Farm Applications

Generally, PFM does not allow second farm applications (e.g. one farm selling another's product), except for short-term solutions to important products missing at a market. Second farm requests should be submitted in writing to the Operations Director and will be considered on a case-by-case basis.

Shopping bag restrictions and sales

The City of Portland does not allow the use of plastic, compostable or "biodegradable" checkout bags with handles as of October 1, 2013. These bags are also known as T-shirt bags. Vendors are allowed to use recycled paper bags or reusable bags as checkout bags for customers. Recycled paper bags must contain at least 40% recycled content and be accepted into the City of Portland curbside recycling program. The policy allows bags

without handles used to protect a purchased item from other purchased items, such as produce, bulk food and meat.

More information about the City's ban on plastic bags can be found at <https://www.portlandoregon.gov/bps/56157>.

PFM allows vendors to sell reusable bags for \$8 or less retail. Shopping bags must be sturdy and a minimal part of a booth display. PFM offers inexpensive reusable tote bags for purchase by vendors to resell to customers. Contact market staff for rates and availability

Gross sales reporting

PFM recognizes the sensitivity around gross sales reporting by vendors but firmly believes collecting gross sales data and publicly reporting combined totals help to prove PFM's impact on the local food economy. Total sales and shopper counts are critical measures of our collective success.

Vendors are asked to submit their gross sales for each market day attended and to represent themselves with honesty and integrity.

- Vendors are asked to submit sales through forms distributed at market, through [Farmspread](#) or email.
- Paper forms may be submitted anonymously.
- Individual vendor gross sales data is kept confidential.
- Hard copies of gross sales forms are destroyed following digital data entry.

Vendor roster publication

- PFM provides participating vendor rosters on the PFM website. Information about individual businesses, including websites and phone numbers, are available to the public. This information is sourced directly from vendor applications in [Farmspread](#)
- The vendor roster will not be shared or sold by PFM to prospective markets or competitors for the purpose of soliciting vendors.

Employment Practices

PFM prioritizes businesses with fair labor practices and a workplace with high standards for health and safety, workers right to freedom of association and collective bargaining, and fair compensation for year-round, seasonal and contract laborers.



Suitable on-site sales personnel include family members or verifiable employees paid hourly, on commission or by salary. Vendors are responsible for making sure that all persons working at their booths are familiar with and adhere to all market rules, regulations and guidelines. On-site sales personnel do not set the price, nor retain ownership of the product, however they are expected to represent the business, products and market professionally and accurately. PFM may request proof of employment.

Limits on Market Participation

Multiple businesses - A vendor who may be involved in more than one business entity is limited to selling at the market as only one of those business entities. Exceptions may be made on a case-by-case basis, or when the product of one of the business entities is a hot food vendor.

Approval of selling privileges - PFM's approval of selling privileges regarding specific products is always for a specified period and never exceeds one market season.

Category overlap - Vendors whose products or practices place them in more than one category are subject to all requirements for both product categories.

Exclusivity with products - PFM does not extend exclusive rights to any one vendor to sell any one product. However, if PFM believes the number of vendors offering similar products is excessive, duplicate products may be denied entry. Exceptions to product approval are made on a case-by-case basis and are time sensitive.

Reselling - Buying products from another farmer, wholesaler, store or other food operation and then selling those products is prohibited at PFM markets, except as outlined under the foragers and fisher guidelines.

Selling of business or Transfer of booth space - Vendors may not sublet or loan stall space to others. If a vendor sells their business, stall space does not transfer to the new business owner. The new owner must submit an application for review and meet all other criteria for acceptance. PFM does not guarantee acceptance.

GMO products - Vendors may not knowingly sell products grown with genetically modified seeds or containing genetically modified ingredients.

Vendor merchandise and swag - Vendors may not sell merchandise at their booth such as t-shirts, hats, stickers etc. Vendors may sell a branded reusable tote back for \$8 or less.

Compliance with the Americans with Disabilities Act (ADA)

- ADA regulations require customer service counters to be a maximum of 36" high from the ground, a minimum of 27" clear underneath, and a minimum of 36" long. Food and beverage service counters must be a maximum of 34" high from the ground.
- In addition, vendors should offer assistance in their booths to disabled customers whenever needed.

Attendance, Scheduling & Stall Assignments

Once approved, **vendors are obligated to attend all scheduled market days.** PFM understands extenuating circumstances happen. Schedule changes due to health, business failure, hazardous weather conditions or other extraordinary circumstances will be taken into consideration. Absences related to staffing are not considered extenuating circumstances.

Vendors are allowed two excused absences per market season without penalty, after which they are required to pay for their cancellations or absences. Attendance tracking begins with the first scheduled market day.

- Vendors who cancel a market date must notify PFM minimum 72 hours in advance. Notice must be given by contacting the market manager via phone, email or calling the PFM office. Failure to provide adequate notice will result in the absence being unexcused.
- Cancellations due to crop failure or seasonal delays for farmers are excused and do not count toward the 2 allowed excused absences.

Once a vendor has used their 2 allowed excused absences, additional absences will be considered unexcused.

- If a vendor provides adequate notice or at the discretion of the market manager, vendors will be charged 50% of their regular stall fee for each unexcused absence.
- Vendors who no-call / no-show will be charged their full stall fee for the day.
- Vendors who exceed their two excused absences may compromise their future acceptance to market.

PFM reserves the right to enforce and change the cancellation policy at any time throughout the season.

Stall Assignments

- Change in space assignment for vendors with guaranteed stall reservations may occur at PFM's discretion.

Additions to a Vendor's Market Season

- As space allows, additional market dates may be granted if a vendor is in good standing. Requests should be submitted in writing to PFM for consideration.

Vendor Communication

PFM circulates semi-regular vendor updates by email to communicate market news, policy changes, sponsor news and other information relevant to our market community. **Vendors are expected to read these communications thoroughly** and share information with at-market staff, as they contain important and time-sensitive information. A paper copy is available upon request.

Harassment and Workplace Violence Prohibited

Vendors are expected to treat others in the market in a civil and respectful manner and may not treat any person in a manner that is demeaning, rough, menacing, vulgar, profane or abusive, or in a manner that involves discrimination or harassment based on race, ethnicity, gender, sexual orientation, age, disability or national origin.

The safety and well-being of PFM employees, customers, volunteers, vendors and visitors is of utmost importance. Harassment, threatening behavior, acts of violence, hate speech and discriminatory actions at PFM's markets, office or by electronic means will not be tolerated.

Sexual harassment is a form of harassment that PFM does not tolerate. We choose to follow this definition according to the US Equal Employment Opportunity Commission:

It is unlawful to harass a person (an applicant or employee) because of that person's sex. Harassment can include "sexual harassment" or unwelcome sexual advances, requests for sexual favors, and other verbal or physical harassment of a sexual nature.

Harassment does not have to be of a sexual nature, however, and can include offensive remarks about a person's sex. For example, it is illegal to harass a woman by making offensive comments about women in general.

Both victim and the harasser can be either a woman or a man, and the victim and harasser can be the same sex.

