

# Forestville Certified Farmers Market 2023 Vendor Application Packet

**NEW EMAIL ADDRESS!** [ForestvilleCFM@gmail.com](mailto:ForestvilleCFM@gmail.com)  
[www.forestvillechamber.org/forestville-farmers-market/](http://www.forestvillechamber.org/forestville-farmers-market/)  
PO Box 546, Forestville, CA 95436 707-553-7755

## MARKET DESCRIPTION AND PHILOSOPHY

The Forestville Certified Farmers Market is a Certified Farmers Market held primarily for the benefit of growers and producers of agricultural products, and for the benefit of consumers. This market is sponsored and managed by the Forestville Chamber of Commerce.

## RULES & REGULATIONS

You are responsible for familiarizing yourself with the following sections in this packet:

### A. Booth Requirements

- Booth Size
- Booth Fees
- Booth Assignments

### B. Vendor Selection and Requirements

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## A – Booth Requirements

### Booth Size:

- Each booth receives an approximate area of 10' x10'.
- Vendors are responsible for bringing anything they need for their booth (i.e., tables, chairs, canopy, register, sign, etc.).

### Booth Fees:

- \$30 per week: Farmers, Food Vendors
- \$20 per week: All Others
- Make checks payable to the Forestville Chamber of Commerce.
- Booth fees apply to each space used, even in the case of no sales, rain, or shine.
- To reserve your same booth, the booth fee must be paid one week in advance.
- Booth fees for the next week will be collected by the market manager on market days.
- **The first week's booth fee is to be paid when you submit your application.**
- **Booth fees are non-refundable.**
- **Booth fees are non-transferable within 24 hours of the applicable market date. A request to have a booth fee transferred to a different future market date must be received more than 24 hours before the market start date/time of the market that will be missed. Approval of booth fee transfer requests is at the manager's discretion.**
- Late fees may apply on top of the booth fee if the vendor is not completely set up by 3:45 pm. 1st offense – Warning; 2nd offense - \$5; 3rd offense \$10; 4+ offenses \$20 and possible dismissal from the market.

### Booth Assignments:

- Seller must accept the booth space assigned by the market manager. There is no provision to appeal to the Board of Directors with respect to booth assignments. The following priorities will be considered in the manager's decision:
  - Overall mix of products and aesthetics of the market
  - Separation of Certified Farmers and non-agricultural products
  - Safety
  - Vendor tenure and attendance
  - Consideration for new growers

## **B – Vendor Selection and Requirements**

1. **Selection:** Admission of a vendor shall be based on market commodity mix and consumer demand as determined by the market manager. Admission of product will be based on the present competitive availability (number of vendors) of the producer's product. If practical, monopolies and surfeits (gluts) should be avoided.
2. **Supplies:** Vendors are responsible for bringing anything they need for their booth (i.e., tables, chairs, canopy, register, sign, weights, etc.).
3. **Signage:** Vendors must display a sign (at least 12" x 24") bearing the producer's business/farm name, and county of origin. The letters on the sign must be a minimum of 2 inches in height.
4. **Permits and Licenses:** All required permits and licenses shall be displayed prominently during selling hours. This includes, but is not limited to, the Certified Producers Certificate, Nursery Stock License and Nursery Vendor's Permit, County Health Permit, and Aquiculture License, State Board of Equalization Vendor's Permit.
5. **Scales:** Scales must face the customer and must bear a current seal from the County Agricultural Commissioner's office.
6. **Arrival and Departure:** Sellers may arrive between 2p - 3:45p to set up. Sellers must be in their space no later than 3:45 pm. Sellers who do not arrive on time may, at the discretion of the market manager, lose their booth space for that day. Sellers may not vacate their booth space until 7:00 p.m. Under certain circumstances, with the permission of the market manager, sellers may leave the market early.
7. **Prices:** Prices of every item you sell must be clearly posted. Collusion among sellers to set or raise prices or any attempts to influence a seller to increase prices is prohibited.
8. **Product Storage and Labels:** Farm products must be stored at least 6" off the ground. You may transport and store farm products in used boxes, but any containers that are displayed on your table must bear your own label. All other labels must be obliterated. **Eggs** must contain a label which specifies your name, address, phone number, egg handler's registration #, the harvest, sell by, and Julian dates.
9. **Farmer's Load lists:** Certified Farmers must provide the Market Manager with weekly load lists. Failure to do so may result in a fine imposed by the Dept. of Agriculture. If a fine is levied, the vendor's privilege to sell shall be suspended until the fine is paid in full.
10. **Notice to Vendors:** *Except in cases of emergency, every seller is required to notify the manager no later than 48 hours before the market if he/she will not be selling. You may be charged \$15, at the discretion of the market manager if you fail to provide such notification.*
11. **Food Sampling:** Sellers must abide by the Sonoma County Public Health rules regarding sampling of produced or prepared foods:
  - Samples kept in clean, covered containers;
  - Garbage container available for trash, pits, seeds, and peels;

