

# CAFM 2017 Vendor Handbook



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CAFM reserves the right to modify these guidelines at any time to clarify issues or circumstances that may not have been addressed directly in these guidelines.

## About Corvallis-Albany Farmers' Markets

### ***Mission Statement:***

The mission of the Corvallis-Albany Farmers' Markets is to provide highly visible centralized locations in Corvallis and Albany for mid-Willamette Valley and Coast Range agricultural producers and gardeners to market high quality agricultural products directly to consumers.

### ***A brief history:***

The Corvallis Saturday Farmers' Market was founded in 1991. In 1998 the association changed its name to Corvallis-Albany Farmers' Markets (CAFM) to mark the inclusion of the Albany Farmers' Market (founded in 1978) and the Wednesday Corvallis Farmers' Market (founded in 1981). Today these markets give roughly 140 local vendors an opportunity to market their agricultural products directly to consumers.

The markets are intended primarily to serve vendors from Benton, Linn, Lincoln, Lane, Polk and Marion counties. Vendors must list the county location of their farms on their applications. The board of directors will consider vendors from other Oregon counties on a case-by-case basis. Criteria will include space availability and product mix.

## Membership

### ***Eligibility:***

Membership in CAFM is open to any person interested in promoting the goals of the organization upon application and acceptance by the board of directors and the payment of annual membership dues.

Voting rights for our board, which is elected annually, are based on membership.

Certain consigners are now required to become members. Please see the consignment section for details.

### ***Application:***

Before participating in CAFM each year, interested parties are required to fully complete a CAFM membership application and pay a \$25 annual membership fee. The membership fee must be paid by ***March 1 (or make arrangements)*** for continuing vendors to maintain seniority for the current year. For new vendors the membership fee is due at the first market attended.

**Membership alone does not guarantee a vendor the ability to attend and sell at farmers' markets.**

Only items grown or produced at locations listed on the application are eligible to be sold. The market will review vendor applications and provide approval based upon satisfactory completion and submission of all copies of applicable licenses, certifications, etc. If there is no change in status from the prior year, returning vendors do not need to include copies of licenses, certifications, etc. with their application — with the exception of mushroom and fungi gathering vendors, who must complete a separate application each year.

## Market locations, dates, times and parking

The Albany Farmers' Market is in the City Hall parking lot

at 4th and Ellsworth, plus the adjoining section of 4th Ave. (street closing). The market is held **every Saturday April 15 through November 18, 9 a.m. to 1 p.m.** Approved areas for vendor parking are bank parking lots across Ellsworth plus 5th Ave. parallel parking for trailers.

The Corvallis Farmers' Market site on Saturdays is at 1<sup>st</sup> Street and Jackson Ave. We close 1<sup>st</sup> Street ½ block south of Van Buren through Monroe, plus an adjacent portion of Monroe Ave.. The market is held **every Saturday April 15 through November 18, 9 a.m. to 1 p.m.** Vendor parking is prohibited anywhere downtown except 1st Street north of Harrison and Tyler between 1st & 2nd.

The Corvallis Farmers' Market on Wednesdays shares an abbreviated version of Saturday's 1st & Jackson site and the same 9 a.m. to 1 p.m. schedule. Mostly we use the block of 1st between Jackson and Monroe, plus a little of Monroe. The market is held **every Wednesday April 19 through November 22, 9 a.m. to 1 p.m.** Parking is the same as on Saturdays.

**The lot at 1st & Monroe is PRIVATE PROPERTY and cannot be used for any purpose, not even for "just a minute."**

Violation of vendor parking rules will result in the following progressive penalties: 1st offense -- warning; 2nd and subsequent offenses -- \$25 fine. Habitual violation may affect vendors' ability to participate in markets.

## Market fees

A \$25 membership fee must be paid by ***March 1 (or make arrangements)*** for continuing vendors to maintain their seniority for the current year. For new vendors, membership is due by the first market attended.

Stall fees for all spaces at the Saturday site in Corvallis are **\$24**. At this site each space is 10 feet wide and 20 feet deep, except that spaces on Monroe Ave. are 15.5 feet deep and generally require unloading. Stalls at Corvallis Wednesday (10 by 20 except on Monroe) and for Albany's deep spaces (10 by 23 or 25) are **\$20**. Shallower unloading spaces at Albany (10 by 15.5 and some double-frontage sidewalk spaces) are **\$18**.

The discount is 5 percent for prepayment of 5 to 8 weeks and 10 percent for 9 or more weeks. Market management is authorized to negotiate payment schedules that vary slightly from these categories in order to reduce collection costs. Volume discounts generally are NOT shared among multiple market sites. Discounts generally apply to consecutive markets, unless vendor and management can agree on an efficient arrangement. In addition to the pay-ahead discounts, all stall fees are discounted by half in November. No discount is available for membership.

Refunds are possible with timely notice but will be figured at the rate applicable to the number of markets actually attended.

Checks returned for non-sufficient funds will result in vendor reimbursement of any bank fees incurred, and repeated bounces will result in loss of check-writing privileges.