Although the law doesn't prohibit simple teasing, offhand comments, or isolated incidents that are not very serious, harassment is illegal when it is so frequent or severe that it creates a hostile or offensive work environment or when it results in an adverse employment decision (such as the victim being fired or demoted).

The harasser can be the victim's supervisor, a supervisor in another area, a co-worker, or someone who is not an employee of the employer, such as a client or customer.

Any person who engages in this behavior shall be removed from the premises as quickly as safety permits and banned from PFM premises pending the outcome of an investigation.

Subsequent to the investigation, PFM will respond appropriately. This response may include, but is not limited to, suspension and/or termination of any business relationship, permanent eviction of any person or persons and/or the pursuit of criminal prosecution of the person or persons involved.

If you experience or witness harassment or workplace violence at the market or other PFM designated location, please notify market management as quickly as possible so the matter can be addressed. Management will use discretion and protect the victim's identity to the best of our ability.

Ethical Business Conduct

Businesses that participate at PFM markets are expected to conduct themselves, both at and away from markets, in a manner that contributes to the success and integrity of the markets.

We reserve the right to terminate our agreement with any business that conducts itself in a way that undermines the reputation of our markets. This conduct includes but is not limited to [bias incidences/crimes](#), egregious, dishonest, discriminatory, demeaning, degrading or illegal activity particularly with regard to employment and environmental practices.

Vendor and Product Categories

Vendor Categories



A **vendor** is an owner/operator of a business entity approved to sell at the market. A vendor may not operate under a franchise agreement. A vendor may not share stall spaces with other entities without prior approval.

Different categories of vendors at the market fall under **farmer** and **non-farmer**:

Farmer – Those actively involved and invested in the planting, growing and harvesting of agricultural product on owned, rented, leased, foraged or share-cropped land. This includes growers, ranchers, dairypersons, fishers,

foragers, etc. If a farmer leased land, they must provide PFM with a copy of the signed lease agreement(s) upon request. Farmer category also includes vendors who sell processed food products made from a majority (51%) of their own farms' products.

Non-Farmer – Those who are actively involved and invested in the processing of product sold at the market. Non-farmer vendors may sell processed foods, value-added foods, baked goods, hot foods, etc. Non-farmer vendors must provide PFM with all applicable copies of licenses as appropriate to their product. Vendors are responsible for knowing and acquiring all necessary licenses. See appendix for resources. Non-farmer vendor categories are outlined below:

- **Food artisan:** Those who sell processed or value-added foods such as pickles, condiments, jams and charcuterie. These vendors do not grow/raise/catch/gather the ingredients in their products. This category may also be appropriate for farmers who sell value-added foods that are not made from a majority of ingredients that they grow/raise/catch/gather
- **Bakery/Confectionary:** Those who bake/create breads, pastries and desserts and do not grow/raise/catch gather the ingredients in their product(s). This category may also be appropriate for farmers who sell goods that are not made from a majority of ingredients that they grow/raise/catch/gather.
- **Alcohol:** Those who sell, distill or craft alcoholic beverages. These vendors must have a [OLCC Special Event License](#) to be able to sell at a farmers market.
- **Hot Food:** Those who sell food that is freshly made and available for immediate consumption on-site. Hot food vendors must have a [Multnomah County Temporary Restaurant Permit](#) and comply with our [Durable Dining Requirements](#).
- **Legacy Vendor** - A Legacy Vendor has previously participated with Portland Farmers Market as a food artisan, farmer or hot food vendor. Legacy Vendors have

deep roots in Portland and our farmers markets but no longer adhere to one or more of PFM's policies. The owners continue to be involved in the operation of the business and are accessible to PFM.

Legacy Vendors are important to Portland Farmers Market as evidence of PFM's contribution to small business success, involvement in local community and they attract shoppers to our markets. Legacy Vendors pay a stall fee calculated differently than other vendors at our markets.

- **Product Representative** – This type of vendor sells particular types of products not otherwise available at the market and may be only admitted to sell on occasion. Items that directly compete with regular market vendors' products are generally not allowed.

Product Representatives' products must meet strict criteria and align with the mission of PFM. All products are strictly at PFM's discretion. A Product Representative vendor is:

- An individual who does not grow, raise, process, or gather the product they sell
- An individual who produces and sells items featuring non-local ingredients such as chocolate, coffee or another non-local ingredient
- Product Representative vendors bring value to the market by one or more of the of the following:
 - Diversifying product offerings at market
 - Displaying deep connections to the individual market's community
 - Sharing culturally relevant and representative products in which the products are not meeting PFM's sourcing requirements.

Product Categories



Farm products are grown or raised by the farmer upon land that they control through ownership, lease, rental or other legal agreement. These products are fresh fruits and vegetables, nuts, honey, eggs, herbs, meat and dairy products.

Value-added farm products are farm products made from raw ingredients, all of which are grown and produced by the farmer. These products include all farm products that must in some way be processed *including cheeses, dairy, meats, viticulture, dried fruits and vegetables, juices, jam or other processed agricultural and livestock food products.*

Some processed farm products are not processed by the farmer but are processed products which the vendor made from raw ingredients purchased from a local farmer which have been cooked, canned, dried, baked, preserved or otherwise significantly treated. PFM recognizes the distinction between processed farm products grown and prepared by the farmer and those that have purchased raw ingredients and then processed.

Value-added foods are processed products that the vendor made from raw ingredients which have been cooked, canned, dried, baked or preserved, including artisan baked goods, spreads, pickles and condiments.

Alcohol includes beer, wine, cider and spirits.

Hot food is freshly made food available for sale and immediate consumption on-site. Food is prepared by the vendor. This includes roasting of coffee beans.

Nursery products are plants grown or raised by the farmer upon land that they control through ownership, lease, rental or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, shrubs that are propagated from seed, cuttings, bulbs, plugs or plant divisions. Nursery product vendors may require a nursery license from ODA. Dried flowers and wreaths may be sold during the “shoulder and winter seasons” in October-April and must be made by materials grown or gathered by the vendor. Indoor house plants are not considered agricultural plants.

Foraged or Fished Products: Are products such as mushrooms, wild berries, shellfish or fish which are gathered from public or private land by the vendor within Oregon and Washington. Vendors wishing to sell foraged or fished items must:

- Actively forage/fished themselves and/or purchase directly from local foragers/fishers. Products purchased from buyers or distributors will not be accepted.
 - Vendors selling foraged or fished products are required to complete a [Forager/Fisher Verification Form](#) with their application

- List each product by common and scientific name on their application along with training and experience in foraging, plant and fungi identification.
- Display signage at market accurately identifying all foraged/fished products.

Processed non-food agricultural products are agricultural by-products of products that the vendor has grown/produced that are not edible, have been altered from their raw state, and are handcrafted or processed at the farm by the vendor. These agricultural by-products may be allowed when the vendor also sells the associated agricultural food product from which these by-products are derived (e.g., a honey vendor may sell a beeswax candle; a milk vendor may sell a milk-soap).

