



VENDOR APPLICATION

FARM / BUSINESS NAME: _____

CONTACT NAME: _____

PHONE: _____

EMAIL: _____

TYPE OF GOOD BEING SOLD: _____

CITY WHERE FARM IS LOCATED: _____

MAILING ADDRESS: _____

SOCIAL MEDIA: _____

WEBSITE: _____

___ NUMBER OF BOOTHS REQUESTED (10X10' EACH)

DO YOU PLAN TO PROVIDE SAMPLES? YES OR NO

DO YOU PLAN TO BE SEASONAL? YES OR NO

OUR MARKET IS A CERTIFIED FARMERS MARKET AND WILL CONSIST OF 80% CERTIFIED PRODUCE AND 20% ARTISINAL VENDORS.

AT THIS TIME, WE ARE NOT ACCEPTING APPLICATIONS FROM FOOD TRUCKS OR CATERERS.

APPLICATIONS WILL BE REVIEWED BY THE EXETER FARMERS MARKET BOARD FOR APPROVAL

EXETER FARMERS MARKET RULES & REGULATIONS

MISSION

- Promote a viable food system.
- Maintain the agricultural traditions of the Central Valley.
- Operate regular farmers' market events in accordance with State, county, and city laws for the benefit of both producers and consumers.
- Educate consumers and promote public awareness about food buying alternatives.

INTENT

The California Farmers' Markets are designed to give smaller growers an opportunity to sell their produce directly to the consumer without the usual size, standard pack, and certain container and labeling requirements. The Exeter's Farmers Market selects growers/vendors based on quality, diversity and desirability of the products they offer, amongst other factors. The Exeter's Farmers Market may also select participating growers/vendors based upon their ability to supply the market with enough products and their willingness and ability to conform to all market rules and regulations. The Exeter Farmers Market Association reserves the right to refuse membership to any new applicant when the market is oversupplied with certain products, space is limited, product is of limited demand and the demand is being met, the product does not meet the Exeter Farmers Market guidelines, or the market is limited by %s as specified in the Bylaws.

Farmers' markets are required to operate in accordance with Direct Marketing Regulations contained in the California Code of Regulation and the California Food and Agricultural Code, as well as to applicable regulations of the California Health and Safety Code.

DEFINITIONS

A. **Farmers Market** - A location authorized by the County Agricultural Commissioner where producers of fresh fruits, vegetables, honey, eggs, flowers, nursery stock and nuts may sell their produce directly to consumers and be exempt from standard packing and grading regulations.

B. Exeter Farmers Market is operated by the Exeter Farmers Market Board and the Exeter Chamber of Commerce on particular date or dates.

C. **Market Manager** - The person or persons empowered by Exeter Farmers Market to implement the rules, regulations, policies and directives of the Exeter Farmers Market Board of Directors. The Market Manager may delegate powers and authorities to other individuals from time to time.

D. Producer Member - A person authorized by the County Agricultural Commissioner to sell agricultural products (fruits, vegetables, honey, eggs, flowers, nursery products and nuts) directly to consumers at a Farmers Market. The Producer may be, for the purposes of this article, a person, partnership, corporation or any other entity.

E. Artisan Member - A person, other than a Producer or a Community Organization, selling goods and/or services for a profit.

F. Required Documents - Documents that the Exeter Farmers Market requires of its Participants, and consist of but not limited to the following: Seller's Permit; Business License; Insurance Certificate; a signed or initialed copy of these Regulations; Annual Letter of Intent; Producer Certificate (Certified); and the Additional Required Documents applicable to the Participant's classification as set forth in the Exeter Farmers Market Rules and Regulations for that classification.

G. Seller's Permit - A valid permit issued by the State of California to vendors selling taxable items. NOTE: All vendors selling taxable items must display their Seller's Permit, which must indicate their market location, and must have a copy of their tax identification number on file with the Exeter Farmers Market Manager

H. Rules and Regulations - These Regulations, as may be amended from time to time.

I. Annual Letter of Intent - Annually submitted form, indicating intentions for expansion or retraction or products being sold at the Exeter Farmers Market, subject to approval.