**A Corvallis ordinance prohibiting single-use plastic bags for checkout applies to Corvallis sales. Plastic bags on the roll are still fine for produce, meats, and other products. A glitch in the way it was written caused the city to tell us to have customers do their own bagging – you can assist. Do not use t-shirt or handle bags of 2.5 mils or less at Corvallis markets. We are not required to provide paper grocery bags. We do not have to charge 5 cents unless we provide a full size grocery bag. The market booth sells reusable bags with the market logo.**

#### Product classifications and guidelines

##### **Overview:**

CAFM provides direct marketing outlets for the sale of locally grown agricultural products plus other processed foods grown or caught by vendors and processed on or off their farms. A few other categories of products are allowed within limits discussed in more detail below. Products not specifically addressed in these guidelines generally require board approval on a case-by-case basis. CAFM does not allow the sale of non-farm handicrafts. Sales of live animals generally are prohibited, but board authorization is available on a case-by-case basis.

**CAFM prohibits its vendors from knowingly selling products grown from GMO (genetically modified organisms) seeds or animals that are themselves genetically modified.** Vendors also should be alert for situations in which their crops could be contaminated by GMO pollen. Until recently there were few GMO market products available to growers -- either plant or animal, but this is now starting to change.

**Use of the word “organic” is regulated by federal law. Beginning in 2015 CAFM is requiring vendors using the \$5,000 certification exemption to complete an affidavit every season.**

##### ***Grown or raised by vendors:***

The majority of items offered for sale at CAFM fall within this product category. Generally if you grow or raise within our six-county area, you can sell it at CAFM.

Produce sold must be of high quality and honestly represented. Produce vendors must provide in the application a complete list of all produce you intend to sell at market and the location where it is grown.

Cut flowers must be of high quality, with a reasonable vase life. All cut flower vendors must include a complete list of all cut flowers you intend to sell at market and the location of where they are grown. It may not be possible to accomplish this online, so some vendors provide a printed list.

Herbaceous and woody plants must be grown by the vendor from seed or vegetative material (cuttings, divisions, etc.). Any plant not started by the vendor must be grown by the vendor for at least two months prior to sale at market. Plant vendors must include a complete list

of all plants you intend to sell at market and the location of where they are grown. It may not be possible to accomplish this online, so some vendors provide a printed list.

All plants must be sold in containers whose value does not exceed one-third of the value of the plant offered for sale.

Non-food value-added farm products, such as wreaths, must derive at least two-thirds of their value from products grown by the vendor. Vendors selling non-food value-added products must provide a complete list of items used in the final product (including cost information) and the location of where the agricultural products are grown. Wild/collected plants may not be sold.

Eggs may be sold at market without a license but only by the farm that produces the eggs. Consignment is not possible unless the selling party has an egg handler license.

**Unlicensed eggs must be labeled with the following, in addition to other required labeling: “THIS PRODUCT IS NOT PREPARED IN AN INSPECTED FOOD ESTABLISHMENT” and “NOT FOR RESALE.”** Eggs must be in a clean container showing the producer’s farm name -- other names must be completely marked out. Required labeling includes the federal safe handling statement and an open/pull date (such as Use By, where the date would be 45 days past production). Eggs must be kept at 45 degrees F at retail until the sale. Eggs for sale must remain in coolers -- farms can display empty cartons or a filled carton that is not sold.

Honey with no additional ingredients can be sold directly to consumers without a processing license, regardless of the number of hives managed. **Honey from producers of more than 20 hives must be labeled with the following, in addition to other required labeling: “THIS PRODUCT IS NOT PREPARED IN AN INSPECTED FOOD ESTABLISHMENT” and “NOT FOR RESALE.”** An apiary registration is required of honey growers who manage five or more hives.

Growers of tree fruits and other perennially grown foods are required to disclose additional details about the acreage OR number of bearing plants, plus varieties of these products. Vendors may be prohibited from bringing or selling these products until adequate information is supplied.

##### ***Grown and Processed:***

Processed foods made primarily from products grown or raised by the vendor in one of our six counties can be sold at CAFM. A processed item is one that is transformed from its natural state. Value-added farm product is another name that applies to this category. Typical examples of processed foods include jams, jellies, dried fruit, pickles, wine, cider and salsa. All items in this category must be reviewed by the board and/or management prior to selling at the market and each year you plan to sell them. A new version of the approval form (now called Pre-Application for Certain Products) is required for 2017, but vendors will be able edit their information. Products must be made in a licensed kitchen, **except where otherwise permitted under by the Farm Direct Bill. DO NOT prepare unlicensed processed foods for sale without thoroughly researching**

**your particular product and how it is handled under the law.** Other options include using a licensed co-processor. Vendors considering using kitchens licensed by someone else should should contact ODA and CAFM for legal details.

Meat and poultry products must be 100% from animals raised for 50% or more of the animal's life under direct supervision of the vendor on property owned or leased by the vendor. Animals may be slaughtered or processed off farm. Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the market management.