Fees and Payment Procedures

The following section addresses the fee structure for different sizes of booths by market and by vendor type. Payment options, methods and policies addressing cancellations are also covered here.

Definitions

- **Vendor stall:** Selling space rented and assigned to vendors in increments of 10' x 10', unless otherwise noted.
- **Multiple stalls:** Two or more contiguous 10'x10' vendor stalls. A limited number of multiple stalls are available. Fees for multiple stalls are calculated in multiples of the base fee for a 10'x10' for that market.
- **Corner stall:** Vendor stall located on a corner where vendor has two selling sides.
- **Deep stall:** Vendor stall that extends deeper than 10 feet.
- **Corner Deep:** Corner stall that extends deeper than 10 feet.
- **Umbrella stall:** Vendor stall not large enough for a 10' x 10' canopy, but suitable for a market umbrella and/or card table. Umbrella stalls are not guaranteed to be larger than 5' in frontage.



Stall Fee Chart

**Vendor pays the appropriate percentage fee or the Food Artisan rate, whichever is greater.*

Portland State University					
Vendor Type	10 x 10	Corner	Deep	Deep Corner	Umbrella
Farmer (Oct – April)	\$56	\$68	\$74	\$86	\$44
Farmer Peak (May – Sept)	\$61	\$73	\$79	\$91	\$49
Food Artisan (Oct – April)	\$70	n/a	n/a	n/a	\$56
Food Artisan Peak (May – Sept)	\$80	n/a	n/a	n/a	\$66
Bakery/Confectionary/Alcohol	9% of gross sales*	n/a	n/a	n/a	n/a
Hot Food, Product Rep & Legacy	11% of gross sales*	n/a	n/a	n/a	n/a
Shemanski Park					
Vendor Type	10 x 10	Corner	Deep	Deep Corner	Umbrella
Farmer	\$52	\$63	\$68	\$80	\$41
Food Artisan	\$59	n/a	n/a	n/a	\$47
Bakery/Confectionary/Alcohol	8% of gross sales*	n/a	n/a	n/a	n/a
Hot Food, Product Rep & Legacy	10% of gross sales*	n/a	n/a	n/a	n/a
King					
Vendor Type	10 x 10	Corner	Deep	Deep Corner	Umbrella
Farmer	\$45	\$54	\$59	\$69	\$36
Food Artisan	\$55	n/a	n/a	n/a	\$44
Bakery/Confectionary/Alcohol	8% of gross sales*	n/a	n/a	n/a	n/a
Hot Food, Product Rep & Legacy	10% of gross sales*	n/a	n/a	n/a	n/a
Kenton					
Vendor Type	10 x 10	Corner	Deep	Deep Corner	Umbrella
Farmer	\$41	\$50	\$55	\$64	\$33
Food Artisan	\$47	n/a	n/a	n/a	\$38
Bakery/Confectionary/Alcohol	8% of gross sales*	n/a	n/a	n/a	n/a
Hot Food, Product Rep & Legacy	10% of gross sales*	n/a	n/a	n/a	n/a
Lents International					
Vendor Type	10 x 10	Corner	Deep	Deep Corner	Umbrella
Farmer	\$39	\$48	\$52	\$61	\$31
Food Artisan	\$45	n/a	n/a	n/a	\$36
Bakery/Confectionary/Alcohol	8% of gross sales*	n/a	n/a	n/a	n/a
Hot Food, Product Rep & Legacy	10% of gross sales*	n/a	n/a	n/a	n/a

Other Fees

Application Fee

Due to the level of attention required to process and verify information presented in vendor applications, a non-refundable \$15 fee must accompany all applications for all vendors. Vendors may pay this fee in Farmspread at the time of application. PFM must receive this fee prior to reviewing the application.

Membership Fee

An annual membership fee of \$36 will be charged to all accepted Portland Farmers Market vendors.

Late Fees

- Vendors paying a percentage of their sales are expected to report their sales weekly and will be charged a \$25 late fee if all sales are not submitted by the end of the month.
- A late payment fee of \$25 will be charged 31 days after the date an invoice is issued and every 30 days until full payment is received.

Returned Check Policy

Checks or ACH transactions returned for insufficient funds will be charged a \$25 fee. Vendor will not be able to attend the market until the matter is resolved.

Consequences for delinquent accounts

- Vendors with invoices over 60 days are subject to suspension from markets until the invoice(s) are paid in full.
- Percentage-paying vendors with sales reporting 60+ days late are subject to suspension from markets until the sales data is reported in full.
- Vendors with unpaid fees due at the end of the season will not be allowed to return the following year.

Payment Procedures

PFM offers three convenient payment options for vendors. All payments are made through PFM Accounting (not Farmspread) except the application fee. Vendors are asked to be consistent in their payment procedures and notify our accounting team at accounting@portlandfarmersmarket.org if they would like to change their payment procedures. ***Market tokens cannot be used to pay stall fees.***

All vendors whose stall fees are based on gross revenue must submit sales data in their Farmspread profile within one week of market attendance. If there is an issue with

Farmspread, vendors should submit their sales by email to the PFM Accounting Manager at accounting@portlandfarmersmarket.org.

Automatic Electronic Debits (ACH Withdrawal) Preferred

- Vendor must sign the [ACH agreement](#) and return to the Info Booth or mail to the office. ACH Forms will not be accepted via email due to security concerns. Make sure that the name you provide the market is the name on the bank account. If your bank requires an additional ID number, please provide that number as well.
- Monthly invoices are debited from a vendor's bank account on the 20th of the following month (or next business day).
- Vendors will be sent the invoice at least 10 calendar days prior to the debit. Invoices will be sent to vendors via email, or mailed via US Postal Service upon request. If you would like invoices sent to an email or address that is different than your Farmspread profile, contact accounting@portlandfarmersmarket.org.

Daily Payment At-Market

- Vendor is responsible for bringing payment to the Market Information booth.
- Vendors whose stall fees are based on gross revenue may pay the following week.
- Payment should be made by check, cash, or credit/debit card.

Monthly Invoice (Due Upon Receipt)

- Monthly invoices are mailed the first week of the month following the month being billed and are due upon receipt. ***All fees are due upon receipt.***
- Payments may be made by cash, check or credit/debit card (no additional charge for credit/debit card payments accepted at the market with card present. Payments processed over the phone will be charged a 3.0% fee). Please contact the Accounting Manager to make arrangements.
- Monthly invoicing is available only to vendors who are able to pay according to our terms (payment is due upon receipt and must be received within 30 days of date of invoice) and do not show a pattern of late payments.
- Any vendor that has more than three late payments during the season will lose the option for monthly invoicing and will be required to either pay daily, prepay for each market in which they participate in or sign up for monthly ACH payment withdrawal.

Market Logistics

Durable Dining

Vendors serving food/beverages intended to be consumed on-site at the PSU, King, Kenton and Shemanski market locations **are required** to use reusable, durable, non-breakable plates, bowls, cold cups and utensils (forks, knives, spoons) for food service.

