



Clintonville Farmers' Market

2017 Producer Guidelines

For Saturday Markets

Welcome to the 15th season of the Clintonville Farmers' Market! CFM is a 501c3 non-profit, producer-only market dedicated to providing our local community with ongoing opportunities to interact with farmers and cottage good operators to learn where and how food is produced. The Market is supported by a part-time manager, volunteers, and a volunteer board comprised of community members, local business representatives, and market producers.

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2017 Dates:

Saturday: 30 outdoor markets, 9 a.m. to noon, April 29 through Nov 18

Deadlines, Cost, Weather Conditions, Booth Space:

1. Applications for both markets are available at managemymarket.com
2. Application/notification deadlines:
Saturday: apply by Jan 31; notified Feb 10
3. Fees must be paid in full at time of acceptance:
Truck space: \$30/market
Non-truck space: \$20/market
Returned check fee: \$35
4. Outdoor markets are open rain or shine.
5. Sidewalk spaces are 10' x 10' and are on pavement adjacent to retailers. Truck spaces are 200 to 300 sq. ft (exact dimensions vary according to location). Producers must provide 10' x 10' tents with safe set up **and weights** for windy weather, tables, table cloths, chairs, etc. Equipment must be in good working condition. No electricity is available.

Purpose, Definitions, General Requirements:

CFM supports the goal of building a sustainable local food system. The Market reserves space for Ohio farmers/growers, as well as cottage food operations and small processors that source ingredients locally. The market encourages the following: developing and niche farmers; farmers practicing organic farming methods and season extension; producers that source locally; and producers eager to educate consumers about their products. For producers applying to CFM for the first time, preference will be given to those that are certified organic or willing to become so within the upcoming growing year. CFM is **producer-only**, and all rules are in place to ensure the integrity of products sold at the Market. The re-sale of products by farmers/growers or producers is strictly prohibited.

Farmers/Growers are those actively involved in managing the planting, growing, and harvesting of agricultural product on their own or rented land. All produce/plants must be grown in Ohio by the applicant. Specific requirements:

Cider: Must be produced from farmer's own or leased orchard, but may be processed off-farm in a facility that ensures the cider is made with the fruit from that orchard. Name of mill where fruit is processed must be provided on application. Raw cider allowed as long as product is labeled as such and producing farm has ODA license.

Dairy: Fresh milk must be 100% from the farmer's own herd (no raw milk sales). Cheese may be farmstead (made from producer's own herd) or artisanal (made from dairy purchased by the producer from a local Ohio farm). For artisanal cheese or butter, all milk purchased must be from Ohio farmers. Names of all supplying dairy farms must be provided on application. Yogurt must be made with milk produced by the farmer or sourced from an Ohio farmer with flavoring agents such as fruit or honey procured from local sources. Ice cream must be made with milk produced by the farmer or sourced from an Ohio farmer with flavoring agents such as fruit or honey procured from local sources.

Dried Fruits & Vegetables: Must be from farmer's own produce. If fruits or vegetables are dried off farm, location must be provided.

Eggs: Must be from farmer's own fowl only.

Fish: Must be cleaned and caught wild or raised by the farmer. Name of any processor, if applicable, must be provided.

Flowers, Plants, & Trees: Must be from the farmer's own farm or greenhouse. Producers must start bedding, potted plants or flowers from seed, cell pack, bulbs, cutting, or plugs. Producers must plant or report all plant material, as re-sale of flowers, plants, and trees is prohibited.

Whole Grains, Grain Products, & Dried Beans: All grain berries and dried beans should be grown 100% by the farmer. Granola, baking mixes, meal, or flour prepared by the farmer or producer must be made fresh and from Ohio produce. Commercial products or mixes are prohibited. Dried fruit for granolas should be produced by the farmer or purchased from Ohio growers.

Honey & Honey Products: Honey must be from the farmer's own hives, but may be processed off-farm as long as name of processing facility is provided.

