Healthy By Design
Gardeners’ Market
Vendor Handbook

Make the healthy choice every day...

5 or more fruits & vegetables
2 hours or less of screen time
1 hour of physical activity
10 sugary drinks, more water

www.healthybydesignyellowstone.org
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.

1. Market Organization
The Gardeners’ Market is a project of the HBD Coalition, a community coalition that embraces a culture of health and well-being and is led by the three major healthcare organizations in Yellowstone County—Billings Clinic, RiverStone Health and St. Vincent Healthcare. The coalition members are responsible for coordinating the market, with a designated staff from RiverStone Health. HBD is partnering with Billings Parks, Recreation and Public Lands to bring the market to South Park.

Electronic Information:
www.hbdyc.org/market

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

Market Manager Contact:
market@healthybydesignyellowstone.org or 406.651.6444

2. General Operation
Location: South Park in Billings, MT (Intersection of S. 28th Street and 7th Avenue S.)
Time: 4:30pm- 6:30pm
Dates: Thursdays beginning the second week of June through the first week in October

South Park - Intersection of S. 28th Street and 7th Avenue S.
**Market Management**

The market staff’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 Gardeners’ Market rules. The Market Manager is 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 HBD Healthy Weight Steering Committee.

**Weather**

The market staff will determine if weather is a safety hazard. In the case of bad weather, scheduled vendors will be contacted by e-mail or phone, and cancellation information will be available for customers on the HBD Facebook page at [http://www.facebook.comHBDyellowstone/](http://www.facebook.comHBDyellowstone/).

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**3. Vendor Requirements**

**Who can be a vendor?**

Montana farmers, ranchers, 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, rancher, gardener or crafter may send family members, partners, or employees to the Gardeners’ Market in his/her place, but are responsible for having the on-site vendor aware of all Gardeners’ Market rules.

**Market Participation**

Before selling at the Gardeners’ Market, all vendors must:

- Read the ‘Gardeners’ Market Handbook’.
- Fill out the ‘Vendor Profile’ form and return it to the Market Manager.
- Inform the Market Manager of 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 allowed 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; by not charging a vendor fee, we request that prices are as low as is reasonable.

**Licensure**

ALL produce vendors need a Produce Dealer License. Any vendor with gross sales less than $25,000 should apply for an Exempt Produce license free of charge. Vendors with annual gross sales over $25,000 must have a Commercial Produce Dealer License. For a Produce Dealer License application visit: [http://agr.mt.gov/Topics/Produce/](http://agr.mt.gov/Topics/Produce/).

Vendors wanting to sell plant stock must have a Nursery License for a cost of $25. Licenses can be purchased at: [https://revenue.mt.gov/home/businesses/estop_licensing](https://revenue.mt.gov/home/businesses/estop_licensing)

Vendors wanting to sell animal products other than eggs, must have a Retail Food License before selling at the market. More information can be found by calling RiverStone Health, Environmental Health Services at 256-2770.

Vendors selling foods under the cottage food bill at the market, do not need to have a license.

**Set Up and Tear Down**

Vendors may set up any time after 3:00pm, **but are not allowed to sell before 4:30pm**. Market staff will designate someone to 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, credit card transactions (if applicable) and any other incentives as well as total dollar amount sold at the end of each market (this information is used for market evaluation purposes only).

Vending Space
Market staff 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 market season. This feedback will help improve the Gardeners’ Market. Market staff 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 Gardeners’ 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 participate in the Gardeners’ Market to educate the public on topics appropriate to community health (such as healthcare opportunities, gardening, or nutrition, etc.) or to provide entertainment (e.g. musicians). Non-vendors must follow the same requirements as vendors.

For-profit businesses may not set up at the Gardeners’ Market, nor is political activity allowed.
4. Products Guidelines

Products sold at the Gardeners’ Market are limited to fresh produce, eggs, meat, nursery stock, handcrafted items and other food products approved under the cottage food bill. All products brought to the market should be of the highest quality. All vendors must have appropriate licenses to sell goods prior to selling at the market (see page 2).

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 Gardeners’ 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 45 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.

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.

Animal By-Products

Animal by-products including beef, chicken, pork or any other type of meat MAY BE sold at the Market with prior approval and proper licensing. Vendors MUST notify the Market Manager and Environmental Health Services about intent to sell these products prior to sales at the Market to ensure proper documentation and packaging (see page 2).

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.

Preserves

Vendors may sell preserves that are defined as processed fruit or berry jams, jellies, compotes, fruit butters, dried fruit, marmalades, chutneys, fruit syrups or similar fruit products that have a pH of 4.6 or below. All preserves MUST be processed, packaged and sealed using a sterile process and have detailed ingredient information attached to them.