Hot Food vendors are encouraged to charge a minimum of \$0.50 “To-Go Fee” for each to-go item purchased (items in wax paper wraps or equivalent are excused from charging a fee).

- Prior to purchasing durables, vendors are required to submit their proposed dishes, cups and utensils to PFM for approval to ensure uniqueness amongst vendors. Dishes must be a unique color, pattern or other identifying criteria.
- Uncoated paper liners are permitted but discouraged to reduce waste.
- To-Go/disposable containers, cups, straws and utensils are to be kept out of plain site and may be used upon shopper request only.
- **Durable Dining audits will occur unannounced each month.** Violations will incur a \$50/per fine, at Management’s discretion. Audits check for the following:
 - Adequate wares for the entire market. If vendors run out of durable wares during market, back-up plates are available for day loan and forks are available for sale.
 - To-go wares are out of site from customers.
 - To-go fee clearly stated on signage and verbalized to customers asking for to-go
 - To-go wares are only distributed upon request.
 - Dish tub for returned dishes is present and accessible to PFM staff and shoppers.
 - Ground cover is present if necessary.
 - Proper fire extinguisher is present.

Electricity

- Any electrical equipment must be pre-approved by PFM. Access to electricity is not guaranteed and is provided at PFM’s discretion. Vendors approved to use electrical power are responsible for providing their own **outdoor extension cords and mats to cover all portions of the cord.**
- Use of generators is not permitted during market hours.

Trash disposal

- All trash generated by vendors must be removed at the end of the day for off-site disposal.
- **On-site trash receptacles are for customer use only.**
- Before leaving the market, all vendors must sweep their stall spaces and ensure that all litter, toothpicks, produce, and other product debris is removed.

Sampling

- Vendors providing samples must use a hand washing station and comply with all ODA food safety guidelines.
- All sampling must be contained within the vendor booth.
- Vendors who sell or sample a product that produces trash must have a trash receptacle accessible to customers. **Vendors must pack their own trash from market.**
- PFM encourages sampling practices that minimize and eliminate waste whenever possible. Examples of this include sampling on an edible “vehicle” (using pretzel sticks to sample cheese); using durable service ware for samples (reusable glasses for beverages); and using environmentally low-impact disposables (wooden popsicle sticks for jam samples).

PFM reserves the right to modify the above sampling guidelines

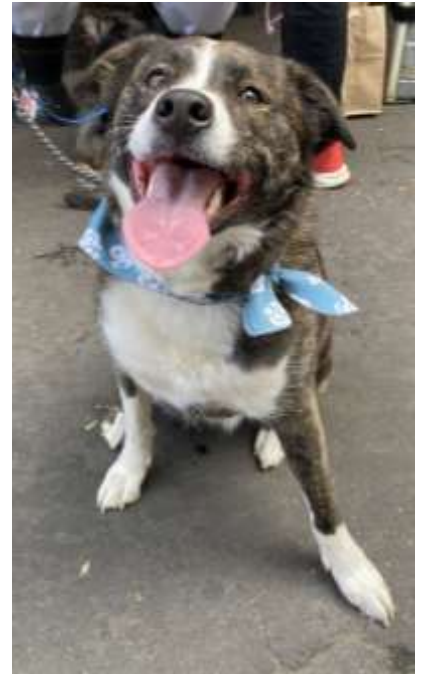
Pets in the market

Pets are not allowed within vendor booths at any PFM location.

Pets are asked to avoid crowded market walkways at the PSU and Shemanski Park markets. All other PFM locations are open to pets, provided the following:

- Animals are to be kept on a short leash.
- Animals are kept under control and by the owner's side at all times.
- Dogs are to be friendly with other dogs and people.
- Owners are considerate of those who do not wish to be in contact with dogs or other animals.
- Owners must clean up after pets.

Service animals are welcome at all PFM markets. Additional information about requirements for service animals available at http://www.ada.gov/service_animals_2010.htm



Safety at Market

All vendors and at-market employees are responsible for reading and understanding PFM's rules regarding safety and licensing requirements. This includes federal, state and local health regulations and licensing requirements governing the production, display, distribution, sampling and sale of products.

Basic booth safety and set up

- Booth canopies and tables
 - Vendors must supply their own booth covering and tables. Booths and tables must not be a hazard to the public or other vendors.
 - Vendors with on premise prepared foods and baked goods are required to have a full canopy covering for the booth. An umbrella is satisfactory if it is sufficiently weighted and covers the entire table area.
- Weights
 - All canopies, umbrellas and other booth coverings are required to have weights (minimum 10 pounds each) securely attached to each leg, no matter the predicted, perceived or actual weather. See picture for example of properly secured weight. →
- Trip Hazards
 - Vendors are responsible for ensuring that booth set-up, equipment, back-stock and all products do not pose safety hazards to anyone on premises. This includes the general public, other vendors, market staff, etc.
- Fire Extinguishers
 - Vendors with propane operated equipment in their booths are required to have a suitable fire extinguisher according to the [City of Portland Fire & Rescue](#).



Food Safety

- See [Oregon Department of Agriculture's requirements for Food Safety](#) relevant to your products
- Fresh fruits and vegetables may be displayed in open air, but they must be stored off the ground by using impervious plastic tubs or setting empty containers under those holding the produce. Pumpkins and large squash are the only exceptions to this rule.
- Potentially hazardous perishable foods stored, displayed and offered for sale must be packaged and refrigerated at or below



41 degrees Fahrenheit. Vendors are required to have a calibrated thermometer on-site to gauge and demonstrate temperature.

- Any questions regarding safe food handling should be directed to [ODA food safety specialists \(contact at bottom of webpage\)](#).

Crisis Management and Emergencies at Market

Portland Farmers Market has a crisis management plan for each of our markets. This plan is continually updated and is available to vendors and staff. Additionally, members of the market management team are trained in first aid and CPR. Please report all potential emergencies or safety threats to on-site market staff immediately.

Weather & Safety Related Market Cancellations

PFM's markets are open-air events and our policy is not to close markets unless we determine that it will be hazardous for attendees or are required to do so by the City of Portland. Because conditions change regularly, PFM is unlikely to close a market in advance.

- We rely on guidance from various sources to make the best decision for the safety of vendors and shoppers.
- We will operate a market as long as farmers and vendors are able to attend and we are not acting reckless by attracting shoppers to the space.
- PFM does not require 72 hours' notice for cancellations due to unsafe conditions. This includes conditions that are deemed unsafe for harvest/production and travel to/from market.
- PFM will communicate market closures to all affected vendors and will not charge any stall fees for the day.



Theft at Market

Farmers markets are bustling public places that create a prime environment for theft of goods or money. While it may be impossible to prevent losses entirely, there are some basic precautions to minimize loss.

If you witness theft or see any suspicious behavior, please contact the market management immediately.

- Secure Booth Set Up
 - In setting up your booth, be mindful of any blind spots that are created with your layout and rearrange so that you can easily see all merchandise.
 - If you use a cash box or have a tip jar, it is important that you secure them to your booth with a reinforced metal tether so they are not easily lifted from your booth.
 - Have a system for keeping larger bills on your person, rather than in your cash box. This can include removing tips from your tip jar and holding them on your person.

