

# Portneuf Valley Farmers Market

Portneuf Valley Farmers Market

2023 Market Rules and

Policy and Procedures

## TABLE OF CONTENTS

OUR MISSION .....	3
APPLICATION PROCESS .....	3
FEES AND DUES .....	3
TAX REQUIREMENTS .....	3
INSURANCE .....	3
ELIGIBILITY .....	4
TEMPORARY VENDORS / .....	4
Temporary Fees .....	
RESELLING RULE .....	4/5
FOOD SAFETY .....	5
SCALES .....	6
NURSERY LICENSE .....	6
CODE OF CONDUCT .....	6
VENDOR DISPUTES .....	7
OPERATIONS	
DATES AND HOURS OF .....	7
OPERATION .....	
MARKET SETUP .....	7
HEALTH AND SAFETY .....	8
CLOSING AND CLEAN-UP .....	8
ELECTRICAL OUTLETS .....	8
GENORATORS .....	9
INCLEMENT WEATHER .....	9
MARKET EQUIPMENT/SUPPLIES .....	9
SIGNAGE .....	10
BOOTH SPACE AND PARKING .....	10
MARKET MANAGEMENT ROLES	
MARKETING ADMINISTRATOR .....	10
MARKET MANAGER .....	10
ASSISTANT MANAGER .....	10
AGREEMENT FOR SIGNATURE	

**Please include the initialed and signed last page (11)  
with your vendor application.**

**Portneuf Valley Farmers Market-  
Market Rules / Policy & Procedures**

**PURPOSE**

**OUR MISSION:**

The Portneuf Valley Farmers Market has operated an outdoor market in Pocatello for over 25 years. Our mission is to promote the sale of locally grown agricultural products and to provide a family friendly, positive market experience and gathering place for both shoppers and vendors where our community may shop for agricultural products, unique crafts, art, and delicious local food.

**Application Process**

Applications for the season will be available to download and print in April prior to the market. Please see PVFM.info vendor resources for download.

**Fees & Dues**

Fees may be paid by cash, credit card, Venmo or check made payable to the Portneuf Valley Farmers Market prior to setting up for the first time of the season.

*For Approved Members:*

- (1) \$100.00 Yearly membership dues plus \$15.00 for each additional 10' x 10' space. (Additional spaces must be approved by the Market Manager).
- (2) 6% of gross sales or \$5.00, whichever is greater, to be paid at the end of each market day (Saturday or Wednesday).
- (3) 15 minutes of volunteer service is to be donated to the market per year of participation.
- (4) \$5.00 minimum daily fee can be waived for jobs done at the market the week after the service is done. Please see the market manager for more information.

**IDAHO SALES TAX**

A temporary sales tax ID is available for the duration of the market season online. All vendors are required to register their tax ID to be a seller at the PVFM. Please display your temporary or permanent tax ID in your booth as required by the State of Idaho.

*Taxes are collected by the State of Idaho and are due two weeks after the last market.*

**INSURANCE:**

Our market has a general liability policy. Please note, our insurance does not cover individual vendors. Please consult an insurance agent for your own specific insurance coverage needs.

## Portneuf Valley Farmers Market- Market Rules / Policy & Procedures

### ELIGIBILITY:

Farmers, growers, and AG producers

- All farmers, livestock producers, apiarists, florists, and gardeners are automatically allowed to sell at the market. Locally grown vegetables, fruits, plants, herbs, trees, shrubs, bedding plants, eggs, meats, cheeses and honey and flowers are approved at the market. Local is defined as within 120 miles of the market or in Idaho.

*Vendors must be willing to have their farm, land or shop inspected by the Market Board of Directors.*

Non-local producers are allowed upon approval from the market manager and must follow all resale rules imposed on their fellow vendors. Crafters, artists, local food vendors

- Homemade and handmade foods, breads, art and craft items. Crafts must be made by the vendor or family members of the vendor. Items may be approved if modified by hand but may not be mass produced.

Existing vendors selling nonagricultural items are provisionally approved with items that they originally presented for the approval process.

New artists, crafters and food for immediate consumption vendors are subject to an approval process. Please see the manager for more information.