To be included in this category, milk must be from the farmer's own herd and cheese and other dairy products must be made by the farmer. Production must comply with state and federal dairy requirements and licensing, and the farmer must supply documentation of such compliance to the market management.

Other items processed but not grown or raised by the vendor are addressed below in another section.

### **Collected or Caught:**

Items in this section are highly regulated. Products that may be sold include fish, mushrooms and other fungi.

Wild/collected plants may not be sold.

Fish must be caught by the vendor in Oregon waters. All processing must be in licensed facilities in accordance with all state and federal requirements.

Collected mushrooms and fungi require a separate application identifying the vendor's sources and training in mushroom collection and identification.

Copies of collection permits and/or written approvals from private land owners must be supplied with the vendor's application. All mushrooms and fungi must be accurately signed with both the Latin and common name and be collected from within our six-county area unless an exception has been granted by the board of directors.

### **Processed But Not Grown or Raised:**

This category includes restaurants and baked goods. Products must be produced by the vendor from scratch.

Baked goods brought to market for sale must be made in a licensed kitchen unless produced pursuant to the 2015 bakery bill. Vendors considering using kitchens licensed by someone else should contact ODA and CAFM for legal details. Restaurant style food vendors must obtain a license from the county health department before selling at market. There is a one-time operational review fee, and a 90-day license is available and renewable. Food carts have different licenses and rules.

CAFM allows a limited amount of baked goods and restaurant style food vendors per market site. The number of such vendors is subject to at least annual review by the CAFM board of directors, who will set the number to preserve our markets' characters as farmers' markets. All items in this category must be approved by the board prior to selling at the market and each year thereafter. A new version of the approval form (now called Pre-Application

for Certain Products) is required for 2017, but vendors will be able edit their information. Approval of processed items is influenced by the market's support for the development of local agriculture. Priority will go to vendors based upon **sourcing of ingredients**. Items processed from ingredients purchased or u-picked from CAFM vendors will receive priority followed by local u-pick, purchased locally grown, purchased Oregon grown and finally grown out of state. CAFM has a strong long-term commitment supporting local agriculture. Items grown out of country are strongly discouraged. Vendors are encouraged to display signs touting local ingredients.

### Consignment:

The Farm Direct Law provides a definition of consignment with certain limitations. For example, the vendor doing the selling and the grower need to be from the same or adjacent counties.

Products addressed in the Farm Direct Law that can be consigned are: fresh fruits, vegetables, herbs and edible flowers; no dried products other than things like garlic and potatoes that are cured as part of normal post-harvest handling; unshelled nuts (can be cured/dried); eggs if the selling party has an egg handler license; honey if nothing is added. Many items not addressed in the Farm Direct Law consignment provision can be consigned, including cut flowers, nursery plants and many licensed processed foods. Contact management if there's any question.

- ✓ Resale is prohibited at the farmers' markets.
- ✓ Products not grown by vendors must be accepted on a consignment basis so that risk is born by producers.
- ✓ All consignments must comply with all CAFM rules and are subject to farm inspections to verify compliance.
- ✓ Agricultural producers and gardeners who wish to participate in the markets but do not have enough product to warrant renting a stall can sell by consigning their products through one of the recognized Community Tables.
- ✓ Consigners who sell through individual vendors (i.e., other than the Community Tables) **require prior approval**, are required to complete a consigner application and, if they exceed \$100 cumulatively in such consignments during a market season, must pay the association's annual membership fee of \$25. Consigners who sell solely through the Community Tables are not subject to the membership requirement but now need to complete the consigner application. Vendor members who consign need not pay an additional membership.
- ✓ Consignments conducted through individual vendors are subject to the following additional rules:
  - ✎ Each vendor's total consignments cannot exceed the following limits: 10 percent of products offered for sale over the market season; 25 percent of products offered for sale on any market day; and \$300 worth of products offered for sale on any market day. Exemptions for certain products may be granted.

- 🔗 Vendors consigning products for others must maintain sufficient records so that they can comply with state law and are able to document compliance with our consignment rules within one week of a request by market management.
- 🔗 **State law now requires farm direct marketers who take consignments to maintain sales logs that include full contact information for the grower, plus information on products and quantities sold on consignment. This helps ensure all food sold at our farmers' markets is traceable in the event of a food-borne illness.**
- 🔗 Consigners may not be represented at more than one booth, including Community Tables, at each market site during the same market day.
- 🔗 Vendors consigning for others are required to display signs identifying the producers of such items so that customers know which farm grew which products. Signs must be readable and comparable in size and location to those identifying vendors' own products and must say "Grown by (the consignment growers' farm name, nearest city/town" plus identification of the consigned products. Signs must be in place one half-hour after the start of market.
- 🔗 Because of the difficulty involved in enforcing the consignment percentage rule, proper signing is essential. Failure to comply with consignment policies will result in the following penalties. First offense: verbal warning; second offense: written warning; third offense: fines up to \$100 and/or possible revocation of consignment privileges.

#### Vendor Obligations

**Vendors are expected to behave with civility and respect to other vendors, customers and staff at the markets.**

Vendors must communicate with people who represent them at markets so that everyone in their stall is well-informed about CAFM guidelines and policies.