- Minimize Opportunity
 - If you need to leave your booth for any reason:
 - Ask a neighboring vendor or a market representative to watch your booth.
 - Be sure to take all of your cash, electronics, and valuables with you.
 - Do not leave any valuables in your vehicle while you are in market because your vehicle will be unattended for many hours while you are working and will therefore be vulnerable to theft.

Do Not Pursue a Thief

We understand how damaging and hurtful theft of money or product can be to a vendor. But we also believe that the physical safety of ourselves and our vendors is paramount to all other losses. Under no circumstances do we encourage chasing a thief. Please alert management immediately if there has been a theft.

Market Disruptions

Occasionally, an individual or group may engage in behaviors or activities that impact other people's sense of safety, or interfere with vendors' ability to conduct business at market.

As a public event, we do not have the authority to exclude anyone from the public spaces on which our markets operate. When an individual is engaging in a behavior or activity that poses an immediate threat to safety, we call 9-1-1.

When an individual is engaging in a behavior or activity that is unlawful, bias-motivated or interfering with market operations and is not posing an immediate danger to physical safety, market staff may notify them of the rules and how they can comply. If the behavior or activity continues, we document the incident(s), create a response plan based on our protocols, and we may call for enforcement or medical/mental health support from relevant agencies.

Every incident and circumstance is unique, and our response plan varies depending on the nature of the incident.

Buskers/Street Musicians

Where applicable, PFM adheres to Portland Parks and Recreation and/or City of Portland rules and regulations as the markets we organize are permitted events.

- Music buskers are permitted at select PFM locations as space allows. They are asked to check in at the PFM information booth and not compete with our scheduled musicians. Buskers are asked to move to a new location after one hour and perform for no more than two hours total.
- Playing or singing in a loud, disruptive manner that impedes communication between vendors and customers is not allowed. Vendors are encouraged to communicate with PFM staff if these guidelines are not being followed by an individual busker.
- Buskers other than musicians are specifically prohibited from PFM markets. This includes and is not limited to balloon artists, jugglers, massage therapists, arborists, and face painters.
- Buskers are asked to sign the [Buskers Partnership Agreement](#) before playing at our PSU and Shemanski markets.

Signature Gatherers/Panhandling

PFM sites that operate as a licensee of the City of Portland recognize the injunction entered by the [U.S. District Court for the District of Oregon in the case of Gathright vs. City of Portland](#) that limits PFM authority to control the activities of members of the public attending the market. The text of this decision is available for review at the Market Information booth.

Signature gathering and panhandling at PFM locations on public property is permitted as long as the individuals are not disrupting the market or vendor sales.

Reporting Concerns

Having written or verbal accounts from vendors can be helpful in documenting harmful behaviors or activities at markets, and can help build our case if we are seeking intervention from support/enforcement agencies such as the Park Rangers. If you or other market participants observe or are impacted by behaviors that you believe to be unlawful, bias-motivated or otherwise not allowed, please feel free to contact the Operations Director or Market Manager at any time.

If you observe or are impacted by harmful behaviors, we also suggest reaching out to the following resources:

Oregon Bias Response Hotline (Non-Emergency):

The Bias Response Hotline is there to help you understand your options, make choices about next steps, and receive support in the aftermath of experiencing or witnessing a bias crime or incident.

Call the Hotline: 1-844-924-BIAS (1-844-924-2427): Trauma-informed operators standing by 9am to 5pm, Monday – Friday. Interpreters in over 240 languages. After hours? Leave a message and they'll return your call.

Report online: StandAgainstHate.Oregon.gov

The graphic is a blue header with white text: "OREGON DOJ'S BIAS RESPONSE HOTLINE". Below it, in smaller white text: "Were you targeted with bias due to your race, color, national origin, sexual orientation, gender identity, disability, or religion? Make a report, receive support, learn about your options." Below the header are two white boxes with blue and yellow accents. The left box is titled "Call the Hotline" and lists "1-844-924-BIAS (2427)", "240+ Interpreters/Languages", and "We Accept All Relay Calls". It has two sub-sections: "Live Operator" (Monday - Friday 9am - 5pm, Receive support, Options for next steps, Options for community support) and "Leave a Voicemail" (After Hours, Request a call back, Leave as much or as little detail as you'd like). The right box is titled "Report Online" and lists "StandAgainstHate.Oregon.gov" and "8 Languages" (Additional Languages Upon Request). It has a downward arrow and two bullet points: "Make a report anytime" and "Request a call back" (Leave as much or as little detail as you'd like). A "-OR-" symbol is between the two boxes.

Portland Park Rangers:

For park code violations (like dogs off leash, unpermitted sound amplification, harassment or general disturbances), call Park Rangers at 503-823-1637 or email rangercallcenter@portlandoregon.gov.

Park Rangers have authority to issue park exclusions or citations at our markets operating on Portland Parks Property (PSU, Shemanski & King), and are trained in de-escalation.

Portland Police Bureau:

If there is an immediate threat to life or property, call 9-1-1.

If you call 9-1-1 at the market, please notify our staff immediately so that we are aware of the situation and can provide support or crowd control if applicable.

For non-emergency situations that are NOT an immediate threat to life or property but benefit from a police report or other resource supports, call the **non-emergency line:** 503-823-3333. Some examples of non-emergency situations at market might be: Theft that

already transpired and the suspect is no longer there, harassment or assault that already transpired and the suspect is no longer there.

Vendor Conduct & Compliance

This section highlights PFM market policies that have been implemented to create a safe environment for vendors and the public. It is not intended to be an exhaustive list but highlights the policies most relevant to the vendors and to on-site issues.

Fair and Honorable Marketing Practices



- Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting potential sales for other vendors. This does not include sampling.
- All items for sale must be clearly marked with the retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud, repetitive public manner or selling products in an aggressive way.
- All sampling must be contained within the vendor booth space.
- Vendors must accept U.S. currency and other applicable market currencies.
- Vendors are not allowed to sell products before the opening bell without pre-approval from PFM.

Unloading, Loading & Vehicle Etiquette

- Vendors are expected to unload all of supplies and products in their designated space, park vehicles, and then return to unpack products and set up the booth space. The reverse should be true for load-out. Unloading and booth set-up is not permitted until time specified for each market.
- Vendors who do not have a confirmed stall assignment should speak with market staff before entering the market.
- For the safety of customers and vendors, vendor vehicles must be removed from the market 15 minutes prior to opening and are not allowed in the markets for tear-down before specified times.

- Late arrivals must load-in from the perimeter of the market.
- Vendors are encouraged to park at least three blocks away from the market site to allow for customer parking. Some market locations have designated vendor parking sites.
- Prohibited driving behaviors include driving on the grass, driving into the market before the specified load-in time, reckless driving, not following city parking codes, and blocking traffic while waiting to drive into the market for loading or unloading.
- Maximum speed within the market is 5 miles per hour.

