

Portneuf Valley Farmers Market

Policy and Procedures

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Market Rules

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2026 Market Rules and Policy and Procedures

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PURPOSE

OUR MISSION:

The Portneuf Valley Farmers Market has operated an outdoor market in Pocatello for over 30 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 fill out online prior to the market. Please see PVFM.info vendor resources for the link.

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. NO membership is to be paid by cash and must be paid prior to May 1, 2026.

For Approved Members:

- (1) \$125.00 Yearly membership dues plus \$15.00 for each additional 10' x 10' space. (Additional spaces must be approved by the Market Manager).
 - a. Membership must be paid 3 days prior to your first market.
 - b. We will only accept check, debit/credit card and Venmo for membership fees.
- (2) A daily fee of 6% of gross sales or \$5.00, whichever is greater, to be paid at the end of each market day (Saturday or Wednesday).
- (3) Vendors who have not paid the daily fee will not be added to the set-up map for the next market.
- (4) 15 minutes of volunteer service is to be donated to the market per year of participation.

- (5) \$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:

All vendors participating in the market are required to provide proof of liability insurance to ensure coverage for any potential risks or damages. In cases where liability insurance is not obtained, vendors must sign a waiver releasing the market and its Board of Directors from any claims or liabilities that may arise during their participation. Please note, our insurance does not cover individual vendors.

If an incident occurs that results in a claim and the vendor does not accept responsibility and make restitution, this will result in a board review and possible dismissal from the market.

Please consult an insurance agent for your own specific insurance coverage needs.

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.

Farmers, growers and AG producers must be willing to have their farm, land or shop inspected by the Market Manager or 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 to a high degree, at least 70%, but may not be mass produced.

New and existing artists, crafters and food for immediate consumption vendors are subject to an approval process. Please email description of items to be sold as well as pictures of the craft or art products. Once approved the manager will limit types of vendors to keep the variety of vendors large. Non-political vendors that are not for profit may be accepted at the managers discretion for a \$75 onetime fee. Please see the manager for more information.

Part time vendors must guarantee 5 markets by payment of the \$125 membership fee to forego the approval process for each market date. Part time vendors agree to communicate with the market manager prior to selling at the market by RSVP by email at least 2 days prior to the Saturday market. Part-time vendors who have not paid the membership fee agree to apply to the market for each day they want to attend.

TEMPORARY MEMBERS:

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 for each market they wish to attend.

Fees for Temporary Vendors-

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

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 with 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.

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:

- Agricultural Products: Products sold by a vendor will be produced at his/her own apiary, 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: honey (in times of local failure), 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/producer of the product
- 3) Must have signage showing the business name, city, and state of origin
- 4) Must withhold the items from the market until non-resale products of like kind are completely sold out.
 - 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/community-health/food-safety>

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 always including but not limited to fellow vendors, customers, market workers, Market Manager and the Board of Directors. Failure to comply with the Code of Conduct may result in being asked to leave the market.

1. Vendors will not 'poach' customers from other vendors. Example- approaching a customer while they are either on their way to another booth or at another booth to talk about your product. Or calling a customer to your booth when they are clearly at a neighbors 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 Historic Downtown Pocatello have provided the grass area, parking lot, stage 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. Please don't use stakes in the grass, it may affect the sprinkler system.
11. Vendors are encouraged to price their goods within 10-20% of the average market price for similar items to maintain fairness and competitiveness. Vendors must price their goods fairly, ensuring they fall within a reasonable range of the market average and never below an agreed minimum. Exceptions for special circumstances must be discussed and approved by the market committee. The Board of Directors will review pricing trends to ensure alignment and address any disputes if they arise. Non-compliance with the fair market pricing will require conversation and possible removal from the market.
12. Vendors are expected to conduct themselves with professionalism and respect at all times. This includes maintaining a courteous demeanor toward market staff, fellow vendors, and customers. Vendors should comply to all Market policies, including those related to setup, sales, and safety.
13. Any behavior that disrupts the Market, negatively impacts the experience of others, or fails to comply with Market rules and policies will not be tolerated. Misconduct may result in fines, suspension from market, immediate removal, and potential exclusion from all future Farmer's Market events.

