



2020
California Fresh Farmer's Market
Application Process

1. **Completely review the Market Rules and Regulations**
 - ✓ **Note that all rules and regulations will be strictly enforced**
 - ✓ **Please fill out the application, sign it and email it back to:**
 - ✓ **peter@cffma.com and jennifer@cffma.com**
2. **If you are a GROWER or PRODUCER Please enclose a copy of your current California Grower or Producer Certification**
3. **The Market Managers will review all applications and notify all participants of the status of their application via telephone. PLEASE give us your CELL AND HOME telephone numbers, and email address so that we can communicate with you if an urgent matter arises. **Most communications for the 2020 season will be done via text messages.****

If you have questions about the attached application, please contact market management Peter De Young at 994-9292 or Jennifer Waite at 313-5180. We thank you and look forward to the another successful River Park Farmer's Market season!

Sincerely,

Peter De Young
Executive Director
California Fresh Farmer's Market Association



2020 California Fresh Farmer's Market

CERTIFIED FARMER'S MARKET GROWER / PRODUCER / VENDER APPLICATION

Grower / Vendor Name: _____

Contact Person: _____

Work Telephone: _____ Home Telephone: _____

Cell Phone: _____

Email Address _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Alternate Contact: _____ Phone: _____

Vehicle Plate Numbers for all vehicles used at the market: _____, _____

We will START attending the Market on: _____

We will STOP attending the Market on: _____

2020 Annual Membership Dues Are: Enclosed _____ Have Been Mailed: _____

I wish to participate in: (please check one or more boxes)

☐ River Park Farmer's Market
(TUESDAYS, 5 pm – 9 pm at the River Park Shopping Center, Fresno
Special Event Hours: 4pm – 10pm)

☐ River Park Farmer's Market
(SATURDAYS, 11 am – 3 pm at the River Park Shopping Center, Fresno)

☐ Valley Fresh Farmer's Market
(FRIDAYS, 10 am - 2pm at Valley Children's Hospital, Madera)

Other: _____

BY SIGNING THIS DOCUMENT, YOU THE UNDERSIGNED AGREE TO ABIDE BY THE TERMS OF THE MARKET RULES AND REGULATIONS AS SET FORTH HEREIN.



FEES: (Please check one)

- ☐ **Grower / Farmer / Producer (\$175 annual membership fee + 15% of gross sales per week)**
- ☐ **Food Vendor (\$300 annual membership fee + \$60 Health Dept. fee + 15% of gross per wk)**
- ☐ **Local Business / Packaged Foods (\$200 annual membership fee + 15% of gross per week*)**
- ☐ **Art / Crafter / (\$100 annual membership fee + \$25 flat weekly fee)**
- ☐ **Not-for-profit (501c3) (No cost but MUST fill out a Hold Harmless Agreement and be approved by market management)**

ADDITIONAL FEES:

- ☐ **Failure to close safety barricades upon entry or exit of market (\$25/occurrence)**
- ☐ **Failure to notify Market Management 48 hours in advance (\$25/occurrence)**
- ☐ **Failure to park behind Edwards Theater, except handicap placarded (\$25/occurrence)**

NOTICE:

YOUR PAYMENT OF MEMBERSHIP FEES WILL NOT BE PROCESSED UNTIL YOUR APPLICATION HAS BEEN ACCEPTED BY MARKET MANAGEMENT.

NO VENDER WILL BE ALLOWED TO SELL UNTIL ALL FEES HAVE BEEN PAID IN FULL.

California Fresh Farmer's Markets

VARIETY / PRODUCT REQUEST FORM

Please list ALL VARIETIES or PRODUCTS you would like to sell at this year's California Fresh Farmer's Market or your Grower's Certificate will be used as your request. Please note that all grown varieties must be listed on your valid Grower's Certificate. If you are a non grower, ALL PRODUCTS MUST BE LISTED. If you are found to be selling items not on your approved list, you will be asked to leave the Market by the Market Owner.

