



FARMER

Definition:

Portland Farmers Market (PFM)'s definition of **Farmer** includes growers, ranchers, dairy persons, fishers, foragers, etc. Vendors within this category are those that plant, grow, or harvest agricultural products. This category also includes vendors who sell processed food products made from a majority (51%) of their own farms' products.

Value-Added Farm Products:

This may also include value-added farm products. These are farm products made from raw ingredients, the majority of which (51% are more) 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.*

If the value-added products are sourced locally, but not made by a farmer, this vendor would fall under our Farm-Direct Processor category.

Vendor Selection Priorities:

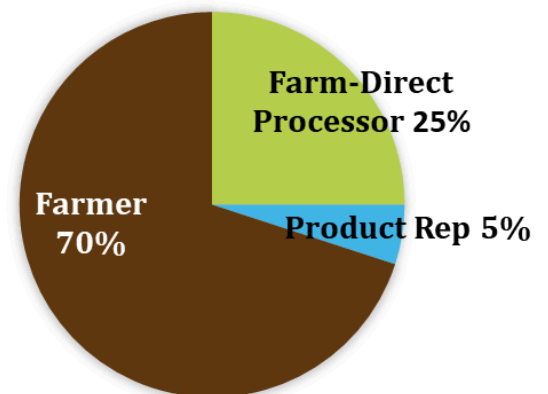
We strive to curate balanced and diverse marketplaces that showcase our region's agricultural bounty, support returning & emerging businesses, and meet the unique interests of each market's customer base.

Our selection committee is tasked with curating successful markets with the **goal of supporting a vendor mix of approximately 70% Farmers, 25% Farm-Direct Processors and 5% Product Representatives at each market.** 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.

Priorities for Farmer:

Priority for acceptance 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 practices and size of operation. In addition, we may prioritize:

VENDOR CATEGORY BALANCE



- Beginning farmers, first-generation farmers and farmers from historically disenfranchised communities
- Farmers and producers 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
- Business owners with a cultural connection to the products grown or produced

Additional Priority for Vendors:

- A history of compliance with market rules, fair labor practices and all federal, state and local regulations
- A history of reliable attendance, owner involvement, knowledgeable staff and timely submission of payments, applications & market correspondence
- A connection with the community or neighborhood of the market in which they are applying
- Consistent high-quality, hand-crafted products, that add diversity to the marketplace
- Products that are unique or new to our markets
- Businesses with [SNAP eligible products](#)