J. Producers Certificate - As authorized by the County Agricultural Commissioner

K. Consumer - A person who purchases products for private household use, or for non-profit sale or distribution, but not a person who purchases products for commercial sale, distribution, or processing into other food products for resale.

L. Employee - With the exception of members of the Immediate Family, as defined below, persons employed by the seller on a regular basis.

M. Immediate Family - Parents, children, grandparents, grandchildren, and, in addition, any other person regularly residing in the Producer's household.

MEMBERSHIP PROCESS

The Exeter Farmers Market is operated as an association in accordance to Bylaws and State, Local and Market Rules and Regulations. It is governed by elected officers and managed by a contracted market manager.

To become an approved seller at the market, a prospective seller must complete an application to sell. Membership applications will only be accepted from the actual certified grower, non-certifiable or Artisan merchants.

All items intended for sale shall be listed on the application and only those items approved for sale will be allowed to be sold. Expansion of products sold at market must be approved by Board of Directors.

Applications are reviewed and voted on by our Board of Directors at our monthly board meeting that occurs each month. Applicants will be notified of the Board's Decision within 10 days of each respective meeting. The application process can take up to 6 weeks.

Approval for membership is determined with the following priority.

1. Locality
2. Size of farm and / or business
3. Preference for growers with no prior violations
4. Desirability of / demand for product
5. Product mix
6. Length of stay
7. Fresh product

RENEWAL

Each year all vendors must complete and submit the Exeter Farmers Market annual letter of intent (ALOI) to the market office, indicating their plans to sell at the market the following year, an approximation of attendance dates, and a list of the products they would like to sell (including any new products not previously sold (approval is not guaranteed) and any deletion of products previously sold).

REQUIRED PAPERWORK PER VENDOR TYPE

Copies of all required paperwork must be provided to the market manager and kept updated by the Exeter Farmers Market member.

Certified Agriculture Vendors

- Producers Certificate-The official embossed certificate must be displayed at the CFM stall. The certificate, or photocopy, must be carried when transporting produce to the market. The Exeter Farmers Market Manager must be provided with a photocopy of the certificate.
- Signed acknowledgement of Exeter Farmers Market Rules and Regulations.
- Nursery license (if applicable)
- Applicable health and processing permits, licenses, and seals
- Proof of traceability and production within CA
- ALOI
- Proof of auto insurance
- Business License (from city you do business in)

Artisan Vendors

- Sellers permit- Board of Equalization
- Necessary Health Permits (when applicable)
- Proof of traceability and production within CA
- Signed acknowledgement of Rules and Regulations.
- Community Event Food Vendor Cert.
- Proof of auto insurance
- City of Exeter Business License

Craft Vendors

- Sellers permit- Board of Equalization
- Signed acknowledgement of Rules and Regulations.
- Proof of auto insurance
- City of Exeter Business License

MEMBERSHIP CATEGORIES

Certified Producers

All agricultural products sold at market must be certified with a Producer's Certificate issued by the Agricultural Commissioner's Office in county of origin. Certified Vendor Members must be Certified Growers.

Certified Artisans

1. Processed foods Processed foods such as baked goods, breads, jams, jellies, relishes, blended juices, pickled products that that are derived from a Certified Producers Certificate.
2. Miscellaneous Additional market vendors approved to sell products that meet with the Exeter Farmers Market Bylaws and Rules and Regulations, and that are approved by the Exeter Farmers Market Board of Directors.

