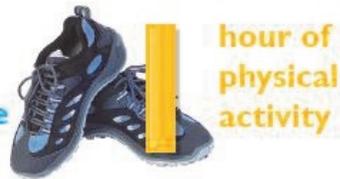


# Healthy By Design Gardeners' Market 2015 Vendor Handbook



Make the healthy choice every day...



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For information or explanation of items in this handbook, e-mail [market@healthybydesignyellowstone.org](mailto:market@healthybydesignyellowstone.org) or call 406.651.6444.

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The Healthy By Design (HBD) Gardeners' Market is a community market in Billings, Montana. The goals of the Gardeners' Market are to provide an outlet for consumers to purchase fresh, healthy, local and affordable fruits and vegetables, as well as to provide a space for local gardeners and farmers to directly sell their produce. The market is also a social meeting place to celebrate health and nutrition in the community.

## I. Market Organization

The Gardeners' Market is a project of the HBD Coalition, a community coalition that embraces a culture of health and well-being. The HBD Coalition is led by the three major healthcare organizations in Yellowstone County—Billings Clinic, RiverStone Health and St. Vincent Healthcare. The Health Equity workgroup of HBD is responsible for coordinating the market, with a designated Market Manager from RiverStone Health. Healthy By Design is partnering with Billings Parks, Recreation and Public Lands to bring the market to South Park. Healthy By Design is also excited to partner with the Expanded Food and Nutrition Education Program (EFNEP) to bring cooking classes the market this year.

### Electronic Information:

<http://www.healthybydesignyellowstone.org/initiatives/gardenersmarket/>

### Mailing Address:

Healthy By Design  
123 South 27th Street  
Billings, MT 59101

### Market Manager Contact:

[market@healthybydesignyellowstone.org](mailto:market@healthybydesignyellowstone.org) or 406.651.6444

## 2. General Operation

**Location:** South Park in Billings, MT (Intersection of S. 28<sup>th</sup> Street and 6<sup>th</sup> Avenue S.)

**Time:** 4:30pm- 6:30pm

**Dates:** Thursdays, June 11- October 1, 2015



South Park - Intersection of S. 28th Street and 6th Avenue S.



## Market Management

The Market Manager's job is to carry out the guidelines laid out in this handbook. This includes overseeing set up, providing information, and making sure vendors follow market rules. The Market Manager is also responsible for addressing customer and vendor concerns and discussing market operations with the media (e.g. newspaper, television). Vendor complaints should be sent to [market@healthybydesignyellowstone.org](mailto:market@healthybydesignyellowstone.org) and will be taken to the Health Equity workgroup.

## Weather

The Market Manager will determine if weather is a safety hazard. In the case of bad weather, vendors will be contacted by e-mail or phone, and cancellation information will be available for customers on the Healthy By Design website at <http://www.healthybydesignyellowstone.org/initiatives/gardenersmarket/>.

## 3. Vendor Requirements

### Who can be a vendor?

Montana farmers, gardeners and crafters may sell at the market. Produce must be grown and harvested by the vendor (i.e. a vendor may not buy produce and re-sell at the market). The farmer, gardener or crafter may send family members, partners, or employees to the market in his/her place, but are responsible for having the on-site vendor aware of all market rules.

### Market Participation

Before market day, all vendors must:

- Read the '2015 Gardeners' Market Handbook'.
- Fill out the 'Vendor Profile' form and turn it into the Market Manager before selling products at the market.
- Inform the Market Manager intent to sell at least two days in advance (Tuesday before market).  
E-mail [market@healthybydesignyellowstone.org](mailto:market@healthybydesignyellowstone.org) or leave a message at 406.651.6444. If vendors show up at the market without informing the Market Manager, they may not be able to set up.

\* Gardeners' Market staff can help vendors fill out forms, if needed.

### Fees

There is no cost to set up at the Gardeners' Market.