WE WOULD LIKE TO SELL THE FOLLOWING SELECTED PRODUCE / PRODUCTS AT THE 2020 CALIFORNIA FRESH FARMER'S MARKET

Note: Requested varieties to be sold should be based on your projected ability to serve the market with the highest quality produce / products for the time so specified. The Market Manager will make final decisions as to what can be sold by each Producer to ensure market balance. There are no limits to the number of varieties a producer may request to bring to the Market, though some varieties may be disallowed to prevent heavy duplication at the market. Please feel free to photocopy additional sheets if necessary.

<u>VARIETIES or PRODUCTS</u>	<u>START DATES</u>	<u>END DATE</u>	<u>APPROVED</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Grower's Signature

Please return this signed Variety / Product Request and Application Form along with any unpaid membership fees, and a photocopy of your current, valid Growers Certificate to:

JENNIFER WAITE, MARKET MANAGER
The California Fresh Farmer's Market Association
P.O. Box 8576
Fresno, CA 93747-8576

OR VIA EMAIL:

jennifer@CFFMA.COM or peter@CFFMA.COM

ALL VENDORS MUST COMPLETE THIS FORM



HOLD HARMLESS AGREEMENT

I, the undersigned, declare that as a legal representative of the aforementioned company / organization - that I have read and agree to the Market Rules and regulations and all other rules and regulations pertaining to our products/business/exhibit. The undersigned Applicant agrees, as a California Fresh Association Farmer's Market participant, to assume full and complete responsibility for, and hold the Market Managers, The California Fresh Farmer's Market Association, River Park Properties II, Lance-Kashian and Company, Valley Children's Hospital, employees, associated foundations and associations of host property harmless from any and all liabilities arising from Applicant's involvement at the Market and/or Applicant's Agents and Representatives, conduct and actions including, but not limited to, transit to and from the Farmer's Market, Market set up, the Market selling period and Market take down. Applicant understands that he/she is solely liable for any and all claims and losses related to his / her actions or negligence and products exhibited, created, sold and brought to the event. I have read the HOLD HARMLESS AGREEMENT and 2020 California Fresh Association Farmers' Market Rules and agree to abide by them.

So Agreed: _____ Date: _____ Print Name: _____
Signature

Please return this sheet (signed) to the
California Fresh Association Market Manager with the completed application.

Mail to:
Jennifer Waite, Market Manager
California Fresh Farmers Market Association
P.O. Box 8576
Fresno CA 93747-8576

Submit hard copy or email to:
Jennifer@cffma.com

THANK YOU IN ADVANCE FOR YOUR COOPERATION!

California Fresh Farmers Market

Market Rules and Regulations

2020

Forward:

The California Fresh Farmers Markets are weekly, seasonal Certified Farmers Market managed by the California Fresh Farmer's Market Association - in partnership with area charities. The purpose of the Markets is to increase awareness in the community of the fresh produce nearby - while allowing Growers / Vendors an opportunity to make a living and helping provide funding to supporting charities.

The Farmers Markets may financially benefit one or more not-for-profit organizations as the host organization and other organizations at the sole discretion of the Market Managers.

Each Market has been organized in accordance with the regulations set forth by state, county and Department of Agriculture as a Certified Farmers Market. Market Managers reserve the right to enforce, change and/or modify any policy, rule, time, date and regulation without prior notice. Notice of such a change will be made to Market participants in a reasonable period of time.

In an effort to make The California Fresh Farmers Markets the finest farmers markets in Central California, grower / vendor selection is based on quality, diversity and desirability of the products they offer. Managers may also select participating grower / vendors based upon their ability to supply the market with enough product and their willingness and ability to conform to all market rules and regulations. Vendors may be removed at any time with or without cause. **There are no refunds.**

California Fresh Farmer's Market Association has the right of refusal of any vendor or product IF it is deemed inappropriate or if the product being sold has not received the prior written approval from the Market Managers and host property representatives.

