



ROOTS GUIDELINES FOR MEMBER MARKETS

MISSION STATEMENT

The Washington State Farmers Market Association (WSFMA) supports and promotes vibrant and sustainable farmers markets in Washington State. Our vision is to have a thriving and sustainable farmers market accessible to every resident in Washington State.

PREAMBLE

Across the State of Washington, Farmers Markets operate in every type of community-cities, suburbs, and rural areas. They vary in size and business structure according to their location. Regardless of the Market's location or the number of vendors, Washington State consumers have the same expectations, and it is these expectations that every Farmers Market should meet if it truly intends to be successful in its goals:

1. A Farmers Market is where a grower can sell directly to the consumer and is most likely the small farmer's best opportunity to profit from their land and efforts; and
2. A Farmers Market is a marketplace where consumers can talk directly to the grower, purchase the freshest produce possible, and experience the health-giving effects of that freshness.

WHAT IS REQUIRED TO BECOME A MEMBER?

The WSFMA is committed to an agriculturally based market system. The following are required to become a member and qualify for liability insurance coverage through the WSFMA.

1. Market Vendor Roster

All Member Markets are required to maintain a Vendor Roster, which shows an average of five (5) **Farmers*** per market day. Vendors who are **Resellers*** should not be counted in the **Farmer*** category, but be listed in a separate **Reseller*** category.

- a. All WSFMA Markets must submit the following contact information for vendors who are going to participate in your market during the upcoming season:
 - Name of Owner
 - Business Name
 - Category of Vendor
 - City, State, Zip, County (for farmers, include cross streets for each owned, leased, or rented property)
 - Phone number, email address, website address (public information only)

(Note: First year markets must submit their vendor roster to the WSFMA no less than two weeks prior to that Market's start date.)

2. **Vendor Sales**

All WSFMA Member Markets are required to collect, and report, at the time of submitting their application, total vendor, gross sales from the previous season according to each category below.

- a. Total combined gross annual sales of all **Farmers***
- b. Total combined gross annual sales of **Processors*** and **Resellers***
- c. Total combined gross annual sales listed in **Others*** category.

(Those with (*) refer to definitions listed below.)

WSFMA Gross Sales Formula

- ▶ All Farmers Sales must be greater than (>) Processor + Resellers gross sales combined.
- ▶ All Farmers + Processor + Resellers sales must be greater than (>) Artisan/Crafter + Prepared Food.

3. **Market Documents**

In order to understand the organization and structure of Member Markets, each should provide the WSFMA with as many of the documents from the list below that the market has prepared. If your market does not have the following documents in place, please contact the WSFMA Office for assistance.

- a. Market Bylaws
- b. Vendor Rules/Guidelines/Policies, Vendor Handbook
- c. Vendor Application Form
- d. Blank Vendor Sales Report Form
- e. Business or Strategic Plan
- f. Market Manager's Job Description
- g. Sample Newsletter

4. **Canopy Weight Requirements**

Canopy Weights must be attached to vendor and market canopies at all times. Member markets shall agree to, and enforce, the following language and shall include the following paragraph in all market contracts, guidelines, and vendor handbooks or policies regarding canopy use. Member Markets, under the WSFMA Liability Insurance policy, who fail to enforce this, shall pay a \$1,000.00 deductible for any damage that may occur due to rogue or improperly secured vendor canopies.

"All vendors who wish to erect canopies (including umbrellas) on the Farmers Market site during a normal period of market operations, including the set up and break down period, are required to have their canopies sufficiently and safely anchored to the ground from the time their canopy is put up to the time it is taken down. Any vendor who fails to properly anchor his or her canopy will not be allowed to sell at the Farmers Market on that market day, unless that vendor chooses to take down and stow their canopy and sell without it. Each canopy leg must have no less than 24 lbs (pounds) anchoring each leg."

For examples of recommended safety methods pertaining to canopy weights, please refer to "Canopy Safety 101" document located at www.wafarmersmarkets.com.