All products offered for sale at CAFM sites must comply with state and federal standards governing weight, packaging, display and labeling.

**Vendors must learn and follow all food safety rules or guidelines applicable to their products and practices.**

**Sampling food at markets requires setting up and USING a simple hand washing station, plus clean equipment (e.g. cutting boards and knives) to produce the samples. Folding knives are not allowed for sampling. Reasonable measures to prevent contamination must be followed. Vendors will be instructed to stop sampling if safety issues are noted and not addressed in a timely manner.**

All items offered for sale should be of high quality and must be honestly represented.

Vendors are responsible for keeping their application information current.

Vendors must disclose all partners and growing locations and must provide lease agreements on request.

**Vendors must allow and assist with farm visits/**

**inspections. CAFM's authorized representatives will work to accommodate specific needs of vendors and any landowners from whom they lease land.**

Vendors are responsible for obtaining all necessary licenses, permits and certifications, which must be available upon request.

Vendors are encouraged to obtain general and product liability insurance and are required to do so if potentially hazardous foods, as defined in OAR 603-25-010 (22)\* (see below for language), are sold. Eggs are included in this definition. All processed and restaurant style food vendors are required to carry such insurance. CAFM is not responsible for any loss or damage incurred by vendors. **Insurance MUST name CAFM as an additional or named insured if the policy does not name all markets attended automatically.**

*\*(22) "Potentially Hazardous Food" means any food that consists whole or in part of milk or milk products, eggs, meat, poultry, fish, shellfish, edible crustacea or other ingredients, including synthetic ingredients, in a form capable of supporting rapid and progressive growth of infectious or toxigenic microorganisms, but does not include food which has a pH level of 4.6 or below or a water activity (Aw) value of 0.85 or less.*

Vendors will be charged a stall fee for markets they do not attend when expected if they do not notify market management by noon Monday for Wednesday markets and noon Thursday for Saturday markets. Please no calls before 8 a.m. (except market days) or after 8 p.m. Text is now an option. **Phone, email, text and face-to-face notice are acceptable ways to notify management. DO NOT rely on FaceBook to cancel a market.**

Vendors provide their own tables, canopies and weights.

All canopies or other booth covers are required to have weights in place sufficient to keep them on the ground during windy conditions. **Weight your tents every day, even if it is not windy during set-up. NOTE: 15 pounds per leg is a minimum, but more is needed at times. Be prepared to add more weight or take down your tent.**

Think before you idle a vehicle in the market. Your tailpipe emissions and food are not a good mix, and your fellow vendors will thank you for not idling.

For the safety of our customers, all vehicles must be in place or removed from the market site 30 minutes before the start of market. Late arriving vendors will be denied vehicular access and will be required to park in their booth set up. Late arriving vendors may lose their regular space for the day.

**If you show up at a Corvallis market before Rebecca arrives and find a vehicular surprise in your stall or even nearby, please call Rebecca at 541-740-1542. Don't just move over and set up, because that may not be the appropriate solution.**

All vendors must be ready to sell at the opening of market.

Vendors wishing to leave early must inform the market management and in most cases will be required to leave

their vehicle in place until the close of the market.

To minimize congestion before and after markets, unloading vendors should unload and move vehicles before focusing on set-up. Likewise, breakdown should be accomplished before vehicles return. NO VEHICLES MAY MOVE WITHIN MARKET SITES FOR 15 MINUTES FOLLOWING CLOSING.

**Vendors are REQUIRED to display signs identifying them by personal or business name and nearest city.** Identification signs must be at least 8.5" by 11", the size of a normal or "letter size" sheet of paper, in a font size that can be read from the front of the booth. Or get creative and include other information that helps you connect with customers.

Vendors must keep sidewalks clear, except where use of sidewalk space is specifically authorized by market management.

Vendors are responsible for keeping their space clean and attractive during the market and for leaving their stall clean and free from trash and debris at the end of each market.

All trash and debris must be packed out by vendors. Market trash cans are for customer use unless otherwise noted.

Vendor smoking is prohibited at the market.

Vendor pets are not allowed at the market.

Vendors may not sublet their space. All booth-sharing arrangements require approval by the market director.

Vendors are financially responsible for damages to city property that results from their negligence or intentional acts.

#### Enforcement and Disputes

The market manager has ultimate onsite authority to enforce all market rules. The market manager is responsible to the board of directors.

***Regardless of vendor approval status, the market may suspend a vendor's ability to attend markets or to bring and sell specific products, if there is a breach of these guidelines, including failure to allow or assist with farm visits/inspections.***

#### Challenge Procedure

This is a formal procedure for vendors and others to make complaints alleging that another vendor is not complying with CAFM rules, including our requirement that vendors comply with local, state and federal standards.

Challenges must be made before the end of the market day the alleged violation is observed, in writing and signed, on a form provided by CAFM. Each challenge should indicate which part of the CAFM rules may have been violated.

The market director will convey the nature of the complaint to the challenged vendor as soon as practical in person, by phone, or by mail.