### Licensure

Produce vendors with annual gross sales of under \$25,000 do **NOT** need a Produce Dealer License, but must fill out an Affidavit for Produce Exemption form (available from the Market Manager). Produce vendors with annual gross sales over \$25,000 must have a Produce Dealer License. For a Produce Dealer License application visit: <http://agr.mt.gov/agr/Programs/Produce/>.

### Set Up and Tear Down

Vendors may set up any time after 3:00pm, **but are not allowed to sell before 4:30pm**. The Market Manager will ring a bell at 4:30pm to indicate when the market begins. Vendors must leave the property by 7:30pm. Each vendor is responsible for his/her own table display and shade.

### Sign In/Out

Vendors must:

- Sign in at the informational booth before the market starts (4:30pm).
- Tell the Market Manager before setting up if you have to leave before 6:30pm. Your booth location may be changed if you need to leave before 6:30pm.
- Sign out and report the WIC, SNAP and credit card transactions (if applicable) as well as total dollar amount sold at the end of each market (this information is used for market evaluation purposes only).



## **Vending Space**

The Market Manager will make sure returning, longtime vendors have space to sell while also making room for new vendors and special set up requests. Each vendor is allowed to take up to 20 feet of linear space. Vendors may only drive where vehicles are allowed (no driving on the grass). Tent shades may be used if they are staked into the ground (stakes must be less than 10 inches long according to park regulations). If a vendor sells from the back of a vehicle, he/she needs to do so from designated parking spaces and the vehicle must be turned off. If there are questions about which spaces may be used please ask the Market Manager.

Each vendor is responsible for keeping his/her vending space clean during the market and for cleaning up at the close of the market. This includes taking away trash. Vendors who do not clean up their space at the end of the market may be asked not to sell at future markets.

## **Absences**

If a vendor reserves a space and misses a market two times during the season without telling the Market Manager by phone or e-mail (before 2pm on market days), the vendor may lose his/her space at the market for the rest of the season. The Market Manager will give the vendor a warning after the first missed market.

## **Feedback**

Vendors must complete a market evaluation one or more times during the 2014 season. This feedback will help make the market better. The Market Manager will inform vendors when the evaluation needs to be completed.

## **Conduct and Safety**

Vendors are expected to be safe and kind at the market. Any behavior thought to be harmful to the operation of the market may result in denial of the vendor to sell. Calling attention to your products in a loud manner during the market is discouraged and may be limited by the Market Manager. Vendors should be fully clothed, including shirts and shoes. Vendors may play music, but should be aware of the volume and make sure it does not prevent market transactions.

Vendor vehicles, tables, tent shades and signs must be maintained and used in a safe manner. All vendors who put up tent shades are required to have the ability to anchor them to the ground and legs must be firmly locked into place.

No tobacco products, alcohol or other controlled substances are allowed at the Gardeners' Market. Any vendor who is under the influence of controlled substances while at the market will be expelled.

Set up and clean up may be a dangerous time for unattended children. The market takes no responsibility for the safety or whereabouts of children. The market is not responsible for loss of property or damage.

There will be no discrimination according to race, color, creed, sex, religion, sexual orientation, age, or nationality.

## **Non-vendors**

Non-profit organizations and individuals are welcome to attend the Gardeners' Market to educate the public on community subjects (e.g. health, environment, nutrition, etc.) and as entertainment (e.g. musicians). Non-vendors must follow the same requirements as vendors.

For-profit businesses may not set up at the Gardeners' Market. Political activity is not allowed at the market.



## 4. Products Guidelines

Products sold at the Gardeners' Market are limited to fresh produce, eggs, handcrafted items and health minded baked goods or preserves. All products brought to the market should be of the highest quality.

### Fresh Produce

Fresh produce includes fresh fruits and vegetables, herbs, mushrooms, flowers, nursery stock and plants. The Gardeners' Market allows the sale of Controlled Atmosphere (CA) or cold stored fruits and vegetables. If the produce has been stored, the vendor is responsible for telling the customer that his/her product is not from that growing season or has been stored.