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- Hand washing station available for sample preparers;
- Toothpicks used to distribute samples; clean, disposable gloves used when cutting produce for samples;
- Produce intended for sampling must be washed;
- Utensils and cutting surfaces are washed and sanitized;
- Cutting surfaces are smooth and cleanable.

12. **Safety:** Public safety is of great importance. Vendor booth spaces must be kept in a safe condition. Umbrellas, signage, and canopies must be securely fastened. Vehicles must be operated in a safe manner.

13. **No pets** (with the exception of service dogs), or any live animals, are allowed in any area of the market where food is stored or sold.

14. **Insurance:** You are required to carry your own premises liability and auto insurance.

15. **Peddling by Certified Farmers:** Certified Farmers are forbidden by the laws of the State of California and the Rules and Regulations of this market to sell products that are not of their own production (with the exception of authorized second certificate sales). The market will depend upon the representatives of the Department of Agriculture to determine violations of this regulation. If a Certified Farmer has been served with a notice of violation of the laws regarding peddling by an Agricultural Commissioner in any county, their privilege to sell at the Forestville Farmers Market will be suspended. After the violation is corrected, resolved, and the farmer is deemed in good standing, the farmer may re-apply to sell. After a second violation, the privilege to sell at the Forestville Farmers Market may be permanently revoked.

16. **Out-of-County Vendors:** The Market Manager may suspend sales of products from out of Sonoma County when local crops are available.

**C – Certificates / Permits / Licenses**

1. **FOOD VENDORS** - Please submit the following with your application:
  - 1) A copy of your **Temporary Retail Food Facility Permit** (obtained from the Health Department, and required to sell prepared foods, processed food products, including, but not limited to, jams, preserves, and bread)
  - 2) A copy of your **Additionally Insured Certificate to the Forestville Chamber of Commerce** (Forestville Chamber of Commerce, P.O. Box 546, Forestville, CA 95436)
  - 3) A copy of your **Seller's Permit** (obtained from the Board of Equalization)
  - 4) If food is being prepared in a home kitchen you must submit a **Cottage Food Operation Permit** (obtained from the Health Department)
  
2. **FARMERS** - Please submit the following with your application:
  - 1) A copy of your **Certified Producers Certificate** (obtained from the Agricultural Commissioner's office in the county of productions which names Sonoma County as a point of sale.)
  - 2) A copy of your **Insurance Policy**
  
3. **ORGANIC FARMERS** - Please submit the following with your application:
  - 1) A copy of your **Organic Registration Certificate** (obtained from the County Agricultural Commissioner's office in the county of production). Producers who have more than \$5,000 in sales need to be certified by a third-party certifier. Producers need to have both their organic registration in the booth, and if certified have their certification document.
  - 2) A copy of your **Certified Producers Certificate** (obtained from the Agricultural Commissioner's office in the county of productions which names Sonoma County as a point of sale.)
  - 3) A copy of your **Insurance Policy**.
  