STALL SPACE AND FEES AND MARKET ATTENDANCE

- Market manager assigns spaces. Seasonal or inconsistent vendors must notify the Market Manager of their return to market at least two Saturdays in advance of desired start date at market. This allows time for a stall space to be prepared.
- One space = one 10x10' space. If necessary, additional space may be granted contingent on space availability and pre-approval by Membership Committee and Market Manager. Limit is three (3) spaces.
- Seasonal and or inconsistently attending vendors will be assigned spaces subject to availability and manager's discretion. There is no guarantee that seasonal vendors will return to the same space each season. If going seasonal, please give 2 weeks notice to the Exeter Farmers Market Manager
- Space may be reassigned if two consecutive markets are missed without notification to the market manager.
- Vendors who fail to notify the market manager of a cancellation twice in a three-month period or cancel a market 3 times in a 3-month period may permanently lose their stall assignment for that market and have their membership eligibility reviewed by the board of directors.
- Failure to attend market on scheduled attendance dates without notifying Market Manager will result in a \$15.00 absence fee to cover your leased space.
- Moving vehicles are not allowed in the market foot traffic space 30 minutes before the market begins and until a minimum of 15 minutes after the market ends AND when there are no longer customers in the market foot traffic space OR until the manager deems it safe to do so.
- If you arrive late, you must accept a spot on the end or carry in equipment and products. If you leave early you must carry out equipment and products to load your vehicle outside of the market.
- Growers must provide their own tables, bags, tarps or umbrellas and change box with sufficient change. All equipment must be set up to meet all safety and health requirements. This includes the presence of canopy weights.
- A space fee of 8% total gross sales or \$15 min. per space is due at the end of each market. In addition, *all members pay a \$2.00 fee per market to CDFA. Payment must be in cash. Checks will not be accepted. *Veterans are exempt from CDFA fee

Scales and Prepackaged Items

If you sell produce by weight, you must use a certified scale regulated by the Ag. Commissioner Weights and Measures Department for each current year. You may also sell by the bunch, basket, or piece. If you sell in closed packages, the package must contain a label that has your name, address, zip, products name, amount or weight.

Selling Practices

Set Up

- Sellers must arrive no earlier than 1 hour prior and no later than 30 minutes prior to the published opening time of the market.
- We require vendors to park in the public parking lot across the street from the Exeter Fire Department (corner of Palm/F)
- Set up begins one hour before the official start of the market. When the market is on the street set up cannot begin until the streets are barricaded.

Sales

- Sales may start at 5:00m at Wednesday evening markets

Clean-Up

- All stall spaces must be swept and left in a sanitary condition.
- All vehicles must be loaded and the premises vacated within one hour after the official closing time of the market.
- Sellers may leave the market site prior to the published closing time only upon approval from the market manager.
- Seller will be subject to a \$20.00 fine, payable at the next market, if stall space is left in a messy condition.

Stall fees

- Must be paid within 30 minutes after the official close of the market. Must be Cash or Card.

Signage

- A sign or I.D tag identifying your business/farm name and county of origin must be posted at the point of sale.
- Prices of produce and products must be posted and easily seen by the consumer
- All required permits and licenses must be displayed prominently during selling hours. Seller will be subject to a \$20.00 fine for failure to post the required documents.

Code of Ethics

- Vendors shall act professionally and conduct themselves accordingly.
- Customers shall be treated fairly and with dignity.
- Profanity or shouting by a vendor can result in a Market citation.
- The market manager shall handle irresolvable disputes.
- No unsupervised children shall be allowed to run around the market and adjacent areas.
- No skateboarding shall be allowed in the market foot traffic areas.
- No pets will be brought to the market.
- No Discriminating
- No smoking shall occur within the market.
- Individuals will not verbally “run down” fellow vendor’s produce in order to increase their own sales.
 - No “hawking” is permitted. (This means you may not carry around and offer goods for sale or advertise your product by shouting or calling out to customers potentially distracting them from other vendors).

Hours of Operation

Every Wednesday

Market Hours: 5:00- 8:00pm

Setup/Takedown: 4:00pm – 9:00pm

No vehicles allowed in the market after 4:30pm

Health, Safety and Standardization Laws

Health

It is the responsibility of each individual vendor to remain up to date and in compliance with County and State Health Regulations that are subject to change.