All produce must be grown in Montana and sold at the Gardeners' Market by the gardener/farmer or a family member, partner, or employee. Vendors must be an active owner or operator of the gardening or farming operation and may not be operating the business under a franchise agreement.

The vendor must grow all plants and flowers from seed, cuttings or plugs, bulbs or plant division. All finished products offered for sale must have been grown by the vendor.

### Eggs

Whole shell eggs may be sold at the market without a retail food license. Eggs must:

- Be clean (no dirt, feces, or other foreign matter), free of cracks and stored in clean cartons;
- Be kept at 41 degrees Fahrenheit for storage and display at the market; and
- Carry a label indicating the name and address of the farm owner or operator selling the eggs.

### Handcrafted Products

Crafters are persons who make products with their own hands. Most of the tools and equipment used must require skills, personal handling and/or guidance by the crafter.

Crafters should try to use Montana materials as much as possible and must create their products in Montana.

### Baked Goods

Non hazardous baked goods such as breads, cakes and cookies maybe sold at the market. The Gardeners' Market is a place where families can get wholesome goods. Please be thoughtful in your baking decisions for the health of community members. All baked goods **MUST** be brought to the market in sealed or wrapped containers and have any potential allergens listed.

Examples of potentially hazardous baked goods that **CANNOT** be sold at the market include:

Cream puffs, cream or pudding filled pastries, cheesecakes, cream pies, pumpkin pies and custard pies.

### Preserves

Vendors may sell preserves that are defined as processed fruit or berry jams, jellies, compotes, fruit butters, marmalades, chutneys, fruit syrups or similar fruit products that have a pH of 4.6 or below at the market. All preserves **MUST** be processed, packaged and sealed using a sterile process.

Examples of processed items that **CANNOT** be sold at the market include:

Salsas, pickles, salad dressings, herb-in-oil/vinegar mixtures, sauerkraut, and pepper jelly.

### Animal By-Products

Animal by-products (other than eggs) may **NOT** be sold at the Gardeners' Market. These products include milk, cheese, beef, chicken, pork or any type of meat.

### Donated Produce

Donations are greatly appreciated. Fresh produce and eggs (as defined above) may be donated to the Gardeners' Market. Donations will **NOT** be given out at the Gardeners' Market, but will be brought to the Women, Infants, Children (WIC) Program at RiverStone Health and/or Family Services, Inc. in Billings in a timely manner.



## 5. Guidelines for Selling at the Market

### Product Pricing

The Gardeners' Market was created to bring fresh, healthy, local and affordable produce to community members who need and want it. Because there is no vending fee, we encourage vendors to consider affordability when pricing their products. The market does not currently have a minimum or maximum pricing policy but reserves the right to create one.

Pricing of goods sold at the market is the responsibility of the individual vendor. Vendors may give their produce away, but we strongly encourage these vendors to accept a monetary donation or let the Gardeners' Market accept a monetary donation to be used for the market.

### Signage

Vendors are encouraged to post a sign identifying their garden or farm, but it is not necessary. Displays, signs and selling techniques must not affect others' ability to sell or shop.

### Sampling

With prior approval, vendors may cut produce for sampling. Samples cannot be modified. Vendors who choose to have food samples at the market should contact RiverStone Health Environmental Health Services at 406.256.2770 for information on the requirements.

### Customer Complaints

Produce sold at the market should be of the highest quality. Customers who have a complaint about produce they buy should be given a full refund or replacement of the same value by the vendor. It is the market's policy to satisfy the customer and be generous with produce. If produce is overripe and must be eaten the same day, the customer must be informed in advance of sale. If a customer wants to exchange only a partial bag of produce, only partial credit is due. Contact the Market Manager for questions about refunds.