### TEMPORARY MEMBERS:

Are short term or yearly members who sell at the market for less than five (5) markets including Wednesday markets and must be approved by Management and one board member.

### Fees for TEMPORARY VENDORS-

1. \$25.00 per 10' x 10' space each day until the amount reaches the regular annual market dues, plus 6% of gross sales or \$5.00, whichever is greater, to be paid at the end of the market day.

### RULING ON RESALE AT THE PORTNEUF VALLEY FARMERS MARKET

The primary intent of this ruling is to provide customers at the Portneuf Valley Farmers Market an assurance that they are buying a truly locally produced product with a known source of origin. The shopper can buy with confidence that the seller of the product is the grower/producer of the product and has intimate knowledge of the methods, means, and inputs of the production process associated with the products offered for sale.

## **Portneuf Valley Farmers Market- Market Rules / Policy & Procedures**

The further intent of this ruling is that the product(s) sold at the Farmer's Market are grown, processed, and packaged at the farm or garden operated by the vendor and his/her employees within the typical trade area for the Portneuf Valley Farmers Market, i.e. about a 120-mile radius of Pocatello. This radius does not extend into Utah or Wyoming.

### **RULING:**

**Produce:** All fruits and vegetables sold by a vendor will be produced at his/her own garden or farm. No resale will be allowed unless exempted specifically as follows:

Due to our climate, the following specific exceptions to the ruling will be allowed: melons, peaches, nectarines, apricots, cherries, and blueberries. Anyone reselling these exempted items at the market: 1) must be a regular grower/producer member of the market, 2) must have purchased the exempted items directly from the grower of the product and 3) must have signage showing the farm name, city, and state of origin.

A grower/producer of the exempted items whose farm is outside our typical trade area may sell only the exempted item(s) at the market, subject to the advance approval of the manager.

**Nursery and ornamental:** No resale of any crop in this category will be allowed. Inasmuch as many crops in this category are propagated from cuttings, buds, bulbs, tissue culture, grafts, etc., these products are not considered producer grown unless they have been grown or held by the producer/vendor for a minimum of 6 weeks prior to being offered for sale.

**Meat, dairy, poultry:** No resale of any product in this category will be allowed.

**All other foods:** All canned, processed, prepared, dried, or otherwise value added food product sold at the Market must carry labeling compliant with federal and state laws governing such products. In addition, the vendor shall have point of sale signage showing the state of origin of the primary ingredient in the product, or if that information is unknown, a statement that the ingredient is of unknown origin.

### **FOOD SAFETY**

Vendors selling food for immediate consumption or giving samples of their food products will be required to obtain information or a Health Certificate from the Health Department. If your product is required to have a certificate, you will be required to post that in a visible area of your booth. Their phone number is 208-239-5274.

**Website:** <https://healthandwelfare.idaho.gov/health-wellness/communityhealth/food-safety>

## Portneuf Valley Farmers Market- Market Rules / Policy & Procedures

### SCALES

All vendors who sell products by weight, must get their scales certified by the State of Idaho.

Website: <https://agri.idaho.gov/main/weights-and-measures/>

### NURSERY LICENSE

If you don't have a nursery license from the State of Idaho you may use ours during selling hours for a fee of \$5 per day with a maximum of \$25 for the year.

*Please see the State of Idaho License page for more information on Nursery Licensing.  
<https://agri.idaho.gov/main/plants/nurseries-florists-and-landscaping/>*

### CODE OF CONDUCT

As a vendor all employees, family, and guests of your booth at the market are required to keep a professional, respectful manner at all times including but not limited to fellow vendors, customers, and the Board of Directors.