Stall assignment and appearance

- Stall spaces are assigned to vendors by PFM staff. Vendors with their stall assignments may occupy their spaces upon arrival. Reserved spaces not occupied 30 minutes prior to opening may be reassigned to another vendor.
- Booth disassembly (specifically a vendor's tent, tent weights, and business banners) is not permitted until the market closes, without exception.
- Vendors are responsible for keeping their space clean and attractive during market hours.
- Vendors must clean up their stall space after the market closes, including sweeping up any debris and removing all trash.
- Ground tarps are required for vendors selling berries, stone fruit, or other products that could stain the pavement at PSU and Shemanski (street closure excluded). This includes all hot food vendors.
- Vendors with spaces on grassy areas, or who use grassy areas for storage, are required to set up on a tarp to prevent damage to the grass. Plywood is recommended for high-traffic areas.
- No part of a booth set up may extend into the common customer traffic areas.
- Signage including product prices, vendor identification and organic certification must be clear and visible.



Courtesy and customer service

- While at the market, vendors are expected to conduct themselves professionally at all times, behaving courteously toward market staff, customers, other vendors, volunteers, as well as our neighbors or any persons who are present within our markets. We provide an important space for our communities and we want to create a safer space for all people.
- Vendors are not permitted to play radios or use other sound-generating electronics during market hours.
- Vendors may not disparage other vendors, products or markets.
- Customer questions regarding farming practices should be answered factually and knowledgeably.

No Smoking/Vaping/Tobacco

- Vendors are not allowed to smoke, vape or use tobacco products within the market footprint at any time.

At-Market Currency

This section outlines the currencies available at the markets, currency restrictions and the vendor reimbursement process.

Vendor business owners and on-site staff are required to honor all forms of PFM currency and understand the rules of acceptance for each form of currency. These programs are essential to create greater access to the market and to increase sales for market vendors.

Token Program

Vendors must honor all above forms of market currency

If you are not going to be at the market yourself, inform your employees about these programs and request that they graciously accept the coupons, tokens and vouchers.

If a customer brings you a currency that is not documented above, direct them to the Market Info booth, so that PFM staff is able to instruct them on how to use the currency.

If you are unsure of how to accept a currency, please contact the onsite market manager before accepting, We will not redeem tokens used inappropriately.

To receive market tokens, shoppers use their debit/credit cards, checks, or SNAP/EBT card at a PFM Information booth. The tokens come in two denominations: \$1 and \$5.

- Be aware: Other farmers markets use tokens for currency. Only accept “Portland Farmers Market” branded tokens. We are unable to reimburse other markets’ tokens, and will return them to you.
- A note about tokens: although the token program is successful and necessary, it is time consuming and costly for PFM to administer. Therefore, we encourage vendors to gain independence with their sales and consider new technology that connects cell phones to a merchant account, allowing individual vendors to accept debit/credit cards directly at the booth.

\$5 GREEN Tokens

- Customers purchase \$5 tokens with a credit/debit card, check, or EBT card with cash benefits.
- These tokens are eligible to purchase all market items and should be treated exactly like a \$5 bill. Cash change is given for \$5 tokens.
- Tokens are non-refundable once purchased.
- A purchase minimum and convenience fee are assessed for debit and credit card transactions.



\$1 RED Tokens

- Customers purchase \$1 tokens with EBT/SNAP cards with food benefits from all 50 states. In Oregon, SNAP benefits are on an Oregon Trail Card, which looks similar to a credit/debit card.
- There is no purchase minimum or fee to obtain SNAP tokens.
- Unused \$1 tokens may be refunded to a customer's SNAP account at the PFM information booth.
- **Eligible items:** most foods, including fruits, vegetables, animal protein, dairy products, edible seeds, baked goods to be taken home and plants intended for growing food.
- **Prohibited items:** non-food items (such as, candles, non-edible tinctures) foods that are hot at the point of sale, alcoholic beverages and flowers. It is illegal to exchange SNAP benefits for these products.
- **\$1 tokens may never be given as change for any market purchases for any reason.** Any misuse of the \$1 tokens compromises PFM's eligibility to accept SNAP benefits at the market. It is a privilege to offer this service to our customers and we have been through a rigorous application process to be granted authorization. Help us maintain our eligibility by following the rules.
- Please work with SNAP customers to modify purchases to reach a whole dollar value.
- Should a whole dollar not be reached, provide the customer with a receipt displaying the vendor name and amount due to the customer. The customer can bring this receipt back to one of the PFM Info booths for refund to the customer's SNAP account.



SNAP and EBT Cash Matching Program

Despite the support of government programs like SNAP (formerly Food Stamps), many families struggle with food insecurity. To help fill the gap and get more farm-direct produce into the hands of our community members, PFM has a matching program for customers using SNAP called *Double Up Food Bucks (DUFb)* and EBT Cash called *Produce Match*.



DUFb and Produce Match currencies can be used for the following fresh, frozen, or dried products which do not contain any added sugars, salts or oils: fruits, vegetables, mushrooms, beans, herbs, and veggie starts at any participating market.

PFM and our partner organization, Farmers Market Fund work to secure on-going funding for this match program. DUFb and Produce Match expire at the end of each year – Do Not accept a prior year's currency. Details of the new currency will be communicated with vendors at the beginning of each season.

Token reimbursement process

- Vendors are asked to bring their market currency to the Market Info booth for redemption. \$1 and \$5 tokens must be separated and pre-counted.
- Token redemption is available to vendors until 30 minutes after the market closes.
- The staff member at the booth will provide a receipt for the tokens.
- Reimbursement checks will be mailed to vendors twice per month or directly deposited if you have signed up for ACH.
- Any \$1 tokens used to purchase ineligible items will be retained by PFM without reimbursement. Sale of ineligible items with SNAP benefits is illegal and risks our ability to accept SNAP.
- Questions about token reimbursement should be directed to the PFM office.
- Market tokens may not be used to pay stall fees.



Farm Direct Nutrition Program

All PFM vendors selling eligible products are required to participate in FDNP program. For a FDNP farmer application packet, please contact the ODA at (503) 872-6600 or find information on the [ODA website](#).

The Oregon Farm Direct Nutrition Program (FDNP) is a state-administered federal nutrition program. FDNP funds go to low-income, nutritionally at-risk pregnant women and young children enrolled in the Women Infants & Children (WIC) program and to eligible low-income seniors. These federal funds will be distributed as checks specifically to purchase locally produced fresh fruit and vegetables directly from authorized farmers at farm stands and farmers markets. Approximately \$1 million dollars in vouchers is distributed annually.

To become an FDNP authorized farmer, you must own, lease, rent or sharecrop land to grow, cultivate or harvest crops on that land AND grow fresh fruit, vegetables or cut herbs in Oregon or a bordering county to sell at your farm stand or at a farmers market. All farmers must fill out an application and sign an agreement with the Oregon Department of Agriculture (ODA) and the Department of Human Services. ODA will mail application packets to farmers who participated in the previous year in late February or early March.