Challenged vendors' responses must be received within seven days of receiving the challenge to admit or deny the challenge with appropriate evidence. Failure to respond

to a challenge may result in the determination that the challenge is valid.

The market director and/or members of the board of directors will determine what kind, if any, of investigation is required and will conduct such investigation as conditions permit. Investigations may include farm visits as authorized on the vendor application.

Market management will attempt to resolve most challenges without formal board action but will notify the board of all unresolved challenges. For situations that cannot be resolved by market management, CAFM will follow its bylaws procedure for board consideration of suspension and termination of membership.

#### Seniority and Space Assignment

The overall management needs of the market will guide decisions with regard to space assignment and may supersede the seniority of an individual vendor in particular circumstances.

CAFM will calculate seniority using a formula that weighs number of years and number of markets attended equally. For number of markets attended, only the prior two years' worth of data is to be used. Seniority is calculated separately for each of the three market sites. For each market site that each vendor attends, we calculate the number of years attended as a percentage of all years that market has been in existence (updated each season) and then calculate number of market days attended as a proportion of all markets held during the last two market years at that site. There are 64 possible market days at every site. To get rid of the decimal points, we multiply each part by 100, so the highest possible score is 200. Seniority data is not considered confidential and is available upon request.

Consigners who become regular vendors may, upon request, be granted seniority for the number of years consigned only; no credit for market days attended will be granted. (This limitation does not apply to the vendors who **operate** the Community Table.) Consigners who also sell as regular vendors will not be granted consignment credit for years in which they sell both ways.

CAFM will transfer membership to buyers of vendors' businesses and will honor transfers of up to two preceding years' worth of seniority, at the seller's discretion. This policy applies to business sales regardless of whether a land sale is involved. Sellers who elect to transfer seniority cannot retain partial seniority. Transferred seniority will lapse if new owners fail to participate or pay membership for two years following the transfer.

Paying membership, even without attending markets in a given year, maintains the number of years attended portion of seniority, but only at markets previously attended.

Returning vendor space requests are made on the vendor application. Fully completed electronic applications must be received by **MARCH 1** for vendors requesting space assignments based upon seniority. A vendors' seniority cannot be used to displace another vendor of lesser ranking once the market season has begun.

Incomplete applications may jeopardize requests for space assignments.

For new vendors, particularly those who contact CAFM after markets have started for the year, CAFM prioritizes placement based on the date they request a space (not just investigate the possibility) to encourage timely planning and communication.

For the Corvallis Saturday site, the board has capped the number of spaces per vendor at three. Additionally, market management has the authority to allocate the number of spaces per vendor based on the general health of the market, including factors such as seasonal demands for space and optimizing vendor participation.

### Events

CAFM puts on dozens of events each year, often with the help of other community organizations. Occasionally we will ask vendors to donate small amounts of product to help promote it in the market. We appreciate your generosity, and we will offer to compensate if the amount is significant.

### Coupons, vouchers and wooden nickels

Vendors at CAFM markets may receive a number of different coupons plus our wooden nickel tokens in payment from customers. Here's the general rule: if it has the CAFM, Corvallis Farmers' Market or Albany Farmers' Market logo on it, the market association will reimburse you for it. If it does not have at least one of our logos on it, read before you say yes. **Because we've added programs we are providing a chart in this handbook.**

The Double Up Food Bucks program, funded with a combination of federal and donated money, has mostly replaced our purple incentive tokens. For 2017, Power of Produce, an Albany-only program, will get its own token.

We have prescription produce coupons from a unit of Samaritan Health Services and now from OHSU. Other sorts of coupons require that vendors sign up in advance. These include the WIC and Senior programs (also known as FDNP) operated by the state of Oregon. Email [agmarket@oda.state.or.us](mailto:agmarket@oda.state.or.us) or call **503-872-6600** to get a packet or check your status.

### Wireless services





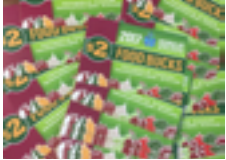

Corvallis-Albany Farmers' Markets operates a program that allows our customers to use both the Oregon Trail Card (also known as SNAP, food stamps, EBT or electronic benefit transfer) and bank debit cards at all three market sites. We charge a \$1.50 admin fee to debit customers to fund the fees involved.

Vendors will receive this service at no additional charge, and it is our expectation that all vendors will participate whenever tokens are lawfully presented in payment. Oregon Trail recipients can spend their money for the healthful food at farmers' markets. And other customers may shop more if they don't need to leave the market area to find a cash machine. Some vendors are running debit and credit on phones or tablets.

