



What is a Product Jury?

A product jury is for vendors who sell value added products. After application submission, new vendor applicants who meet our requirements and have a product that we feel could be a good fit for the market will be invited to submit their products for consideration. Prospective vendors are not present during the jury process.

**Please note that an invitation to participate in the product jury does not guarantee acceptance to the market.*

Products are sampled and reviewed by a product jury committee, which consists of Portland Farmers Market staff, board members, vendors, friends of the market, and small business owners connected to the local food systems. Jurors will sample, inspect, evaluate product quality, and provide feedback for your products. Products will be given a score of 0-3 for each criteria area, and feedback will be offered to the vendor about their products.

Presentation, Labeling, and Packaging

Jurors will evaluate **presentation**, **labeling**, and **packaging** based on how clearly these elements communicate the product and reflect the overall quality and values of the business. **Branding and logos** are reviewed for visibility and effectiveness, including whether they enhance the product or distract from it.

Labeling/Product Info is evaluated for clarity, readability, and compliance with applicable legal requirements. Jurors will look for required information such as net weight, ingredients, and allergen disclosures. They will also consider how easily this information can be understood by customers.

Packaging is reviewed for functionality and alignment with a **waste-reduction ethos** when possible. This may include the use of recycled or recyclable materials, reusable containers, or container return or deposit programs. If packaging is still in development, jurors will review the packaging details provided for each product on the submission form.

Quality of Taste and Appearance

Jurors will assess the **quality of taste and appearance**, including overall **flavor, texture**, and visual appeal. Products are evaluated on how well these elements align with the type of product.

Jurors will also consider whether products reflect local and seasonal ingredients when applicable, and whether they are made with whole food ingredients and minimal processing, as these factors can contribute to overall product quality.

Price of Product(s)

Jurors will evaluate **pricing** in relation to the overall **value** of the product. This includes consideration of factors such as the use of specialty ingredients, the scale of production, and the level of processing involved. Products are not compared to mass-produced or lower-cost alternatives when differences in ingredients, sourcing, or production methods significantly affect quality and cost.

Pricing is also reviewed in the context of ingredient costs, portion size, packaging type, and sourcing of local ingredients. Jurors will consider whether the price is reasonable and consistent with products of similar quality while accurately reflecting the care, labor, and values behind the product.