4. **LIVE PLANT SALES / NURSERY STOCK** - Please submit the following with your application:
  - 1) A copy of your **Nursery License** (obtained from the County Agricultural Commissioner's office)
  - 2) A copy of your **Fee Exempt Nursery License** (eligible, if your nursery sales are under \$1,000 annually, and you are only selling in Sonoma County; obtained through the County Agricultural Commissioner's office)
  - 3) A copy of your **Certified Producer's Certificate (CPC)**, if selling in the Certified section of the Market (obtained from the Agricultural Commissioner's office in the county of productions which names Sonoma County as a point of sale.)
  - 4) If selling in the non-Certified section of the Market, you will not need a CPC.
  
5. **EGG SALES** - Please submit the following with your application:
  - 1) Your **Egg Handlers Permit**
  - 2) A copy or your **Insurance Policy**
  
6. **FISH SALES** - Please submit the following with your application:
  - 1) A copy of your **Commercial Fishing License**
  - 2) A copy or your **Insurance Policy**
  
7. **CRAFT VENDORS** - Please submit the following with your application:
  - 1) State Board of Equalization **Seller's Permit** (obtained through the State Board of Equalizations web site, or in person)

8. **Cut flowers, crafts, and most processed items** require a **Seller's Permit** from the State Board of Equalization.
9. **Scales** must bear a current seal from the County Agricultural Commissioner's office.
10. **Second Certificates** are required when you are selling for another grower. You may sell for a total of two other certified growers within one calendar year. In order to sell for other growers, you must have:
  - 1) Written permission from the grower(s) must be submitted to the Agricultural Commissioner's office. The second certificate grower(s) must be named on your certificate.
  - 2) Prior permission from the market manager.
  - 3) The second certificate products on your table and identify them with the Certified Producers Certificate.
11. **Local License and Permit Contacts** – All required certifications must be clearly posted.

**Agricultural Commission, for Sonoma County**

133 Aviation Boulevard, Suite 110  
Santa Rosa, CA 95403  
707-565-2371, Fax: 707-565-3850

**Department of Health, City of Santa Rosa, for Sonoma County**

625 5th Street Santa Rosa, CA 95404  
707-565-6542

**California Department of Fish & Game**

Bay Delta Region  
7329 Silverado Trail, Napa, CA 94558

**State Board of Equalization**

50 D Street, Room 230  
Santa Rosa, CA 95404  
<http://www.boe.ca.gov/info/reg.htm>

**Department of Alcoholic Beverage Control**

50 D Street, Room 130  
Santa Rosa, CA 95404

**D - ARTS / CRAFTS / PROCESSED FOOD / COTTAGE FOODS INDUSTRY / NON-PROFITS**

1. The market manager, at his/her discretion, may permit the sale of products in this category in a separate section of the market.
2. As a general rule, vendors in this category are not to exceed 25% of the total number of vendors. Exceptions to this percentage may be permitted from time to time at the discretion of the market manager.
3. Crafts shall be handmade by the seller. Processed/prepared foods shall be created and manufactured by the seller. Cottage industry products, including those manufactured in another country, shall be made by families or small community-based producers.
4. Non-profit organizations and community information groups shall be allowed at the market whenever space is available. Request for a space must be made to the market manager prior to the market day. Designated spaces will be assigned.

**E - MARKET ETIQUETTE**

1. All vendors are expected to maintain high standards of honesty and integrity with respect to the representation and sale of their products. Vendors are also expected to conduct themselves at all times in a professional, courteous, and helpful manner towards customers, other vendors, and the Market Manager. Misrepresentation about your product or discourteous, rude, and disruptive behavior is grounds for suspension from the market.
2. Sellers are responsible for the safety and behavior of their children.
3. Sellers may not smoke or drink alcoholic beverages in the market.
4. Sellers must maintain their booth spaces in a clean and sanitary condition. Remove your trash, garbage, etc. If the market manager finds it necessary to clean up after you, you may be charged an extra booth fee for that day.