1. Please don't poach shoppers from other vendors or make 'loud' calls to entice shoppers to your booth.
2. The Market Manager may ask any vendor to leave based on inappropriate conduct or behavior. Any vendor asked to leave will do so with their space and inventory left in place until after the market closes. A member of the Board of Directors will secure the space until the vendor is allowed back in the market to clean up. Any vendor asked to leave will not be allowed to set up at any future market without the review and approval of the Board of Directors during their next regularly scheduled Board Meeting.
3. Please respect the property we use. The City of Pocatello and Old Town Pocatello have provided the grass area, parking lot, Pavilion, and restrooms for use by the Portneuf Valley Farmers Market. All vendors are asked to please respect the property. Please do not litter; always clean up after yourself and your customers.
4. Do not use glass whenever possible.
5. Do not pour oil on the roadway or in the bushes. Please dispose of it properly at your facility.
6. Recycle appropriate materials in the recycling containers.
7. Keep the restrooms clean and if they need attention, please contact the Market Manager ASAP.
8. Be respectful of the trees, plants and flowers.
9. Do not tie banners of any type to the trees.
10. Help keep kids from hanging on the trees or climbing the steel beams.
11. Please don't use stakes in the grass, it may affect the sprinkler system.

## Portneuf Valley Farmers Market- Market Rules / Policy & Procedures

### VENDOR DISPUTES

Vendors that are unable to agree on issues may ask the Market Manager or Marketing Director for guidance. If the dispute is a health or safety issue, the Market Manager may ask the vendor that is causing the problem to leave pending a review by the board.

## OPERATIONS

### DATES AND OPERATIONAL HOURS

The market opens the first or second Saturday in May (weather permitting) and closes the last Saturday in October.

- Saturday hours will be 9:00 am – 1:00 pm, with setup beginning at 7:00am on the corner of North Main and Fremont.
- Wednesday Markets dates TBA with sale hours from 4:00 – 8:00pm (soft close) with setup beginning at 2:00pm. Old Town Market is at the Saturday location and Chubbuck market TBA.

### MARKET SETUP

CHECK IN WITH THE MARKET MANAGER BEFORE SETTING UP, *unless you have made prior arrangements with the Market Manager.*

*Most markets will assign vendor spaces to facilitate specific spacing and electricity needs. All vendors will be ready to sell at 9:00AM on Saturdays and 5PM on Wednesdays.*

All vendors must be in their space by 8:30AM with all loading/unloading vehicles removed from the market area. After that time, please load your items in from a safe distance, as there may be customers already walking around the market.

No vendors will be allowed to setup after the market starts.

***FOR THE SAFETY OF OUR CUSTOMERS, NO SALES BEFORE MARKET IS OFFICIALLY OPEN.***

Vendors must have their booth areas cleaned up and cleared out by 2pm unless special arrangements have been made with the Market Manager.

Every effort will be made to allow consistent, yearly vendors to retain a specific space, however all vendors must agree to be FLEXIBLE.

### Tents & Canopies

We ask that all vendors make an effort to have an attractive and inviting display. Tents and canopies are not required, but strongly suggested and must be securely tied down with a **minimum** of 15lbs of weight per leg corner. (Unweighted tents are a danger to

## **Portneuf Valley Farmers Market- Market Rules / Policy & Procedures**

both vendors and customers.) Market is not responsible for damage to canopies. Vendors are responsible for any and all damage and/or injury their canopies may cause, weighted or not.

### **Food Trucks and Hot Food Vendors**

Food trucks will provide a garbage can for their space and are responsible for maintaining a clear walkway. You are required to provide a grease spatter system to keep the street/sidewalk free of grease spills. You are required to clean up grease spills at the end of the market.

No walk-on vendors.

Late and last-minute vendors may be asked to come back and set up the next week after approval by the crafting committee if non-agricultural product.

### **HEALTH AND SAFETY**

Vendors may use vehicles to bring materials to the market. Please unload your items then park in the designated area and return to your space to set up. Do not set up while your vehicle is in the market. All vehicles that are not a physical part of the booth set up must be removed by 8:30am.

#### **Vehicles in the Market**

No vehicles will be allowed in the market area if customers are still shopping. market managers may direct traffic if a vendor must pack up and leave while shoppers are still at the market after 1pm.

Vendors may not have pets at the market.

#### **Market Community**

No Smoking or vaping in or near the market. Please stay away from the customers if you vape or smoke.

No live animal sales.

Please follow all rules or guidance put in place by market managers for following health compliance. COVID requirements will be updated as needed.