5. **Market Inspection/Assessment**

An onsite visit by a WSFMA Board Member, or appointed Inspection Committee, will occur bi-annually in order to assess the degree to which the Member Market is meeting the requirements of

the WSFMA according to the “Roots Guidelines for Membership”, as well as assess any and all market needs.

WHAT IS NOT ALLOWED AT WSFMA MARKETS?

Member Markets are not allowed to have the following vendors selling in their market, unless said vendor falls within an ‘Exception’. In all cases, these items are restricted from being sold in a WSFMA Market because the products are either not produced, processed, or created in Washington State by the vendor, or funding, marketing, or other assistance given to vendors comes from a source separate from the vendor. However, vendors who are not allowed to sell at WSFMA Markets are allowed to sponsor market events/activities, as long as they are not selling or taking orders to sell.

▶ **No Commercial or Imported Items**

▶ **No Second Hand Items** (Exception: Those vendors who take a second hand item and recycle that item into a new use.);

▶ **No Franchises:** Those who have entered into an agreement or received a license to sell a company’s products and/or use a company’s packaging, logo, ingredients, and/or marketing tools under that license or any franchise agreement;

▶ **No Non-Owner Operated Businesses:** Only those businesses that are operated and controlled by their Washington State-based, or border county-based, owners are permitted at WSFMA Markets; and

▶ **No Out-of-State Processing:** All processed products sold at WSFMA Markets must be processed within Washington State, or the border counties listed in Appendix B.

HOW MUCH DOES IT COST TO JOIN THE WSFMA?

All farmer markets that join the WSFMA are required to pay annual Membership Dues. Membership Dues are based on a sliding scale of the markets’ reported total gross vendor sales from previous year. All Member Markets are required to pay their dues on or before March 1, in order to be included in both the printed and the online Directory. Markets paying after March 1 will not be included in the printed membership Directory, but will be included in the online Directory.

Those organizations or individuals who operate multiple farmers markets under one organization/business are required to pay WSFMA Membership Dues for each Member Market individually.

For the membership fee schedule, please refer to “Appendix A” of the *Roots Guidelines*.

LIABILITY INSURANCE

Member Markets are eligible for liability insurance coverage through the WSFMA’s group policy, which protects against most casualties (injuries due to slip and falls, damages from properly secured canopies blowing over, etc.) and many special events (chef demos, face painting, touch-a-tractor, etc.). However, events with live animals are not covered by the group policy.

All WSFMA Member Markets are required to hold liability coverage either through the

WSFMA or another insurance agency. Those requesting liability insurance for their markets through the WSFMA's policy are required to pay the annual insurance fee when they submit their Membership Application. The WSFMA's liability insurance begins April 1 and continues for a calendar year, through March 31. Those markets with liability insurance through another carrier must provide the WSFMA with a copy of their Liability Certificate. The WSFMA must be listed as an additional insured on the markets' policy.

- Art shows, flea markets, rummage sales, pony rides, etc. are not covered by the WSFMA's liability insurance. If a market chooses to hold such an event, the event itself must take place in a separate location, other than the market site. WSFMA's group liability insurance only covers those events held within the market that are considered a part of farmers market activities.
- Market sheds or storage is not covered under the current WSFMA liability insurance policy. To purchase additional, or separate, coverage, please contact the WSFMA Office.
- Those markets operating holiday events, seasonal dinners, etc., are covered on the WSFMA Member Market's liability certificate as long as the WSFMA is notified no less than 60 days prior to event. If the market is holding a special event off-market site, the property owner of the location where the event is held must be listed on the Market's insurance certificate as an additional insured.

WHO IS ALLOWED TO SELL AT WSFMA MEMBER MARKETS?