California Fresh Farmers Markets are certified by the Agricultural Commissioner of Fresno County as a direct-marketing outlet for California producers of fresh fruits, nuts, vegetables, shell eggs, honey, flowers and nursery stock. If certified, fresh fruits, vegetables and nuts may be sold by their certified producer exempt from size, standard pack, container and labeling. A certified producer's products may only be sold by a family member or by a bona fide employee. An employee of an agricultural cooperative organized under the laws of California may sell the products of one of its members.

Only certifiable agricultural products may be sold at Farmers Market Area. Limited sale of non-certified packaged / processed agricultural and other products are allowed with permission and membership.

The following rules apply at the California Fresh Farmer's Market:

PRODUCER PARTICIPATION GUIDELINES:

All Certified Producers must possess a valid Certified Producer's Certificate issued and embossed by the County of Origin's Agricultural Commissioner's office and current for the date of the Market as well as for the commodities being offered for sale. BY STATE REGULATION, PRODUCER'S EMBOSSED CERTIFICATE MUST BE PROMINENTLY DISPLAYED AT THEIR BOOTH AT ALL TIMES and a copy must be provided to the Market Manager prior to beginning sales for the season.

All producers are invited to participate in the California Fresh Farmer's Market at the sole discretion of the Market Manager and may be asked to leave the market at any time if rules and regulations are not satisfactorily met. AGAIN, NO REFUNDS WILL BE ISSUED.

A certified producer's products may only be sold by a family member or by a bona fide employee. An employee of an agricultural cooperative organized under the laws of California may sell the products of one of its members. EMPLOYEES OF PRODUCERS MUST SUPPLY PROOF OF EMPLOYMENT IN THE FORM OF A PAY STUB OR W-4 FORM.

Any producer selling "organic" produce must grow the produce in accordance with California Organic Food Act of 1990 or/and National Organic Program Regulations. Signs claiming that produce has been organically grown must also contain a phrase: "Grown In Accordance with California Organic Food Act of 1990 or/and National Organic Program Regulations." Organic growers must be certified with a State Recognized Certification Agency.

Producers must abide by regulations pertaining to the sale of food and non-food items as set forth by the Department of Agriculture, Fresno County Health Department and other governmental agencies.

The Market Manager - in cooperation with California Fresh Farmer's Market Association, shall solely implement and enforce all rules and regulations pertaining to the operation of the California Fresh Farmers Market in a fair and equitable manner.

All vendors must be approved by the host property through the Market Managers.

DATE/TIMES OF OPERATION:

Market Managers determine the opening and closing dates and hours of operation in cooperation with the host property. The California Fresh Farmer's Market will open rain or shine but may be cancelled within 24 hours of an event due to severe heat or inclement weather at the discretion of the Market Managers. Notification of cancellation will be via text message or email.

SPACE RESERVATIONS AND LOCATION REQUESTS:

Space assignments are made solely by the Market Managers. Space reservations for the 2020 season are guaranteed by Market membership (fees paid). Market Managers maintain the right to accept or deny membership to any applicant. Only a limited number of certified producers

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and other vendors can be accommodated at the Market at one time. This number has been capped at 200 for the 2020 season.

Every attempt will be made to accommodate producer's location requests. However, some movement may be required from time to time, at the sole discretion of the Market Managers.

BOOTH SIZE:

Each Market space is roughly 10' x 10' with no space between booths. If you require more space for your product, please speak with the Market Managers and special accommodations may be made. All displays, tables, umbrellas, etc. must be maintained in a safe manner within their space and not encroaching into any walkways, curbs, sidewalks, right of ways, fire lanes or neighboring booths.

TENTS/AWNINGS:

The use of pop-up booths, market umbrellas or awnings, in good condition and without rips or tears, is required to maintain quality produce and to facilitate lighting requirements. Awnings should be tied down or weighted to prevent wind damage. Failure to maintain a quality appearance will be grounds for immediate removal from the Market.

VEHICLES:

All vendors must supply their vehicle license plate number to the Market Manager as noted on the application and will be given to property security.