Meat: Livestock: All meat of meat products must be 100% from animals raised from weaning by the farmer. Animals may be butchered and/or processed off-farm, as long as name of processing facility is provided. **Fowl:** All meat or meat products must be 100% from birds raised by the farmer. Animals may be butchered and/or processed off-farm with the name of the processing-facility provided.

Produce: All vegetables and fruits must be 100% grown by the farm. Re-sale of produce is prohibited.

Soaps & Herbal Products: Must feature the grower's own seasonal ingredients. Artisanal producers in this category will be reviewed on a case-by-case basis.

Wool & Pelts: Must be from the farmer's own animals, but may be carded, cleaned, spun, or processed off-farm. For products sold at market, farmer must identify those made by him/herself and those made by others using farmer's materials. CFM reserves the right to restrict items that do not meet the intent of the market.

Cottage Food Operations/Small Processors are those involved in the processing of farm foods, value-added processed foods, and cottage foods. All products must be made in Ohio by the applicant. Specific requirements:

Artisanal Food Products: Must be made in small amounts using high-quality, unprocessed ingredients sourced from Ohio growers and producers. Locally available fruits, vegetables, and meat used in prepared foods should be from the farmer's own production or sourced from Ohio farmers. Preference is given to prepared foods that use local dairy, eggs, grains, and other ingredients where applicable.

Baked Goods: Must be fresh and baked from scratch using local seasonal ingredients as much as possible. (Seasonings and certain other incidental ingredients may be exempt from this rule.) Preference is given to bakers using ingredients sourced from Ohio growers. No commercial mixes, crusts, or commercially-flavored fillings may be used. Vegetables, fruits, grain berries, and various flours can be frozen, canned, or dehydrated before baking.

Preserves, Jams, Fruit Butters, Pesto, Purees, Salsa, Syrup, Flavored Oils & Vinegars: Preference is given to farmers making these items from produce grown on their farm. Artisanal products in this category will be reviewed on a case-by-case basis. Artisanal producers MUST procure primary ingredients in these products from Ohio farmers and producers.

Community Table: Space may be available free of charge or at reduced rates for educational activities relating to CFM's mission, as determined by the discretion of the Market. Sales are not allowed at the community table.

Criteria for Producer Acceptance:

1. When reviewing applications for acceptance, CFM considers completeness and accuracy of application materials submitted by the producer, product integrity, previous Market experience (in the case of returning producers), and fit with the needs of the Market, including product mix. The decision to approve applications will also be based on available space and compliance with fee payment requirements.
2. All vendors will receive an e-mail notification via ManageMyMarket stating whether they are approved or declined. If approved, booth assignment information will follow in a separate e-mail. **All final decisions will be made at the sole discretion of the Clintonville Farmers' Market Board.**

Stall Assignment Considerations:

1. Stalls are assigned with respect to balance/variety of products at market, number of days producer requests to be at market, and timing of participation during the season.
2. Assignments for the season and each week are made at the discretion of the Market to maximize space, promote diversity of product in the Market, and assure safety. The same location each week is not guaranteed.
3. Returning producers may request the same space as prior year, but **same stall assignments are not guaranteed.**
4. Producers distributing a CSA at market will be placed on either the north or south end of the Market space to help with traffic flow.

Additional Product & Producer Guidelines:

1. Insurance: CFM is not responsible for any loss of damages incurred by the producers. All producers must maintain general liability insurance with limits of not less than one million dollars (\$1,000,000) for general aggregate and products-comp/op agg. Producer's business entity name on certificate of liability must match producer's business entity name on application form (see example given in Document A). Producer's insurance agent must complete form as shown with CFM name and address listed as Certificate Holder, and send electronic copy of completed Certificate of Liability Insurance as an attachment directly to market manager at info@clintonvillefarmersmarket.org. No handwritten information is allowed on certificate.
2. EBT/WIC/CRC Senior Coupon Participation: To increase producer sales and provide access to CFM for those with Supplemental Nutrition Assistance (Ohio Direction Card or EBT), **we require producers with eligible product to participate in our token, WIC FMNP, and CRC coupon programs.** Market tokens are exchanged by CFM staff for EBT, credit and debit cards. Complete the EBT enrollment form and submit with your application. (CFM does not administer the Life Care Alliance Senior coupon programs, but producers are encouraged to enroll in this programs on their own. See information below under *Contacts and Resources*.) Reimbursement checks must be cashed within 6 months of the issue date. After 6 months, CFM reserves the right to cancel the check.
3. Products and Practices: Producers must submit a list of all products they wish to sell at CFM with their application. For cottage food operations/processors, CFM requires a complete listing of products and sourcing of ingredients. CFM will include this information in stall signs for patron information and education.
All applicants must submit a complete product list via managemymarket.com. **Only approved items on that list may be sold at the market.** Items that are not pre-approved **may not** be sold at the market. If items not pre-approved are found being sold during routine vendor visits it will be cause for suspension/termination from the market. If there is a product you grow or sell that is not represented on the list, please contact: info@clintonvillefarmersmarket.org. While we cannot guarantee it will be approved we are always interested in new products that can be offered to our customers.
4. Orientation Meeting: Accepted producers must attend an Orientation Meeting (date to be determined). If a producer cannot attend, s/he must send a responsible representative.
5. Staff at Market: Those staffing a producer's stall must be the applicant, or employees or family members of the applicant who can knowledgeably speak about the life of the product(s) sold.

6. Sharing of booths is sometimes permitted; those sharing must submit separate and complete applications.
7. CSA producers who include products grown/made by other producers in their shares may not sell those products at their stalls to market patrons.
8. Crafts made by the applicant from items grown on applicant's farm are allowed on designated days only, which will be publicized in advance by CFM Board. No other crafts are permitted.
9. Site Visits: CFM organizers reserve the right to visit participating producers' farms/cottage food operations to validate accuracy of information submitted on application. Site visits will be announced with 24 to 48-hours notice. New growers will be visited no less than one month prior to their first scheduled date at the market.
10. Weights and Measures/Appropriate Methods of Sales/Taxes: Producers must adhere to the guidelines for the sale of produce provided by the City of Columbus, Division of Weights and Measures. If you use a scale, it must bear a current seal of inspection from that office. If you sell a product on which sales tax is collected, you are responsible for obtaining a vendor's license. (see *Contacts and Resources*)
11. Labels: All cottage food products must be labeled according to the regulations of the Ohio Department of Agriculture. Organic farmers are encouraged to display their certification. Farmers may not sell under the organic name without state certification. (see *Contacts and Resources*)
12. Producers are responsible for acquiring necessary licenses and must provide market manager with copies of all documents such as licenses, certifications, and permits by first day of attendance at the Market.
13. We encourage our producers to use environmentally-responsible packaging and biodegradable service ware when sampling items at the market.

CFM Obligations, Noncompliance:

1. CFM provides the following: signage; weekly customer activities such as live music, tastings, cooking and educational demos; special promotional events; bi-weekly customer updates via online newsletter and Facebook; publicity and advertising; farm visits to monitor good growing practices; producer meetings for market updates; end-of-season producer survey; and customer access to EBT, debit and credit cards.
2. While CFM works to create a safe environment for all, we are not responsible for any accidents that may occur at the Market. With acceptance into the Market, every producer agrees to indemnify and hold harmless the Market, and any individuals associated with the operation of the Market, from any and all claims.
3. CFM reserves the right to include appropriate producer items in the Market that meet the Market's intent, and to restrict the sale of items that do not meet the spirit of the Market's intent. Items that are already offered by other producers may be restricted in the interest of maintaining diversity.
4. A producer's failure to comply with market guidelines may result in dismissal from the Market.
5. Excessive absences (or failure to notify market manager of absence), as determined by the discretion of the Market, may lead to loss of designated space or expulsion from the market without refund.
6. The market manager is not solely responsible for decisions made by the CFM. If you have a formal complaint, please complete the electronic complaint form (located here). Complaints will be reviewed by the market committee.