Here are your responsibilities as a vendor:

- ∅ Look for our logos on tokens presented to make sure they come from CAFM. We lose money if you slip us tokens from other markets.
- ∅ Accept the \$1 Oregon Trail tokens (red ink) or \$2 incentive tokens (purple ink) only for eligible products, which generally are fruits, vegetables, meat, poultry, fish, eggs, cheese or other dairy, bread or cereal, plus seeds and nursery plants intended for growing food. Honey, salsa and most other processed foods at the market are eligible.
- ∅ Do not accept the \$1 Oregon Trail tokens or \$2 incentive tokens for alcoholic beverages, non-food items (other than seeds and plants intended for growing food) or for any hot or ready-to-eat foods. (Baked goods other than bread and cereal may be eligible if they are not in a ready-to-eat form – no plate, utensils)
- ∅ For Oregon Trail, no minimum purchase can be required apart from the no-change requirement. **Please tell your workers to offer some additional product or a small discount whenever your customer doesn't just hand you additional change with these tokens.** Oregon Trail cannot be used for payment on credit accounts, and cash refunds are not permitted. For info about CSA and SNAP, check out <http://oregonsnapcsa.com/info-for-farmers.html>.
- ∅ Double Up Food Bucks are \$2 vouchers good for: any variety of fresh, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt. Includes mushrooms, herbs, dried beans -- now also nuts and food-producing seeds and plants.
- ∅ **DO NOT use any of these currencies to MAKE change. Tell all your workers, because this mistake creates unpleasant surprises for your customers. You could spend your \$5 debit tokens, but otherwise just hold and redeem at the market booth.**
- ∅ Accept \$5 debit tokens (green ink) for any market purchase. Unlike other tokens, you can give change for debit tokens.
- ∅ Treat all customers with respect and without discrimination – regardless of the method of payment.
- ∅ Turn in the tokens to the Market Booth during market or immediately at the end of the market day. We log tokens received, but you may wish to record your own tokens before turning them in. Vendors will receive reimbursement by check.

Compliance is a joint responsibility of CAFM and its vendors. By signing your regular vendor application, you agree to abide by the rules described herein as they relate to the processing Oregon Trail and debit transactions and further agree to follow all USDA Food Stamp Program rules, as outlined in this agreement and as otherwise provided. **Also by signing you will acknowledge responsibility to follow rules (whether eligible or non-eligible) for the Double Up Food Bucks program. The DUFB FAQ, letters & acknowledgement are reproduced in this handbook**

Currency type	Denomination	Accept for	Redeem	Details
SNAP token – red ink on wooden token 	\$1 – Do not give change or use in change!	Produce, cheese, meat, honey, food-producing plants and seeds, prepared food other than ready-to-eat restaurant foods	at any CAFM market booth	No ready-to-eat restaurant foods, cut flowers or ornamental plants and seeds
Incentive token – purple ink on wooden token 	\$2 – Do not give change or use in change!	Produce, cheese, meat, honey, food-producing plants and seeds, prepared food other than ready-to-eat restaurant foods	at any CAFM market booth	Same as SNAP. These tokens will be used less, but we'll keep honoring them
Debit/credit token – green ink on wooden token	\$5 – Think of it like a \$5 bill. Green means money!	No restrictions 	at any CAFM market booth	Send your customers to the market booth if they are out of cash
That's My Farmer Samaritan Rx – small blue coupons	\$1 – Do not give change or use in change!	Fresh fruits and vegetables plus beans and grains	at CAFM market booth in the same city where you received them	Watch for expiration dates 
Double Up Food Bucks – colorful playing card sized voucher 	\$2 – Do not give change or use in change!	Fresh, dried or frozen fruits and vegetables, incl. mushrooms, herbs & dried beans + nuts & food-producing seeds & plants	at CAFM market booth in the same city where you received them	Expires Dec. 31, 2017
Farm Direct Nutrition Program aka WIC and Senior – green vouchers 	\$4 – Do not give change or use in change!	Fresh fruits, vegetables and cut herbs	Use your Farmer Stamp (4 digits) and deposit in your bank or credit union account	Good June-October 31. Must apply to ODA every three years. Without a stamp they are like a bounced check!



Currency type	Denomination	Accept for	Redeem	Details
OHSU Rx colorful paper voucher	\$3 – Do not give change or use in change!	Fresh, frozen and dried fruit, vegetables, mushrooms, beans and cut herbs.	at any CAFM market booth	Patients live all over the state.
Power of Produce token	\$2 -- NEW for 2017	Fresh, dried or frozen??? fruits and vegetables, incl. mushrooms, herbs & dried beans + nuts & food-producing seeds & plants	Please try to redeem these in Albany, where they are issued.	Kids 5-12 get these for part of the season and only at the Albany Farmers' Market.

**Board/Staff**

CAFM is directed by a ten-member board that includes farmers, gardeners and community members. The board of directors is elected annually. All ten board positions are up for election each year in the fall at our annual meeting.

Board members as of Jan. 2017:

John O’Sullivan, president

Tom Denison, vice president

Jennifer Macone, secretary

Cheryl Phillips, treasurer

Other directors: Jan Heron, Susan Massey,

Paul Harcombe, Liz Shinn, Leslynn Rasmussen and Luke Beene.

Rebecca Landis, Market Director, landisr@peak.org or (541) 740-1542

Vonda Peters, Events and Music Coordinator volunteercafmgigs@gmail.com or (541) 990-5474 or. Booking email is cafmgigs@gmail.com

Aliesje King, Albany site manager (works mostly Saturdays, so channel Albany questions to Rebecca during the week.)