Once unloaded, all vehicles must park in designated areas, (At River Park, the designated area is behind Edwards Theater), in no more than two parking stalls. Failure to park in the designated parking areas will result in a \$25 parking violation and is cause for revocation of your Market membership.

SAFETY DURING SET-UP AND TEAR-DOWN:

To make the California Fresh Farmer's Markets a safe environment for our vendors and customers, we ask that all vendors loading or unloading into the market area close the barricades upon entry or exit from the Market. This prevents unauthorized vehicles from entering the Market Area. Failure to do so may result in fines of \$25 per occurrence or having your membership revoked..

No vehicles are allowed in the market area other than for loading or unloading of goods. Due to insurance and general safety considerations, absolutely no vehicles may enter, move or leave the Market during the hours of operation or until the Market Manager deems it safe to do so. The only permitted access into or out of the Market area is via the lighted road. At no time shall a vendor drive on a pedestrian walkway or over landscaped medians.

SET-UP:

Set up will begin NO EARLIER than 2 hours prior to Market start hours and all vendors must confirm their space assignment with the site manager **prior to** offloading your vehicle. Producers arriving at the market later than one hour before the start of a market MAY NOT SELL THAT DAY.

The California Fresh Farmer's Market
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SET-UP (cont):

Each vendor has a maximum of 10 minutes to offload into their assigned space. No vendor shall begin setting up their selling area until their vehicle has been removed from the Market area.

All empty crates and supplies are to be neatly stowed beneath tables inside your tent area or are to be neatly covered at all times. Please keep your area clean and free of debris, fallen fruit or vegetables and spills. Remember to tape cords or other possible tripping hazards! Failure to keep your area SAFE and CLEAN will result in your removal from the market.

Food vendors must provide a 30 Gallon trash receptacle lined with a trash bag located at their booth space. The Vendor must dispose of all refuse off-site. Do not use host property trash cans for disposal.

SIGNAGE:

All vendors are required to have a sign at their booth clearly identifying the company or brand name. The use of signs in your booth describing your products or company logos is strongly encouraged. People will want to remember you by your products, face and name.

All growers are required to have their Certified Grower's Certificate displayed at all times.

MARKET SALES:

No producer may sell to customers prior to 30 minutes before the start of the market, unless notified otherwise by the Market Manager. Customers MAY pre-bag produce if the Producer wishes to allow them to do so.

TEARDOWN:

No producer or vendor shall break down or begin to break down their booth, including awnings prior to the official close of the Market. If you fail to follow this rule you will be given one warning. Repeated violations will lead to loss of vending privileges.

Each vendor must have a broom and dust pan and are responsible for sweeping up the area in your tented location as well as a 10 foot perimeter around your tent/sales area at the conclusion of each Market. All trash must be removed from the property and not put into trash cans at the market location. If you leave a mess behind, you will not be asked to return.

CHECK OUT:

Fees are to be paid at the Market Manager's tent **no later than 15 minutes after the close of the Market.** Annual Membership Fees for the 2020 season are due when your application is processed. All checks are to be made payable to: California Fresh Farmer's Market.

In accordance with the California Department of Food and Agriculture regulations, all producer / growers will be required to complete a load sheet specifying what is brought into the Market and what is sold. An envelope containing a load sheet will be dispersed by the Market Manager during the Market. Each week, the Producer must accurately fill out and return a load sheet to the Market Manager in the same envelope along with fees due the Market prior to departing each Market.

ATTENDANCE:

Producers must give the Market Manager at least 48 HOURS prior (written) notice of a market date that will be missed - or of a cancellation. Failure to do so WILL result in \$25 fees upon their return to the market for the first week back. Producers failing to give proper notice for two consecutive weeks (or repeated absences throughout the market season) will lose their selling privileges.