## 6. Market Transactions

Vendors are allowed to accept payment as they see fit. Vendors are responsible for having correct change. At the end of each market, vendors must report the dollar amount sold to the Market Manager. Vendors who plan on selling at the market at least 3 times during the season should be trained to accept WIC benefits and SNAP, debit and credit tokens. For training questions, call 406.651.6444.

### WIC Farmers' Market Nutrition Program

Healthy By Design encourages vendors to accept WIC Farmers' Market Nutrition Program (FMNP) benefits. If vendors are interested in accepting WIC FMNP benefits, contact WIC at RiverStone Health 406.247.3344 or visit: <http://www.healthybydesignyellowstone.org/initiatives/gardenersmarket/>.

### SNAP, Debit and Credit Program

The Gardeners' Market has the ability to accept Supplemental Nutrition Assistance Program (SNAP) benefits, debit and credit cards. Accepting SNAP, debit and credit cards is a win-win situation. Customers are able to buy a range of local products and vendors can sell more product.

A point-of-sale (POS) swipe machine will be located at the SNAP, Debit and Credit booth. All major credit cards may be used. Customers will swipe their cards at the booth and receive wooden tokens in \$2 and \$5 values.

To accept SNAP, debit and credit tokens at the Gardeners' Market vendors must:

- Receive a quick SNAP, Debit and Credit Program training before or during the market season by Gardeners' Market staff.
- Fill out the 'SNAP, Debit and Credit Program Vendor Agreement' and turn it into Gardeners' Market staff before accepting tokens.
- Display SNAP, Debit and Credit Program sign during each market so customers know which vendors are participating. The sign will be provided to vendors during training.
  - Keep track of tokens and fill out a 'Vendor Token Tracking' form each week. Turn tokens and form into Gardeners' Market staff at the SNAP, Debit and Credit booth each week.



## SNAP Tokens

SNAP tokens have \$2 value and are printed with **black** ink. **NO** cash may be given back to customers using SNAP tokens. Customers using SNAP may purchase any type of fresh produce, eggs, and herb or bedding plants which produce food to eat. A list of what may be sold to SNAP customers will be available at the market. Vendors are to treat SNAP customers fairly.

## Debit/Credit Tokens

Debit/credit tokens have \$5 value and are printed with **red** ink. Customers using debit/credit tokens may purchase food or craft items and may receive cash back.

## Redeeming Tokens for Money

Collect the SNAP and debit/credit tokens received in exchange for market products. At the end of each market, fill out the dollar amount on the Vendor Token Tracking form. Bring the tokens and form to the SNAP, Debit and Credit booth. Checks will be mailed out to vendors the day after each market. Vendors also have the option of picking up checks at RiverStone Health (123 S. 27th St., Billings, MT 59101) the Friday after each market. Checks will be available for pick up after 1:00pm on Fridays. Vendors must indicate to the Market Manager if they want to have the check mailed to their residence or pick up the check at RiverStone Health. Only persons authorized by each vendor may pick up the checks.

## 7. Other

### Pets

According to Billings Parks and Recreation rules, animals are not allowed in South Park. For your pet's safety and comfort, please leave your pet at home.

### Security

If non-market goers are disrupting vendors or customers, inform the Market Manager. The Market Manager will call the Billings Police Department if there are serious issues.

### Scales

Vendors selling produce by weight must provide their own accurate scales.

### Labeling Produce

If a product is labeled "organic," it must be certified as required by Federal Law. Written statements about pesticide use which cannot be certified such as "Unsprayed," "Pesticide-free," or "Low-spray" will need a notarized affidavit to show how these procedures are followed.

### Translation

If vendors need assistance to translate Gardeners' Market materials and forms, please tell the Market Manager. The Market Manager needs 48 hours notice if translation is needed.

### Accident Reporting

Vendors must report any and all accidents to the Market Manager. The Market Manager or other Gardeners' Market staff will fill out an accident report form.

**Make the healthy choice every day...**



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