**F - VIOLATIONS**

Whenever the market manager, in good faith, believes a vendor has violated the rules and regulations of the market, the Department of Agriculture, the State of California, or the Department of Public Health, the market manager, in his/her sole discretion, may warn or suspend a vendor, verbally or in writing, who has been charged with a violation. The suspension will remain in effect until the next regularly scheduled board meeting. Sellers have a right to appeal to the Board of Directors regarding warnings and/or suspensions at the next regularly scheduled board meeting. Final decisions regarding warnings and/or suspensions will be at the discretion of the Board of Directors.

**G - HOLD HARMLESS**

Each vendor shall defend, indemnify, and hold harmless the market, its governing body, the market manager, and each of their respective agents, employees, contractors, and/or representatives from any loss, claim or action arising from or in any way connected with the vendor's conduct, sales, or other activities at, or in relation to, the market.

All market rules and regulations will be implemented and enforced in a fair, non-discriminatory, and equitable manner.

**H – APPLICATION**

Please fill out both pages of this form and submit as noted below. Retain the previous pages for your reference. All information must be filled in below.

First and Last Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Website: \_\_\_\_\_

Do you have a Facebook page? (please check one) Yes  No

Farm or Business Address (if different from above):

City, State, Zip: County: \_\_\_\_\_

Sellers Permit / Certified Producers Certificate #: \_\_\_\_\_

Brief Description of What You Sell: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Non-Certified Agricultural Products (Processed-Foods) – Item(s) list: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Non-Certified Non-Agricultural Products (Artists & Crafters) – Item(s) list: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Names of Family & Employees who may sell at the Market: \_\_\_\_\_

\_\_\_\_\_



**BOOTH ATTENDANCE DATES:**

We prefer vendors commit to weekly attendance. If that is not possible, circle dates you **will attend**:

**6/6, 6/13, 6/20, 6/27, (7/4 no market), 7/11, 7/18, 7/25, 8/1, 8/8, 8/15, 8/22, 8/29, 9/5, 9/12, 9/20, 9/26**

Please always keep us informed of your attendance.

**Include copies of pertinent documents and your payment for the first market booth fees:**

Sellers Permit, Business License, Certified Producers Certificate, Temporary Retail Food Facility Permit, Insurance, Nursery License, or Organic Certification.

**Submit your completed, signed, and dated application by mail, in person, or via email/PayPal:**

**Mail to:**

Forestville Chamber of Commerce  
Attn: Farmers Market Manager  
PO Box 546  
Forestville, CA 95436

**Drop off:**

Shear Pleasure Salon  
Attn: Farmers Market Manager  
6681 Front Street  
Forestville, CA 95436

**New Email Address:** [ForestvilleCFM@gmail.com](mailto:ForestvilleCFM@gmail.com)

**PayPal:** [forestvillechamberofcommerce@gmail.com](mailto:forestvillechamberofcommerce@gmail.com)

**I HAVE READ THE RULES AND REGULATIONS FOR THE FORESTVILLE FARMERS MARKET AND AGREE TO CONFORM TO THE REGULATIONS CONTAINED THEREIN AND I UNDERSTAND THAT THE FARMERS MARKET INSURANCE POLICY DOES NOT COVER MY EMPLOYEES, MY FAMILY MEMBERS, OR ME.**

The seller agrees to indemnify and hold harmless the FC FM, its Governing Board of Directors, Forestville Chamber of Commerce, Agents, Employees, and Volunteers from any damage, injury, or loss to any person or persons, including, but not limited to, persons to whom the seller may be liable under any Workers Compensation law and the producer, and from any loss, damages, caused by action, claims or suits for damages, including, but not limited to, loss of property, goods, or merchandise, caused by, or arising out of, or in any way connected with sellers use of the privileges herein granted.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_