LIGHTING:

In an effort to maintain the highest quality market experience for our customers, and to provide maximum safety to foot traffic, all booths must be lit from sundown to the close of the market. This can be done by simply hanging a single 60-watt bulb, a fluorescent (60w) lamp, white, Christmas-style lights (not to exceed 60 watts total) or battery operated light source. No flammable fixtures such as lanterns may be used. Gas powered generators may be utilized with pre-approval of the market manager. Power sources are available at several Market locations, however, producers must bring their own extension cords (50 feet) and splitters if needed. All wiring and electrical connections must be done in accordance to code. Please remember to tape down all cords with duct tape!

LABELS:

Packaged products sold in closed or sealed containers must be labeled as to content, quantity or weight, the grade (if applicable) and the name and address (including zip code) of the Producer. STICKERS ON ANY FRUIT OR VEGETABLE SOLD AT THE MARKET ARE PROHIBITED.

SCALES:

When agricultural products are sold by weight, the type of scale used must be approved by the department of Food and Agriculture and tested and sealed by the County Office of Weights and Measures. Please notify the Market Manager as soon as possible if your scale requires electrical power.

PRICING:

There are no MINIMUM or MAXIMUM price limits. Growers are asked to price their products based on what the market will bear. Producers are strongly encouraged to display their prices clearly and unambiguously. Individuals actively engaged in price wars, (setting priced below average wholesale market value), will be asked to discontinue selling that product at the Market. Market Managers encourage competition but will not tolerate unreasonable pricing of product. If you witness such activity in the market, you are strongly encouraged to immediately bring it to the attention of the Market Manager.

QUALITY:

All commodities are subject to inspection at any time by the Market Manager and/or the Department of Food and Agriculture. All produce must be freshly harvested (within 48 hours of coming to Market) and have the appearance of being so. **CULLS ARE NOT ACCEPTABLE.** *Any product not meeting the California Department of Food and Agriculture minimum standards may not be sold at the market and must be removed when detected.*

HEALTH REGULATIONS:

All market participants must abide by regulations set forth by the local County Department of Health. If sampling will take place from your booth, you must have a jug of clean warm water with a continuous stream (a spigot that doesn't need to be touched to allow water to flow from it), bleach, washing bowl, soap and towels for washing. Any vendor who prepares food on site must have their booth fully enclosed with netting. Food and food containers must be kept off the ground, either on a sturdy table or in/on a vehicle. Health regulations prohibit the sale of food that has been prepared in an unlicensed kitchen. NOTE: Health Department requirement instruction sheets are available from the Market Managers.

TAXES:

Producers are individually responsible for conforming to local, state, and federal laws. Applicable sales taxes shall be collected by the producer on non-food items.

MARKET RESTRICTIONS:

ALCOHOL:

NO alcoholic beverages are permitted in the Market area. Any producer, vendor or employee found to be under the influence or in possession of alcohol will forfeit all rights to sell at California Fresh Farmer's Markets - and WILL BE ASKED TO LEAVE THE PREMISES BY SECURITY.

MUSIC, NOISE OR CALLING OUT TO MARKET ATTENDEES:

Music or amplified speaking or sounds (bells or other noisemakers) are strictly prohibited. At no time will market vendors call out to any market attendees to draw them into their sales area or to offer samples.

SMOKING:

NO smoking is permitted in the Market area. Any producer, vendor or employee found smoking will be asked to leave by the Market Managers.

PETS:

PETS ARE PROHIBITED IN THE MARKET, unless they are contained within a fenced in area designated for such. Dogs on leashes are prohibited within 20 feet of food booths.

NOT-FOR-PROFIT PARTICIPATION

Proceeds from The California Fresh Farmer's Markets benefit organizer / host charities. On occasion, the Market Manager may allow other guest not-for-profit organization(s) to set up a display at the Market to dispense literature. No canvassing will be allowed at the event without permission of the market managers. Charities will be selected by the California Fresh Farmer's Market Manager.

BUSINESS INVOLVEMENT:

No organization, Producer or Tenant is permitted to pass out literature (coupons, fliers etc.) at the California Fresh Farmer's Markets without prior approval of the Market Manager.

Thanks and God Bless!