7. Non-market vendors may not set up within the boundaries of the Market unless they are staff of an adjacent business.

Market Day Logistics:

1. For fairness and safety, sales are NOT permitted prior to the start of the Market (9:00am) or beyond 12:15pm.
2. The market manager is on site at least one hour prior to the Market's start time on. Producer set-up time begins 90 minutes prior to Market start time and must be complete 10 minutes prior to start time. Due to safety issues, any producer not set up in a timely fashion may be refused participation that day.
3. Producers should have enough product to sustain sales throughout the Market. No one is to break down prior to close of the Market.
4. Producers unable to be at market as planned must give the market manager 48-hours notice.
5. Producers who do not have truck spots are to unload and move vehicles to specified off-site parking to allow customer and business parking during market hours.
6. Producers must stay within their allotted space(s) while selling. All market produce on display should be of high quality. *Any products at the market not currently on display must be kept a minimum of 12" off the ground for safety purposes.*
7. Pricing of products is the responsibility of the individual producer and should reflect fair market value. **All prices must be clearly posted.** CFM discourages dropping prices toward the end of the Market or providing products for free or below-cost so as not to undercut sales of other producers. Aggressive sales techniques are not permitted.
8. There is no smoking in any stall space.
9. Producers offering samples or cooking demonstrations must comply with all city and state regulations, as well as instructions of CFM. Producers using grills must have a fire extinguisher on site.
10. Producers must clean their space at the end of the Market. Do not use on-site trash receptacles; producers are to take all refuse home.

Organic Farmer Program:

CFM is dedicated to supporting and furthering the progression of sustainable agriculture. To that end, the market is offering financial and procedural support to a limited number of new or returning growers that are interested in obtaining organic certification for the 2017 season. (For growers applying to the market for the first time, preference will be given to those that are certified organic or willing to obtain certification.) The goal of this program is to help incubate and support certified organic growers, and to increase the supply of organic food at the market. Those interested will need to complete an additional application, which will be distributed in mid-January. Please contact the market manager with questions or for additional information.

Contacts and Resources:

- Clintonville Farmers' Market: www.clintonvillefarmersmarket.org
- Ohio Proud: www.ohioproud.com
- Division of Weights & Measures: 614-525-7380; 240 Greenlawn Ave, Columbus, OH 43223
- Vendor's License: Franklin County Auditor's Office: 614-525-3260; 373 S High St, Columbus, OH 43215
- Columbus Health Department: Food Safety 614-645-8191; 240 Parsons Ave, Columbus, OH 43215
- Franklin County Public Health Food Safety Program: <http://www.myfcph.org/food.php#faq>
- Ohio Dept of Agriculture: Food Safety/Cottage Industry www.agri.ohio.gov/FoodSafety; 614-728-6250; foodsafety@agri.ohio.gov
- Food Safety Modernization Act information: <http://www.fda.gov/Food/GuidanceRegulation/FSMA/>
- WIC: www.odh.ohio.gov/odhprograms/ns/wicn/wic1.aspx
- Seniors Coupons: <http://aging.ohio.gov/services/seniorfarmersmarketnutritionprogram/>
- OEFFA: www.oeffa.org
- Innovative Farmers of Ohio: www.ifo.org
- Cottage Foods: www.agri.ohio.gov/divs/foodsafety/docs/Cottage_Food_Rules_Final6-09.pdf
- Info on selling at markets: www.growingformarket.com/categories/SellingAtFarmersMarkets
- Info on sampling at markets: www.ca.uky.edu/cmsspubsclass/files/extensionpubs/2012-19.pdf
- Biodegradable service ware: <http://www.ecoproducts.com/>
<http://www.biopreferred.gov/bioPreferredCatalog/faces/jsp/catalogSubCategoryLanding.jsp>