**CAFM**

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**Corvallis, OR 97339**

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**[www.locallygrown.org](http://www.locallygrown.org)**

## Frequently Asked Questions: Vendors



### Q: What is the Double Up Food Bucks program?

A: Double Up Food Bucks (DUFB) is a program that provides low-income Oregonians who receive Supplemental Nutrition Assistance Program (SNAP) benefits with a match that encourages them to purchase fruits and vegetables, and supports local growers. When customers use their SNAP benefits at a participating farmers market, they receive an equal amount of Double Up Food Bucks, in \$2 increments, up to \$10 per visit.

### Q: What can customers buy with Double Up Food Bucks?

A: Customers can only use Double Up Food Bucks to buy fresh, dried, or frozen whole or cut fruits and vegetables *without* added sugars, fats, oils, or salt. Includes mushrooms, fresh herbs, nuts, dried beans, and edible plant starts/seeds. As always, customers can spend their SNAP currency on all SNAP eligible foods at the market.

### Q: Why can customers only buy fruits and vegetables with DUFB?

A: USDA funding limits the eligible foods to fruits and vegetables only.

Customers can still use regular SNAP currency for other food items, like meats, cheeses, and fresh breads – and because they have twice as much to spend, vendors selling these items will see the benefits of DUFB as an increase in SNAP token sales.



### Q: How do I get paid for DUFB?

A : Turn in your DUFB in the same way you turn in SNAP currency. The market will reimburse you for all the DUFB you turn in according to normal market policies for SNAP token reimbursement. If you vend at multiple markets, only turn in DUFB for reimbursement at the market in which they were received.

### Q: Can customers use Double Up Food Bucks anywhere else?

A: Yes! DUFB is a statewide program, and good at any participating market. There are around 50 markets in Oregon participating in DUFB. Visit [www.doubleuporegon.org](http://www.doubleuporegon.org) to see all locations.

SNAP token currency is only good at the market where it is issued.

### Q: Where does the funding for DUFB come from?

A: Double Up Food Bucks is partially funded by USDA's Food Insecurity Nutrition Incentive Grant Program, and also has support from private and community foundations and partners across Oregon. DUFB is administered by Farmers Market Fund, a Portland-based 501(c)3 nonprofit dedicated to providing low-income, elderly and under-served populations greater access to fresh, locally grown food. To learn more, visit [www.farmersmarketfund.org](http://www.farmersmarketfund.org).

**Q: What is SNAP?**

A: SNAP stands for Supplemental Nutrition Assistance Program, and is the new name for the federal food assistance program formerly called Food Stamps. SNAP helps over 700,000 low-income Oregonians put food on the table each month. SNAP benefits are issued monthly on the Oregon Trail Card, sometimes called the electronic benefits transfer (EBT) card. *SNAP, EBT, and Food Stamps are all names that typically refer to the same program.*

**Q: How can a customer get SNAP?**

A: In order to qualify for SNAP, you must meet certain requirements for income and expenses determined by the State of Oregon.

To learn more about eligibility and how to apply, go to [www.oregon.gov/dhs/assistance/food-benefits](http://www.oregon.gov/dhs/assistance/food-benefits) or dial 2-1-1 on any phone (211info is a toll-free service).

**Q: What impact does the Double Up Food Bucks program have on farmers and families?**

A: In Michigan (where the program began):

To date, **Farmers** have earned more than \$5 million because of Double Up Food Bucks!

- **90% of participating farmers report selling more fruits and vegetables because of Double Up Food Bucks.**
- **85% of participating farmers report making more money.**



**SNAP customers** have bought 3 million pounds of healthy food because of Double Up Food Bucks!

- **93% of participating SNAP users report eating more fruits and vegetables.**
- Just as important, **83%** report buying fewer low-nutrition and high fat snacks.



Dear Produce Seller,

Corvallis-Albany Farmers' Markets (CAFM) has received a grant from Farmers Market Fund, a nonprofit based in Portland, to offer a program that doubles the amount of money that SNAP recipients can spend to purchase fruits and vegetables. This program has the potential to increase your income and expand our market's customer base.

SNAP card users can double their benefits up to \$10 per market day and receive Double Up Food Bucks to be used **only for fruits and vegetables**. The DUFB-branded matching currency – similar to the size and feel of a playing card, are worth \$2 each, and can only be used to purchase fruits and vegetables that meet the following criteria:



- **GOOD FOR:** any variety of fresh, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt. Includes mushrooms, fresh herbs, nuts, dried beans, and edible plant starts/seeds.
- **NOT GOOD FOR:** grains, meat, eggs, cheese, baked goods, prepared foods, fermented foods, salsa, pickles, jams, jellies, honey, cider, juice, tea, or other foods that do not fit into the above guidelines; nonfood items.

**As a seller of produce, you are invited to participate in this program!** To be able to accept DUFB, you must sign and return the attached Vendor Acknowledgment form, confirming you understand the program rules.