Market Purchase Vouchers

Paper “IOU” receipts issued by PFM staff and volunteers to purchase vendor products.

- The market sponsors programs such as recipe tastings, chef demonstrations, kids’ activities, and occasional special events such as our market anniversaries to educate our customers, generate media coverage, and help vendors increase sales.
- Representatives from the market may ask vendors for products to be used for these activities and will pay for the items with a market purchase voucher. Market purchase vouchers will be reimbursed with the next token reimbursement, they do not need to be turned in with tokens.

Programs, Special Events and Services

Market programs and special events

Market programs and special are the vehicles for enacting PFM’s educational, promotional, and community building goals. PFM believes if the markets are to continue to grow and flourish it is critical to educate consumers on the value of supporting regional agriculture and small businesses. Programs and special events may include or affect vendors in various ways, including the purchase of products, vendor/farmer presentations, and business promotion. Some market programs may include:

- Kids educational programs that focus on farming, seasonal produce, and the environment as a whole
- Monthly tastings where PFM staff can introduce shoppers to under-appreciated produce items or new ways to use classics
- A recipe demonstration lead by a local chef or market vendor with ingredients purchased at market
- Market tours in which PFM staff introduce potential vendors to local farms
- Gleaners that come by at the end of market to pick up any unsold food or produce that would otherwise go bad
- Seasonal stock up or celebratory events to promote peak season produce items

Marketing Services (website, blog, newsletter, social media)

PFM has several channels to help promote the markets and our vendors, including a website, blog, newsletter and social media accounts (Facebook and Instagram). These powerful marketing tools promote our markets and vendors by alerting customers about market times, new crops, seasonal items and special deals, and showcase the farmers, food producers, ranchers and growers who bring their products to our markets.

PFM’s website garners an average of 22,000 visits per month and showcases market dates and locations, vendor profiles and vendor contact information.

The PFM “Latest News,” “Vendor Spotlight” and “What’s Fresh” blogs are widely read and the posts offer a way to feature products and vendors in greater detail, as well as include photos or videos. The blog is a great place to feature new vendors and is also open to any vendor that wishes to be a guest writer.

PFM’s newsletter is sent out intermittently throughout the season and highlights key stories, links to blogposts and market news and is an avenue for highlighting vendors and products. More than 5,600 people have signed up to receive the PFM newsletter.

PFM’s Facebook and Instagram feeds reach a combined audience of more than 70,000 people. If your business is listed on Facebook Instagram, please let us know so we can “Like” and follow you. **Please also be sure to include this information in your [FarmSpread](#) profile as this information is shared on the PFM website and is our go-to source to reply to customers with questions about specific vendors.**

All of these channels have proven effective in reaching potential customers and can work in concert with your own marketing efforts or provide helpful support while you are building your own web presence. As a PFM vendor, we invite you to take advantage of these tools, though it is up to you to inform us of the news and information you would like us to share with our readers.



PFM’s social media accounts

Facebook: facebook.com/portlandfarmersmarket

Instagram: [@portlandfarmers](https://instagram.com/portlandfarmers)

Website: www.portlandfarmersmarket.org

For communications requests, please contact your designated market manager.

Protocols for Vendor Grievances and Product Challenges

PFM has created protocols and procedures that allow vendors to lodge complaints against other vendors whom they believe to be out of compliance with market rules and policies. This helps PFM regulate food safety, products sold and operational safety.

To file a vendor concern or product challenge, use the [Vendor Concern Form](#) or [Product Challenge Form](#) in the Appendices section.

Grievance Procedures

- Complaints or problems should be directed to market management in a timely manner that is not disruptive to the market.
- Vendors who have concerns regarding other vendor compliance, market staff, safety, or policies should complete a vendor concern form. Forms will be available at the managers booth. The Executive Director and Operations Director review each concern form and the concerned vendor will receive a specific written response within two weeks.
- A vendor may appeal any decision concerning violation of these rules within 30 days. An appeal must be presented in writing to the Executive Director. A decision by the Executive Director after informing the PFM Board shall be issued within 30 days of receipt and constitute a final and binding decision of any appeal.

Product Challenge

- Product challenges may be made for misrepresentation of product by a vendor. Vendors can submit a written product challenge form when they believe another vendor is misrepresenting their product.
- A product challenge must be signed by the person bringing the challenge and preferably be supported by physical evidence of the offense. The product challenge must be made within a week of observing the violation. Challenges alleging wrongdoings on past occasions will not be accepted.
- There is a \$50 filing fee, which can be shared by a group of vendors. This fee is returned to the challenger if the claim is verified.
- The vendor receiving the product challenge must respond to the challenge in writing. Failure to admit or deny a challenge may result in a determination that the challenge is valid.
- The Market Managers will conduct a farm site visit in a timely manner to make a decision on the product challenge. If PFM deems it necessary, a third-party farm inspector will be employed.

- Product challenge forms are available at market from the Info or Managers booth. Because of their sensitive nature, they must be returned directly to the Operations Director or Executive Director.
- If the vendor is found in violation, vendor may be fined, placed on probation, suspended, or evicted from the market at the discretion of the Executive Director.

Compliance & Enforcement

Vendors share responsibility for keeping PFM viable and ensuring public safety. By following the rules described in the previous section, vendors will remain a “vendor in good standing” and help create a safe, fun and profitable market environment. Violation of the rules will put the vendor “out of compliance” and result in a range of consequences.

Notice of non-compliance will include sufficient facts to notify the accused what acts or omissions are not in compliance with this Handbook; however, in the sole discretion of PFM, the identity of certain individuals and others requiring protection may not be disclosed.

This section covers the range of consequences of becoming out of compliance with PFM rules, both on-site during market days (“At-market”) and off-site (“Non-market”).

A few “At-market” examples of non-compliance include:

- Selling before the market officially opens.
- Driving infractions.
- Selling a product that does not meet PFM’s standards for quality.
- Selling a product that is not grown or produced by the vendor.
- Failing to comply with Durable Dining for the entire duration of the market.
- Unsafe product storage and handling.
- Unsatisfactory stall appearance and stall maintenance.
- Unresolved customer complaints.

A few “Non-market” examples of non-compliance include:

- Failing to provide PFM with copies of mandatory licenses, permits and insurance policies.
- Failing to pay appropriate stall fees or late payments.

- Failing to pay fines imposed due to non-compliance.
- Failing to respond to a product challenge made by another vendor.

How PFM Monitors Compliance

- PFM monitors market activity to ensure that vendors are complying with the rules. All infractions are logged regardless of severity
- PFM also keeps records of “non-market” violations (customer complaints, late payment of fees, etc.) that may put a vendor out of compliance.
- PFM utilizes the rules and policies stated in this handbook as a tool to regulate at-market compliance.