First offense:

The Market Manager immediately contacts the President and/or Vice President of the board to verify details. An incident report will be filed the same day with the date, incident details, and parties involved. A one-week suspension to all parties involved will go into effect for all vendor businesses. Incidents that occur during the day-of the market will result in immediate removal of the market - even during the day-of. The vendor will leave their tent up and remove themselves that day and then return at 1pm to clean up the market.

Second offense:

If a second offense occurs in the same season, a 2nd incident report will be filed, reviewed and will result in removal from the market for the rest of the season. Future participation will require a Board Meeting to decide if the vendor should return. Offenses of these types do carry over from market season to market season.

By following these guidelines and standards, we can ensure a rewarding and pleasant experience for everyone. We welcome grievances and concerns regarding the Market to be shared with our Market Manager, who will share with the Board, as addressing issues will benefit all parties involved at the Market.

VENDOR DISPUTES

Vendors that are unable to agree on issues may ask the Market Manager 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 a review pending by the board.

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 West Center and Garfield.

- Wednesday Markets dates TBA with sale hours from 4:00 – 8:00pm (soft close) with setup beginning at 2:00pm.

Market Setup

CHECK IN WITH THE MARKET MANAGER BEFORE SETTING UP,
unless you have made prior arrangements with the Market Manager.
The Market Manager will assign vendor spaces to facilitate specific
spacing and electricity needs.

*All vendors will be ready to sell at 8:50AM on Saturdays and 4:30PM on
Wednesdays.*

All vendors must be in their space by 8:30AM with all loading/unloading
vehicles removed from the market area. During busy days, vehicles may
be denied entry to unload prior to the 8:30am cut-off. 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 set up after the market starts.

NO CALL/ NO SHOW RULE

“Emergency” cancelations must be done by 6:30am the morning of the
market. All vendors must ARRIVE by 8:30am. Arriving after 8:30 is
considered a ‘no-call/no-show’ and will be turned away.

No Call / No show vendors will be asked to pay a \$50 non-refundable fee
that must be paid before attending the next market.

After 3 occurrences vendors must go before the board to explain their
situation and the board will vote to allow them back into the market.

***FOR THE SAFETY OF OUR CUSTOMERS, NO SALES BEFORE THE
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 or during a special event.

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 try 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 20 lbs. of weight per leg corner. (Unweighted tents are a danger to both vendors and customers.) The market is not responsible for damage to canopies. Vendors are responsible for any damage and/or injury their canopies may cause, weighted or not.

No walk-on vendors.

Late and last-minute vendors will be asked to come back and set up the next week if approved.

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 of day will leave a table and tent in their space. No vendor will be allowed to depart entirely before 1pm. 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.

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 AND wipe up grease stains.
- Put garbage in a dumpster.
- No dumping of wastewater 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 / OR cord per market day
- Every 10 AMPS additional will be another \$5.00
- \$10.00 for Each 30AMP plug-in.

Generators

Due to the proximity of the vendors around, no generators are allowed at the market. Please ask the market manager for more information.

Inclement Weather

Market will always be open no matter what the weather is. 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 have a few canopies, but we encourage you to get your own due to the first come first serve basis.

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.

If a vendor needs a special exception, please ask the market management.

Vendors must park in these locations:

- A. The large lot across Garfield Avenue west of the High School
- B. At least 3 blocks north of the Market along Garfield Avenue
- C. Vendors, vendor assistants and employees may not park in these areas:
- D. In the south side library parking lot

- E. In the lot on Center Street on the north side of the market
- F. Along Center or Lewis Street near the market

If vendor vehicles are found parked in areas reserved for customer parking this sequence of consequences will ensue:

- (1) 1st violation - \$20.00 fee paid to the market at next market.
- (2) 2nd violation - \$30.00 fee
- (3) 3rd violation - \$50 fee
- (4) 4th violation- vendor must appear before Board of Directors (possible season dismissal)

To enforce the new parking restrictions everyone must provide license plate numbers for their market vehicles and all vehicles used for loading and unloading at the market.

Market Management Roles

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. Initial: _____

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: _____

Signature of vendor

Date