



PRODUCT REPRESENTATIVE

Definition:

Portland Farmers Market (PFM)'s definition of **Product Representative** are vendors that sell products not otherwise available at the market and may be only admitted to sell on occasion. Examples of products may include alcohol, coffee, chocolate, nut butters, oils, and non-local spices.

There is limited space at our markets for Product Representatives, given that our priority is to support businesses that showcase locally grown, raised, sourced and produced goods. Priority is given to local businesses offering unique, high-quality products that enhance the marketplace by adding diversity and creating a balanced product selection. Items that directly compete with regular market vendors' products are generally not allowed.

A Product Representative vendor contributes to the market by one or more of the following:

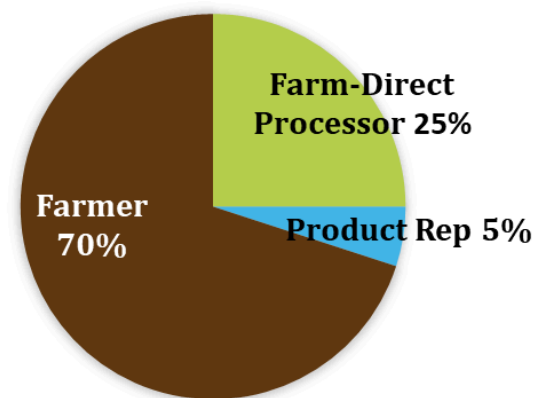
- Diversifying product offerings at market
- Displaying deep connections to the individual market's community
- Sharing culturally relevant and representative products

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. PFM is committed to fostering inclusive and anti-racist policies for vendor selection and prioritizes the acceptance of businesses from groups who have been historically marginalized. This includes members of the BIPOC, Immigrant, and LGBTQIA+ communities.

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.

VENDOR CATEGORY BALANCE



Priorities for Product Representative:

There is limited space at our markets for Product Representatives, given that our priority is to support businesses that showcase locally grown, raised, sourced and produced goods. Priority is given to local businesses offering unique, high-quality products that enhance the marketplace by adding diversity and creating a balanced product selection and well-rounded shopping experience. Items that directly compete with regular market vendors' products are generally not allowed. A Product Representative vendor contributes to the market by one or more of the following:

- Displaying deep connections to the individual market's community
- Sharing culturally relevant and representative products
- Businesses with [SNAP eligible products](#)

Additional Priority for New and Returning Vendors:

- Conduct themselves with integrity both at and away from the market and prioritize fair labor practices, high standards for health & safety, workers's rights and fair compensation.
- Have a connection with the community or neighborhood of the market for which they are applying.
- Returning vendors with a history of compliance with market policies, procedures and federal, state and local regulations.
- Returning vendors with a history of reliable attendance, community connection, owner representation, well-trained staff and timely submission of payments, applications & market correspondence.