### **CLOSING AND CLEANUP**

Vendors that sell out before the 1:00PM end will leave a table and tent in their space. No vendor will be allowed to depart entirely before 1pm, unless prearranged with the manager. Leaving early creates a sense that the market is closing for customers and causes a chain reaction resulting in loss of sales for other vendors.



## Portneuf Valley Farmers Market- Market Rules / Policy & Procedures

All market day fees will be calculated and paid each market day ***before you leave the market***. If you need help with the paperwork, please feel free to ask the market manager.

Vendors will clean up your area.

- Please sweep leftover leaves, papers and wipe up grease stains.
- Put garbage in appropriate containers. If a garbage is full, use the dumpster.
- No dumping of waste water in roadways.

### ELECTRICAL OUTLETS

Vendors needing electricity will notify the market manager of the AMPS needed the week prior to the market they will attend.

Market does not provide extension cords. We have limited outlets for 220 volt cords.

A power surcharge will be charged as follows:

- \$5.00 for each 10 AMPS per market day
- Every 10 AMPS additional will be another \$5.00

### GENERATORS

Silent running generators are allowed upon market manager approval.

A silencing box is required for vendors needing larger generators. Please ask the market manager for more information.

### INCLEMENT WEATHER

Market will always be open no matter the weather. It is the vendor's choice to be at the market during inclement weather, but vendors *must inform the market manager if their plans to attend market changes*. During windy weather, we recommend having a plan to set up without a canopy.

### MARKET TOOLS AND SUPPLIES

Vendors are allowed to use our equipment on a temporary basis. We may have a few canopies, but we encourage you to get your own due to the first come first serve basis.

Please do not help yourself to items in the storage area as those items may not be ours and only be stored by other vendors.

## **Portneuf Valley Farmers Market- Market Rules / Policy & Procedures**

### **SIGNAGE**

The market encourages you to create banners and other signage for your products. If you have a 'sandwich board', please do not place them in the traffic pattern of the shoppers or block your neighbors.

### **BOOTH SPACE AND PARKING**

Each vendor has paid for a 10x10 space. Some have paid for more than one space. Spaces are assigned by the market management.

Parking for vendors is in the area behind the CenturyLink building. Vendors will not park on Arthur, Center or Lewis Street or on private property. If a vendor needs a special exception, please ask the market management.

## **MANAGERS ROLES AND RESPONSIBILITIES**

### **ROLE OF THE MARKETING DIRECTOR**

It is the role of the Marketing Director to maintain business continuity between the market and the community. The Marketing Director works to help local vendors sell their products at the farmers market by researching and providing advertising and marketing services in the local area. Plan events and facilitate public relations with local media and encourage cooperation with vendors to promote themselves and the market together.

### **ROLE OF THE MARKET MANAGER**

It is the role of the Market Manager to facilitate the sale of goods by their vendors at the market. The manager will set up and organize the market to create and maintain the safe pleasant environment needed to encourage shoppers from the area.

### **ROLE OF THE ASSISTANT MARKET MANAGER**

It is the role of the Assistant Market Manager to facilitate the sale of goods by their vendors at the Wednesday market location as needed. The Assistant Manager will set up and organize the market to create and maintain the safe pleasant environment needed to encourage shoppers from the area.

## AGREEMENT

I \_\_\_\_\_, an **approved** vendor at the Portneuf Valley Farmers Market, agree to follow all rules, policies, and procedures herein. Failure to follow the rules and Procedures may result in being removed from the market. The vendor may dispute this finding with the board of directors.

### Verification of Production:

All vendors selling products in these categories will sign a statement verifying that they are following the spirit and letter of the above rulings including resale rules and that Producers will allow inspection of production facilities (and/or farm/growing location) at random by a Board Member(s), Market managers, or designee of the Board of Directors. Any vendor found not complying with the ruling will be immediately banned from selling at the market for the remainder of the season, and perhaps longer if so directed by the Board of Directors.

I have read and agree with this rule. Initial: \_\_\_\_\_

My signature indicates that I/we acknowledge my rights and responsibilities as a vendor.

---

Signature of vendor

---

Date