PRODUCERS

FARMERS

One who raises produce, plants or botanicals, or animals which they sell at WSFMA Member Markets on land they own, lease or rent, in the State of Washington or border counties (Please see "Appendix B: WSFMA Approved Bordering Counties"). The definition of **Farmer** may also include someone who processes produce, fruit, berries, botanicals, meats, honey, etc., which is grown, raised, or harvested on their own, leased or rented property, in the State of Washington or border counties and then turned into value added product(s) such as jams, cider, salsa, vinegars, alcoholic beverages(*), essential oils or any other botanical use. It may also include **Farmers** who raise the basic ingredient(s) of a product, but who must send it out for fundamental processing, either within Washington State or border counties, before creating the value added product. Such Vendors might include those **Farmers** selling certain essential oils, smoked meats or fish, etc. This excludes **Resellers** or those who might work on, or manage a corporately owned farm and have permission to dispose of surplus product.

***SEAFOODS:** In the case of seafood, the vendor must own, lease, or operate the fishing vessel or own, lease or rent the parcel of land where the seafood is caught or harvested for sale at WSFMA Member Markets. The vendor must be a legal resident of the State of Washington.*

****ALCOHOLIC BEVERAGES:** Alcoholic beverages must be made entirely from ingredients grown in Washington, or from grapes grown in a recognized Washington appellation, except for certain additives required for processing which cannot be produced in the State of Washington, not amounting to more than 5% of the total volume of the beverage. Because at this time there appears*

to be no beer made in Washington State that meets these requirements, WSFMA recommends that its Member Markets only apply to be authorized for wine sales by the State Liquor Control Board.

PROCESSORS

One who sells foods that they have personally prepared or processed on property that they own, lease, or rent in the State of Washington. **Processors** are persons offering fresh food products (such as meats, seafood, ciders, wines, baked goods, jams, nuts, etc.) that have added value to their product through some sort of “hands-on” processing (e.g., hand-filleted fish, smoked or butchered meats, handmade candies/nuts, etc.), but have not raised the ingredients themselves. All **Processors** must meet all Federal, State, County and local Health Department requirements. All appropriate permits and licenses must be submitted and filed with the Market Manager. **Processors** must produce their products in Washington State only, or in the border counties listed in Appendix B. Processed food producers should use ingredients from Washington State farms or waters as much as possible, and WSFMA Member Markets should give stall preference to those **Processors** who use ingredients from Washington State farms or waters.

***SEAFOODS:** In the case of seafood vendors, the product must originate from the greater Pacific Northwest, which includes Washington, Oregon, Alaska and British Columbia.*

***ALCOHOLIC BEVERAGES:** Alcoholic beverages must be made entirely from ingredients grown in Washington, or from grapes grown in a recognized Washington appellation, except for certain additives required for processing, but which cannot be produced in the State of Washington, not amounting to more than 5% of the total volume of the beverage.*

RESELLERS

One who buys produce from farmers in Washington State, or the border counties listed in Appendix B only, transports it to a WSFMA Member Market, and resells it to the consumer. **Resellers** are allowed to sell at WSFMA Member Markets, but do have strict criteria to follow:

1. **Resellers** are expected to be the only stop between the grower and the consumer.
 - a. The product they buy must not come from shippers, warehouses, jobbers or wholesale distributors.
2. They must not sell any produce not grown in Washington State or the border counties listed in Appendix B (For example: oranges or bananas).
3. They may sell any produce they grow themselves on their own property (see **Farmers**).
4. **Resellers** are sellers of crops that cannot be grown reliably, or are not offered for sale in sufficient quantity, by **Farmers** selling at a given WSFMA Member Market, as determined by the individual WSFMA Member Market’s governing body.
5. **Resellers** must have all crops pre-approved by the Member Market’s governing body before delivering the crops to market for sale. Approved, resold crops must be specifically limited, so as not to compete with the crops of **Farmers** within the geographic vendor boundaries of the WSFMA Member Market, as defined by the Market’s policies and by-laws.
6. All **Resellers**, or **Farmers**, must label their products as being resold if they are not selling products which they have grown, raised, or harvested themselves on property that they own, lease, or rent.