DUFB currency should be turned in at the same times you turn in your SNAP EBT tokens, and the market will reimburse you for both. DUFB will be active at around 50 locations in Oregon, and customers may spend DUFB at any participating market. For more information about the program, refer to the attached vendor FAQ.

Please complete and sign the attached Vendor Acknowledgement form and turn it in to the market manager as soon as possible. **A signed acknowledgment must be on file with our market prior to accepting any Double Up Food Bucks from customers or turning in DUFB for redemption.**

If you have any questions about this program, please feel free to contact the market manager.

Sincerely,

Rebecca Landis

541-740-1542 or [landisr@peak.org](mailto:landisr@peak.org)



Dear Vendor,

Corvallis-Albany Farmers' Markets (CAFM) has received a grant from Farmers Market Fund, a nonprofit based in Portland, to offer a program that doubles the amount of money that SNAP recipients can spend to purchase fruits and vegetables. This program has the potential to increase your income and expand our market's customer base.

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- GOOD FOR: any variety of fresh, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt. Includes mushrooms, fresh herbs, nuts, dried beans, and edible plant starts/seeds.
- NOT GOOD FOR: grains, meat, eggs, cheese, baked goods, prepared foods, fermented foods, salsa, pickles, jams, jellies, honey, cider, juice, tea, or other foods that do not fit into the above guidelines; nonfood items.

As a vendor of other food or craft items, **you are not eligible to accept Double Up Food Bucks**, but you will still benefit from the program – other markets offering produce-only incentives have documented that vendors of meats, baked goods, prepared foods, and other items increased their income from SNAP token sales and cash because customers were able to spend Double Up Food Bucks on produce.

You may still hear customer questions about Double Up Food Bucks. Please refer to the attached Vendor FAQ or refer customers to the market manager. DUFB will be offered at around 50 locations in Oregon. Customers may spend DUFB at any participating market.

If you have any questions about this program, please feel free to contact the market manager.

Sincerely,

Rebecca Landis  
541-740-1542 or landisr@peak.org

Double Up Food Bucks  
Eligible Vendor Acknowledgment



SIGNED ACKNOWLEDGMENT MUST BE ON FILE PRIOR TO REIMBURSEMENT

Effective for the 2017 market season-

Market Name: [ \_\_\_\_\_ ]

Vendor Business Name: [ \_\_\_\_\_ ]

Address [ \_\_\_\_\_ ] City [ \_\_\_\_\_ ] State [ \_\_\_\_\_ ] Zip [ \_\_\_\_\_ ]

Phone [ \_\_\_\_\_ ] Email [ \_\_\_\_\_ ]

This acknowledgment is for the purpose of authorizing the above-mentioned Vendor to accept Double Up Food Bucks (DUFB) at the specified market (above) from SNAP participants in exchange for eligible fruits and vegetables only.

- GOOD FOR: any variety of fresh, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, oils, or salt. Includes mushrooms, fresh herbs, nuts, dried beans, and edible plant starts/seeds. *NEW in 2017: nuts & edible plant starts/seeds.*
- NOT GOOD FOR: grains, meat, eggs, cheese, baked goods, prepared foods, fermented foods, salsa, pickles, jams, jellies, honey, cider, juice, tea, or other foods that do not fit into the above guidelines; nonfood items.

**THE MARKET AGREES TO:**

1. Collect from the Vendor redeemed Double Up Food Bucks and to account for and pay the Vendor for any Bucks received by the last day of this market's 2017 season.
2. Monitor sales to ensure program guidelines are being followed.

**BY SIGNING THIS ACKNOWLEDGMENT, THE VENDOR AGREES TO:**

- (o) Provide only eligible fruit and vegetables in exchange for Double Up Food Bucks.
- (p) Not give cash change for purchases made with Double Up Food Bucks.
- (q) Not provide cash or credit in exchange for Double Up Food Bucks.
- (r) Provide eligible fruits and vegetables at a price no more than the price charged to non-DUFB customers.
- (s) Not allow the return of fruits and vegetables purchased with Double Up Food Bucks in exchange for cash or for non-eligible items.
- (t) Be monitored by the farmers market or Farmers Market Fund for program compliance.
- (u) Not redeem Double Up Food Bucks for non-food items.
- (v) Not accept expired 2016 Double Up Food Bucks from customers, only current 2017 Food Bucks.
- (w) Educate employees on DUFB program guidelines and eligible fruits and vegetables.
- (x) Turn in all redeemed Double Up Food Bucks for reimbursement by the farmers market in accordance with market guidelines. The last day to turn in DUFB for reimbursement is the last day of this market's 2017 season.
- (y) Only turn in DUFB for reimbursement at the market in which they were received.

A Vendor and/or employees who violate the provisions above may be disqualified from the program and not allowed to participate in future seasons.

The Vendor, through signature below, acknowledges and accepts guidelines and agreements listed above.

VENDOR: [ \_\_\_\_\_ ] [ \_\_\_\_\_ ] [ \_\_\_\_\_ ]  
Name (type or print) Signature (electronic signature allowed) Date