The following are specifications of the Exeter Farmers Market:

- Any samples given of dried or shelled produce must be offered from a closed or covered container that no one can reach into, and must be handled with the aid of plastic gloves, tongs, or toothpicks.
- Freshly cut samples must be accompanied by these sanitary facilities: fresh water to wash and clean utensils, washing facilities for the growers’ hands, soap dispenser, paper towels, and a system for catching the used water.
- Samples must be kept in a covered container and toothpicks or forks must be provided to handle the samples.
 - Trash receptacles must be provided for the toothpicks, forks, and leavings.
 - A grower, except when using clean plastic gloves or tongs, may not handle samples.
 - Whole samples may be given without these requirements as long as the sample is clean and free of toxic sprays. The grower cannot handle these samples.
 - Never handle money and then produce that is not normally washed.

Safety

- No produce may be placed directly on the ground.
- Displayed produce must be at least 18” off the ground.
- Tables and displays must be arranged to prevent tripping.
- Any cords or tripping hazards must be properly taped down.
- Tarps and Umbrellas must be fastened or anchored to prevent falling down or tipping over in wind.
- No canopies or umbrellas can be set up in strong wind.
- Empty boxes and containers must be stacked by merchant’s vehicle to prevent tripping.
- All trimmings and leaving must be swept up from where customer walk.
- If creating trash, each vendor must provide a trash receptacle.
- No water may be dumped or drained where customers walk.
- No vehicles are allowed in the market area other than for loading and unloading of goods and must be done 30 minutes before the start of the market and a minimum of 15 minutes after the market ends AND when there are no longer customers in the market foot traffic space OR until the manager deems it safe to do so.
 - Absolutely NO VEHICLE may enter, move or leave the market during the hours of operation- or until the market manager deems it safe to do so.

Standardization

- No straight culls, even from a grower’s own packing shed may be sold.
- All produce must contain at least 70% #1 quality or straight field run.
- Some scarred fruit from hail or wind damage, under-size or over-size fruit considered good and wholesome may be sold with the consumer’s knowledge of such defects.
- Any produce infested or damaged by insects, has open wounds, or in a stage of deterioration may not be sold or displayed.
 - Sub-standard produce, as determined by the County Ag. Inspector, the County Health Dept, or the market manager, can be ordered off the sellers table and cannot be sold at the market. Non-compliance can result in Exeter Farmers Market expulsion and possible certificate suspension.
 - Produce may be sold to a customer for re-sale if it is of # 1 quality and packed in the correct standardized container for that product and properly labeled.

Violation

Any violation of rules and regulations, state or local, may result in a citation being issued to the offender by the market manager. After 1 verbal warning and two written citations the offender can be prevented, with the approval of the Exeter Farmers Market Board of Directors, from participating in Exeter farmers’ markets. State violations will be reported to the County Agriculture Commissioner’s office and Health Department and may result in the grower’s certificate or business’ licenses being cancelled or fined.

A member that is cited by the Department of Agriculture or the Environmental Health Department and/or causes a re-inspection will be responsible for the re-inspection fees. A producer or member whose violation results in a penalty or fine against Exeter Farmers Market will be responsible for reimbursement of that penalty or fine

Appeals

All rules and regulations must be enforced by the market manager and governing board in a fair and equitable manner. If any grower feels he or she has been unjustly treated, they may request a meeting with the governing board and market manager to air their grievances. Upon review of the situation, the decision of the governing board and market manager are final.

Exeter Farmers Market Rules and Regulations

I request permission to sell at markets operated by Exeter Farmers Market Association. I produce and/or grow these products myself. I do not buy products and resell them. I have received and read a copy of Exeter Farmers Market Rules and Regulations of 2024/2025. I agree to abide by these rules, cooperate with market management and pay required fees.

I agree to operate in accordance with Direct Marketing Regulations contained in the California Code of Regulations and the California Food and Agricultural Code, as well as to applicable regulations of the California Health and Safety Code.

Signature of Owner: _____ Date: _____

EXETER
FARMERS
MARKET