7. All information declaring which products are resold must be available and displayed for the consumer to easily read. Signage must clearly state which farm(s) produced the products; other terms synonymous with “resold” may be substituted.
8. **Resellers from border counties are not allowed to sell at WSFMA Member Markets.**

OTHER VENDORS

PREPARED FOOD VENDORS

Prepared Food vendors (Concessionaires) offer freshly made foods, available for sale and immediate consumption on-site at WSFMA Member Markets. **Prepared Food** vendors shall submit and also possess and maintain all required State, County, and local Health Department permits. All appropriate permits and licenses shall be filed with the management of the market. **Prepared Food** vendors should use ingredients produced in Washington State as much as possible. Further, when selecting **Prepared Food** vendors, WSFMA Member Markets are encouraged to provide a good variety of healthy foods and to give preference to those vendors using ingredients produced in Washington State only. **Prepared Food vendors from border counties, listed in Appendix B, are only allowed to sell at WSFMA Member Markets operating along the Washington State border;** WSFMA Member Markets should give priority to those **Prepared Food** vendors who use ingredients from Washington State farms or waters.

ARTISANS/CRAFTERS

One who creates with their own hands the products they offer for sale at WSFMA Member Markets. To qualify as an **Artisan/Crafter**, a majority of the tools and equipment used to produce their products must require skill, personal handling and/or manipulation. **Artisans/Crafters** should incorporate materials grown or produced in Washington State as much as possible and create their products in Washington State only. **Artisan/Crafters from border, listed in Appendix B, are only allowed to sell at WSFMA Member Markets operating along the Washington State border;** WSFMA Member Markets should give priority to those **Artisan/Crafter** vendors who use materials from Washington State.

Appendix A

MEMBERSHIP FEE SCHEDULE
FOR THE WSFMA
FOR 2010

<u>Year 1 Markets Only</u>	<u>FEE</u>
New Market Membership Dues	<u>\$150</u>

<u>Year 2+ Markets</u>	<u>FEE</u>
<u>Gross Vendor Sales</u>	
\$ 0 - 24,999	\$ 150
\$ 25,000 - \$ 49,999	\$ 200
\$ 50,000 - \$ 99,999	\$ 250
\$ 100,000 - \$ 149,000	\$ 300
\$ 150,000 - \$ 199,999	\$ 350
\$ 200,000 - \$ 249,999	\$ 400
\$ 250,000 - \$ 299,999	\$ 450
\$ 300,000 - \$ 349,999	\$ 500
\$ 350,000 - \$ 399,999	\$ 550
\$ 400,000 - \$ 449,999	\$ 600
\$ 450,000 - \$ 499,999	\$ 675
\$ 500,000 - \$ 549,999	\$ 750
\$ 550,000 - \$ 599,999	\$ 825
\$ 600,000 - \$ 699,999	\$ 900
\$ 700,000 - \$ 799,999	\$ 1000
\$ 800,000 - \$ 899,999	\$ 1100
\$ 900,000 - \$ 999,999	\$ 1200
\$1,000,000 - \$1,999,999	\$ 1300
\$2,000,000 - \$2,999,999	\$ 1400
\$3,000,000 - \$3,999,999	\$ 1500
\$4,000,000 - \$4,999,999	\$ 1600
\$5,000,000 - \$5,999,999	\$ 1700
\$6,000,000 - \$6,999,999	\$ 1800

For each additional \$500,000 over \$7,000,000, Membership Dues increase by \$100

Appendix B

WSFMA APPROVED BORDER COUNTIES

Those Member Markets operating in counties bordering the States of Oregon and Idaho may allow **Farmers** and **Processors** from outside of Washington State whose farms—either owned, leased, or rented—are located in the counties on the lists below.

Prepared Food vendors and **Artisan/Crafter** vendors from border counties are allowed to participate at WSFMA operating Members Markets along the State lines; however, priority should be given to vendors from, and using, ingredients and materials in Washington State as much as possible. **Resellers** from border counties are **not allowed** to sell at any WSFMA Member Markets.

<u>Oregon</u>	<u>Idaho</u>
Clatsop	Boundary
Tillamook	Bonner
Columbia	Kootenai
Washington	Benewah
Yamhill	Latah
Multnomah	Nez Pearce
Clackamas	Lewis
Hood River	
Wasco	
Sherman	
Gilliam	
Morrow	
Umatilla	
Union	
Wallowa	