

Please read this policy guide carefully before signing your application and keep a copy for your records.

Western Gateway Recreation & Park District's Penn Valley Farmers' Market Vendor Policy Manual – 2025

The mission of the Western Gateway Recreation & Park District's Penn Valley Farmers' Market is to enhance the economic sustainability of our region's farms by providing a venue for the exchange of quality grown goods while creating a vibrant community-gathering place. Our strategic goals are to: sustain and promote a viable and diverse market for the benefit of the community, attract a diverse customer base by providing a variety of quality local/regional products and a venue for creative community exchange and expand market presence and strengthen community support through the involvement and education of individuals and local organizations.

It is expected that all produce will be grown by each vendor, all crafts sold will be handmade by each vendor and all nursery products sold will be grown by each vendor. Vendors must apply annually and submit all required forms, licenses and fees prior to acceptance to the Market. All vendors must have their products approved by the Market Manager before they are allowed to become members of the market.

Market guidelines

A. Fresh Farm Products: The following local produce and farm products may be sold at the market: vegetables, fruit, berries, herbs, nuts, flowers, plants, eggs, poultry and meats. All fresh farm products sold at the WGR&PD Penn Valley Farmers' Market must be grown by the vendor. "Vendor" includes any family members or employees of the farm. All vendors of farm products must comply with all relevant federal, state, county and local health regulations and guidelines.

B. Nursery Products and Plants: Nursery products include all living plants and portions of plants sold for vegetative reproduction. The vendor must propagate all nursery products and flowers from seed, by division of plants/bulbs, or plant cuttings under the care of the vendor. When the vendor is not propagating nursery products and is instead buying wholesale and reselling at the WGR&PD Penn Valley Farmers' Market, the following conditions must be met prior to offering these products for resale: Annuals must be in possession of the vendor for no less than 28 days. Perennials must be in possession of the vendor no less than 56 days. *All plants must be labeled with grower's name and contact information and must meet California Department of Food and Agriculture licensing requirements.*

If nursery stock is of your own production with farm sales less than \$1,000 annually AND are grown only within Nevada County, you can file with the CDFA for a Fee Exempt License to Sell Nursery Stock. Proof of license is required with your WGR&PD Penn Valley Farmers' Market application. For sales over \$1,000 annually a Nursery License from the CDFA Plant Division is required with your WGR&PD Penn Valley Farmers' Market application.

C. Arts and Crafts: Arts and Crafts Vendors must craft with their own hands the products they offer for sale. Used, flea-market goods, manufactured items, or commercial brand merchandise are not

permitted at the market. All new crafts will be subjected to a jury process and will be requested to submit a sample or photo of their work for review. Review considerations are: craftsmanship, quality, and aesthetic value. The Market Manager may place restrictions on some arts and crafts categories to avoid duplication that would adversely affect the image of the Farmers Market.

D. Community Booths: The WGR&PD Penn Valley Farmers' Market would like to support the efforts of other community groups. Community groups are defined as non-profit or other community minded organizations serving the local area. Community groups are required to submit an application at least 10 days in advance and pay regular Market fees. Product sales by community groups will fall under regular Market rules. Non-profit raffle ticket sales are allowed. Space reservation is first come, first served. Community group booths will be located in a designated community area.

E. Secondary Farm Products: Vendors may sell produce from one farm other than their own, but they must strictly adhere to the following policies: Vendors must seek advance approval from the Market Manager. They must fill out a secondary farm application and indicate on their product list which items come from the secondary farm and the location of that farm. The actual grower must submit a letter with the application indicating his or her approval for his or her product to be sold at the market. The secondary farm grower must be a member of our market and pay the \$30 annual membership deposit fee. Space for the secondary farm may not exceed 25% of your total display space at the market. The vendor must have clear signage indicating the farm name where the produce is from. The WGR&PD Penn Valley Farmers' Market strictly prohibits any grower from selling Secondary Farm produce that is not directly from the grower. The WGR&PD Penn Valley Farmers' Market is not an outlet for wholesale produce or produce purchased from produce houses or distributors or U-pick farms. Secondary Farm products will be evaluated on the following basis:

- Overall product mix and balance in the market.
- Consumer demand.
- Current number of vendors with similar product.
- Producer's history of selling such product
- Producer's history of compliance with WGR&PD Penn Valley Farmers' Market Policy.

Any producer who sells produce that is not of his or her own production while claiming that it is, or any producer who does not comply with the above stated rules for resale will be contacted by the WGR&PD Penn Valley Farmers Market Manager for resolution.

F. Vendor Licensing: Vendor licensing, and copies of any permits and licenses applicable to the sale of their products, are required. All required licenses or permits must be submitted with the WGR&PD Penn Valley Farmers Market application before a Vendor is allowed to sell. Vendors are responsible for keeping copies of licenses and permits with them while at the market as random inspection by Nevada County agencies may occur. Vendors are responsible for complying with State and local licensing requirements governing the production and sale of their products. Failure at any time to conform to local, State or Federal requirements is grounds for removal from the WGR&PD Penn Valley Farmers' Market and forfeiture of membership and any booth/booth fees.

G. Signage: Please provide signs at your booth/booth that clearly describe what you are selling including the varieties and cost. Display your farm's name and where it is located. Folks also like to know about your growing practices.

H. Scales: Any scale used to determine prices at the Market must be certified through Nevada County Weights and Measures.

For more information contact:

Chris de Nijs, Agricultural Commissioner, Nevada County Department of Agriculture.