A detailed description of the types of goods that can be sold and a template for product labeling is on page 5.

Examples of processed items that CANNOT be sold at the Market include:
- Salsas, pickles, salad dressings, herb-in-oil/vinegar mixtures, garlic-in-oil mixtures, sauerkraut, and pepper jelly.
Baked Goods
Non hazardous baked goods such as breads, cakes and cookies may be 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 detailed ingredient information attached to them. A detailed description of the types of goods that can be sold and a template for product labeling is shown below.

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.

Labeling
If products are packaged, they must be labeled. Below is an example of the information that needs to be on the label. Labels can be affixed to the packaging any way the vendor would like (label, tied onto product, handed out with the product, etc.) as long as the necessary information is provided to the consumer and the information on the label is complete and accurate. See the RiverStone Health Quick Guide to Labeling for Farmer’s Market and Cottage Food Vendors for further reference.

Non potentially hazardous foods allowable for sales include:
- Loaf breads, rolls, biscuits, quick breads, and muffins that do not contain meat or cheese
- Cakes—all frostings or glazes must have a cook step or be made with ingredients that are stable at room temperature
- Pastries, scones, cookies, or pastry bars
- Crackers
- Cereals, trail mixes or granola, nuts, and nut mixes
- Fruit pies (no custard style pies, unbaked pies with fresh fruit, or pies that require refrigeration after baking)
- Dried fruits such as apples, apricots, grapefruit, lemons, limes, mangos, nectarines, oranges, peaches, plums, pomegranates, tangerines, blackberries, blueberries, cherries, cranberries, currants, gooseberries, grapes, raspberries, strawberries and huckleberries
- Jams, jellies and fruit butters made from the following fruits, and contain at least 67% sugar by weight and cannot contain large chunks of fruit. Fruits include: apple apricot, grape, pear, plum, prune, quince, blackberry, black raspberry, boysenberry, cherry, crabapple, cranberry, dewberry, fig, gooseberry, grape, grapefruit, guava, loganberry, orange, peach, pineapple, plum, pomegranate, prickly pear, quince, raspberry, currant, strawberry, youngberry, blueberry, elderberry, huckleberry, rhubarb, tangerine, nectarine, cranberry, and tomato
- Recombining and packing of dry herbs, seasonings, or mixtures

As adapted from the Montana DPHHS Food and Consumer Safety Farmers’ Market Guidelines

The Gardeners’ Market reserves the right to ban anyone from selling and/or any product from being sold. Products not covered under this section will be given special consideration by the Market Manager and/or the Healthy By Design Coalition.
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 and signs and must not affect others’ ability to sell or shop. Signs indicating how produce is grown, such as “pesticide-free”, “all natural”, etc. can be used if vendors fill out an a Produce Labeling form which includes an attestation statement. However, claims to be “organic” cannot be used, unless certified through the state or federal process.

Sampling
With prior approval, vendors may cut produce for sampling. Cut samples cannot be modified or altered. 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. Requirements include a handwashing station as shown on page 8. See the Safe Food Sampling reference sheet for more detailed information.

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 SNAP, debit and credit tokens and WIC benefits. Accepting these forms of payment are of no cost to the vendor. For training questions, call 406.651.6444.

SNAP, Debit and Credit Program
The Gardeners’ Market has the ability to accept Supplemental Nutrition Assistance Program (SNAP) benefits, debit and credit cards. 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 for SNAP and $5 Debit/ Credit 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 all food products sold at the market with the exception of hot food items. SNAP customers using Double SNAP Dollars may only purchase fresh fruits and vegetables. 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 any food or craft items and 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.

Women, Infants, and Children (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.hbdyc.org/market.

7. Other

Pets
According to Billings Parks and Recreation rules, pets are not allowed during organized events including outdoor markets. For your pet's safety and comfort, please leave your pet at home. Service animals, an animal trained to provide assistance to an individual with a disability, are allowed during the market as long as they are working alongside vendors. Contact the Market Manager for assistance prior to vending at the market.

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 to be verified through a signed attestation statement indicating growing procedures.

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.
A handwashing station is only a requirement for those vendors interested in sampling produce at the Market.

**HANDWASHING STATION**

*Use it OFTEN!*

Use CLEAN water jugs:

1. **SANITIZE** with 2 tbsp unscented bleach in 1 gallon of water – SLOSH to cover all surfaces.
2. Let **STAND** 5 minutes and **DRAIN**. DO NOT RINSE!
3. **FILL** with approved drinking water