How PFM Enforces the Rules

- All rules of the market are enforced by the Operations Director or their designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Management in a timely manner.
- Market Management or designee will regularly evaluate vendors using the on-site vendor compliance checklist. PFM will take corrective action at the market and/or contact the business owner to address the non-complying behavior and corresponding consequence.
- PFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business, gross receipts for percentage fee vendors or employee status.
- Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the market.
- If a vendor does not abide by any of the rules of PFM, comply with federal, state, and local regulations or engage any activity that could compromise the reputation of the market, the Market Management or designee may take any action deemed appropriate, including assessing fines or barring the vendor from selling at the market for that day and any future market days.
- PFM reserves the right to make exception to these rules and enforcement policies at its discretion.

Farm Product Verifications

When a Product Challenge Form is filed against a vendor, PFM will visit the business to verify the claim. The vendor in question will receive a notice in writing of the mandatory visit within 7 days. If the vendor fails to schedule a time for verification within 7 days, the vendor may be suspended from market pending further investigation.



Ingredient Sourcing Verification

PFM verifies farm-direct sourcing claims made by food artisans, bakeries/confectioneries, alcohol and hot food vendors by contacting the farm(s) listed on sourcing documents directly. If that is not possible for any reason, the vendor must provide receipts upon request.

Gross Sales Verification

Hot food, bakery/confectioners, alcohol, product representatives and legacy vendors pay a percentage of their gross sales. PFM reserves the right to audit sales at the vendor's booth.

On-Site Vendor Compliance Checklist

While vendors are responsible at all times to adhere to all PFM's rules and policies, on-going inspections will occur to ensure that all vendors are conducting business in a manner that creates a safe and fair environment for shoppers, staff and vendors. The following is a helpful checklist PFM may utilize to monitor vendor compliance.

Clean and Safe

- ✓ A minimum of 10-pound canopy weights securely attached to each leg and not a tripping hazard
- ✓ Handwashing station present, in active use and with all required components (free flow dispenser, soap and single-use paper towels). A handwash station is required for all vendors sampling and handling bulk-dispensed products other than produce and nuts in the shell.
- ✓ If using electricity, outdoor extension cords are completely covered and set up with regard for public safety
- ✓ Booth is set up with regard for public safety and market integrity
- ✓ All components of the booth are contained within the boundaries of the booth
- ✓ If your booth is generating waste, a trash receptacle must be available for customers to use.
- ✓ Vendors take their waste with them (trash, equipment, discarded product etc.)
- ✓ Any vendor with product that may stain or damage the ground must use a ground cover
- ✓ Food is stored and displayed off the ground (6") or in impervious plastic tubs
- ✓ Non-produce products must be wrapped or covered
- ✓ Practice safe sampling and adhere to sampling guidelines
- ✓ Vendor vehicles are operated in a safe manner and only present during approved times (market specific)



Signage

- ✓ PFM does not allow declarations regarding *pesticide or chemical* use that cannot be certified (e.g. "unsprayed," "no spray," "sustainably grown" and "pesticide-free")
- ✓ If a vendor claims products are organic, OG certification is posted
- ✓ Signage with the name and location of the business is clear and visible

- ✓ All product prices are posted and must be readable at least 6 feet from booth
- ✓ Only signage that is relevant to the products or business are allowed to be posted at market (at market managers discretion)
- ✓ All packaged food is labeled with name of the product, net weight, ingredients in descending order by weight, and name and address of producer (bulk foods must post a sign with this information or a sign indicating that it is available upon request)

Durables

Vendors serving food or drink intended to be consumed on-site at the PSU, King, Lents International and Kenton market locations are required to use reusable, durable, non-breakable plates, bowls, cold cups and utensils (forks, knives, spoons) for service.

- ✓ Dishes and cups must be a unique color, pattern or other identifying criteria and approved by market management
- ✓ The vendor is responsible for bringing an adequate supply of service ware to last the duration of the market
 - *If a vendor runs out of wares, they must tell a PFM staff so they may borrow our back-up plates or purchase forks. No warning or fee would be issued if unforeseen circumstance*
- ✓ To-go wares out of sight (including plastic utensils and plastic straws)
- ✓ To-go wares only distributed upon request (vendors should not ask if the food is to-go)
- ✓ Dirty dish tub present and accessible for staff to place dirty dishes
- ✓ Ground cover present (required for hot food vendors and vendors with stainable products)

Consequences of Failing to Remedy Non-Compliance

- Disciplinary action may take the form of a verbal warning or a written notice of non-compliance that may include a fine, probation or suspension.
- Multiple fines can lead to probation. Probation puts a vendor on notice that any further violations will lead to suspension.
- Suspension and eviction from the market may be the result of multiple fines and numerous occasions of suspension.
- The application of fines, probation and suspension can occur simultaneously while the vendor works to remedy a specific or combination of non-compliance actions.

- The vendor must correct the verbal warning or notice of non-compliance immediately or by the following week, whichever PFM determines to be appropriate. If the situation has not been remedied by the following week, the following disciplinary actions may be taken:
 - Vendor may **lose reserved space** privilege.
 - Vendor may **be suspended** from the market for a week and be charged their stall fee.
 - Vendor may be **issued a fine**. If a vendor is issued a fine due to non-compliance, the fee will be added to the vendors next invoice.

Violation	Consequence
Canopy Weights	<ul style="list-style-type: none"> ● 1st offense: Immediate correction & verbal warning ● All other offenses: \$50 daily weight rental fee & written warning via email
Signage and Clean & Safe non-compliance	<ul style="list-style-type: none"> ● 1st offense: Immediate correction & verbal warning ● 2nd offense: \$50 fine, immediate correction, written warning via email ● 3rd offense: \$50 fine, immediate correction & suspension until meeting with PFM Management
Durable Dining - Monthly, unannounced audit	<ul style="list-style-type: none"> ● 1st offense: written warning ● 2nd offense: \$50 fine

Five examples of enforcement actions

1. Non-compliance: A vendor that includes products in their stall not approved on the original PFM application.

Consequence:

1st offense: Noncompliant product pulled plus verbal warning

2nd offense: 1-week suspension with stall fees required

3rd offense: Season suspension with stall fees required

2. Non-compliance: Three legitimate concerns regarding the vendor are found by or reported to PFM. Concerns may include customer complaints, written vendor concern forms, lack of compliance with any PFM rules, disparaging public comments, any combination of or other concerns brought to PFM's attention. PFM will investigate to assure legitimacy of complaints.

Consequence:

Probation. When probation is necessary, PFM will send a letter to the vendor letting them know of the situation and asking them to sign a letter of acknowledgement.

3. Non-compliance: Legitimate complaints greater than three.

Consequence:

PFM may suspend the vendor for one or more market dates. Severe infractions may cause PFM to evict the vendor. Eviction may be for the remainder of a market season or permanent. Some eviction notices may allow a vendor to reapply 12 months from date of eviction notice.

4. Non-compliance : Physical violence.

Consequence:

Immediate suspension.

5. Non-compliance: Combination of at-market and non-market violations.

Consequence:

Probation. Additional violations may lead to suspension or eviction from the market.

NOTE: The list is intended to provide vendors with representative examples of non-compliance and resulting consequences. PFM management always has discretion in evaluating specific incidences of non-compliance and in applying consequences it deems appropriate.