Email: agdepart@nevadacountyca.gov

Physical Address:

950 Maidu Avenue Suite 170

Nevada City, CA 95959

Phone: (530) 470-2690

Monday – Friday, 8:00 AM-5:00 PM

I. Sampling Offering: Samples are an excellent marketing tool to encourage purchase. Samples will be permitted if the vendor complies with these guidelines:

- a. Samples must be prepared using sanitary methods.
- b. *Vendors must have a handwashing station.*
- c. Convenience items such as tooth pick and napkins must be supplied as needed.
- d. Samples must be kept in clean containers.
- e. Waste disposal containers must be provided.
- f. Samples must be free.

Vendors are also responsible to consult and abide by any additional regulations and guidelines issued by Nevada County Health Department.

J. Booth Allocation:

The Farmers' Market will be located in the Solar Array Picnic Area, adjacent to the main parking lot. This large, shaded area has a flat concrete surface and picnic tables for customers to enjoy your offerings. Certified farm booths will be grouped together.

1. Market Manager will assign booth space to reserved vendors in good standing from year to year in their same location.
2. Vendors wishing to change location will be given priority according to seniority at the market; i.e. a vendor in good standing for consecutive years, at the discretion of the Market Manager.
3. New vendors are assigned spaces on a first come, first served basis at the discretion of the Market Manager.

K. Market Day Procedures:

1. The Penn Valley Farmer's Market is open from 9:00 AM to 1:00 PM. Set up time begins at 8:00 AM.
2. Vendors, please advise the Market Manager 24 hours in advance if you will be absent so the space can be filled to create a vibrant market. If the Market Manager has not heard from you by 8:30 AM. and you are not present, the space will be filled. If you fail to notify the Market Manager you jeopardize your space priority. Vendors who miss 3 markets will be considered for replacement.
3. Vendors must be in place by 8:45 AM and prepared for operation by 9:00 AM No vehicle movement is allowed within the market after 8:45 AM - this is for everyone's safety.
4. Vendors may park on the grass bordering the two sides of the Solar Array.
5. Vendors are responsible for weighing down pop-ups/canopies in case of wind.
6. Sales are not permitted before 9:00 AM.

7. Each space must be kept clean and cleared during and at the end of each market. Each vendor is responsible for the removal of their own garbage. Vendors are not permitted to dispose of any waste in any on-site garbage cans. Ice shall not be disposed of on site.

8. Vendors may not pack up and leave an empty space before closing time. If you sell out, you can leave your booth, but leave your table and sign there through 1:00 PM.

L. Booth Sizes: Booth sizes are approximate. Each booth is measured across the front. Full space – 10 ft. and double space 20 ft.

M. Fees: Annual Membership Fee: \$30.00 required two weeks before Market Manager approves space assignment. Only one vendor per space.

Outdoor Space fee per week for 2025:

1 vendor/1 space (10 foot frontage) \$30.00 per week

1 vendor/2 spaces (20 foot frontage) \$55.00 per week

Secondary Farm Grower – Additional \$15.00 per space per week and no more than 25% of display space (see Secondary Farm Produce guidelines).

Pre-Season Vendors - Vendors who have their application and annual membership fee to the Market Manager four weeks (April 6, 2025) before first day of Market will in turn have their Market space reserved. Vendors who apply for and pay their annual Market membership fee after this date will have a space assignment on a first come, first served basis.

N. Rules of Conduct:

1. Vendors shall be honest and conduct themselves at all times in a courteous and business-like manner. Rude, abusive, offensive or other disruptive conduct will not be permitted.

2. To maintain a positive atmosphere, vendors should bring concerns about the Market to the Market Manager, not to customers or other vendors.

3. Vendors who wish to smoke must leave the Market grounds to do so.

4. No loud hawking, shouting or barking is allowed. This is defined as selling one's wares in an aggressive manner, such as calling out to a shopper as they pass by one's booth or standing outside one's booth to attract customers.

5. Vendors are responsible for the actions of their employees and family members.

O. Liability Insurance: Vendors are strongly encouraged to obtain general liability insurance. Vendors assume all product liability.

P. Indemnification: The Market does not assume responsibility for general or product liability. Each vendor agrees to indemnify, defend, reimburse and hold harmless the WGR&PD and its Board of Directors, officers, employees, representatives and agents from and against all liabilities, obligations, claims, demands, losses, damages, causes of actions, lawsuits and costs and expenses of any nature arising out of or related to their activities at WGR&PD Penn Valley Farmers Market or the sale or consumption of their products.

Q. Failure to Follow Policies: Failure to follow the above policies is grounds for dismissal from the WGR&PD Penn Valley Farmers Market with forfeiture of membership fee and any booth/booth fees. In

the event of a dispute, a vendor may file a formal grievance with the Board of Directors of WGR&PD for review. All decisions reached by the Board are final.

Additional Market Information:

Farmers' Market season and hours for 2025:

May 4th through October 26th, Sundays 9:00 AM to 1:00 PM (setup begins at 8:00AM)

Market location:

Western Gateway Park, 18560 Penn Valley Drive, Penn Valley, CA 95946.

Under the Solar Array Picnic Area

Contact information:

Mailing address: WGR&PD Penn Valley Farmers' Market, P.O. Box 597 Penn Valley, CA 95946

Website: <https://rb.gy/nrr8uw>

District Secretary/Market Manager: Carol Fulkerson (530) 210-8276

Office: (530) 432-1990

office@westerngatewaypark.com