# HBD Gardener’s Market Vendor Handbook - Table of Contents -

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1. General Information

The Healthy By Design (HBD) Gardeners’ Market is a community market at South Park in Billings, Montana. The goals of the Gardeners’ Market are:

- Provide weekly access to fresh, affordable, local produce from June - October
- Create opportunities for the community to engage in healthy eating and active living activities
- Support healthy social connections

The Gardeners’ Market is an initiative of the HBD Coalition, a community health coalition created by the Alliance - Billings Clinic, RiverStone Health, and St. Vincent Healthcare - working to make the healthy choice, the easy choice in Yellowstone County. Our partnership with Billings Parks, Recreation, and Public Lands allows for the market to be held at South Park.

**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

**Weather:** The Gardeners’ Market runs rain or shine. If there is inclement weather, staff may delay the start of the market or end it early.

**Management:** Market staff carry out handbook guidelines. This includes overseeing set up, providing information, and making sure vendors follow Gardeners’ Market rules. The Market Manager, along with Healthy By Design staff, is responsible for addressing customer and vendor concerns and discussing market operations with the media (e.g. newspaper, television). Complaints should be sent to market@hbdyc.org and will be taken to the HBD Operations Committee.

More information about Healthy By Design and the Gardeners’ Market can be found at:

- [www.hbdyc.org](http://www.hbdyc.org)
- [406.651.6444](tel:406.651.6444)
- [market@hbdyc.org](mailto:market@hbdyc.org)
- [HBDYellowstone](https://www.facebook.com/HBDYellowstone)

**Mailing Address:**
Healthy By Design
123 South 27th Street
Billings, MT 59101
2. Vendor Information

Montana farmers, ranchers, gardeners, and crafters may sell at the market. Produce must be grown and harvested by the vendor. Any made products must be made by the vendor. Vendors cannot purchase and re-sell goods. The farmer, rancher, gardener, or crafter may send family members, partners, or employees to sell in his/her place, but are responsible for educating the on-site vendor on all Gardeners’ Market rules.

Market Participation

Before selling at the Gardeners’ Market, all vendors are required to:

- Read the ‘Gardeners’ Market Handbook’
- Complete a market training and fill out required forms
  - Gardeners’ Market staff can help vendors fill out forms, if needed
- Inform the Market Manager of intent to sell at least two days in advance (Tuesday before market)
  - E-mail market@hbdyc.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

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

**Produce:** 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/).

**Plant/Nursery Stock:** 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).

**Animal Products:** Eggs can be sold without a license (see page 4). Vendors wanting to sell animal products other than eggs, must have a Retail Food License before selling at the market.

**Cottage Food:** Vendors selling products that fall under the Cottage Food Bill at the market do not need to have a license (see page 5 for more information).

For more information on licensure or other requirements, contact RiverStone Health, Environmental Health Services at 406.256.2770.

Set Up and Tear Down

Vendors may set up any time after 3:00pm, and can drive on paved areas (no driving on the grass) up until 4:00pm to drop off products. However, vendors must move their vehicles immediately after unloading and no products may be sold 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 7:00pm. Each vendor is responsible for his/her own table display and shade.
Sign In and Out
Vendors must:
- Sign in before the market starts at 4:30pm
- Inform the Market Manager before setting up if leaving before 6:30pm - booth location may be changed if leaving before 6:30pm
- Sign out by reporting sales at the end of each market (this information is used for evaluation and grant reporting purposes only)

Vending Space
Weekly vendor maps are created by staff according to which vendors are scheduled to be at the market. Each vendor is allowed to take up to 20 feet of linear space. 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 a market designated space. The vehicle must be turned off while selling to customers.

Each vendor is responsible for keeping his/her space tidy and for cleaning up at the close of the market. This includes taking away trash. Vendors who do not respect their surroundings may be asked to not return. Vendors are expected to stay for the duration of the market, unless otherwise discussed.

Absences
Vendors are responsible for notifying staff by 2:00pm, Thursday if they have reserved a space and plan on missing a market. Two no call/no shows during the season (including inclement weather days) may result in loss of space for the rest of the season.

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 is discouraged and may be limited by staff. 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 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.

The market takes no responsibility for the safety or whereabouts of children, particularly during set up and tear down. The Gardeners’ Market is not responsible for loss or damage of property.
3. Product Guidelines

Products sold at the Gardeners’ Market are limited to:

- Fresh produce
- Eggs
- Meat
- Nursery stock
- Products approved under the cottage food bill
- Handcrafted items

All products brought to the market should be of the highest quality. All vendors must have appropriate licenses to sell their goods prior to vending (see page 2).

Fresh Produce

Fresh produce includes fresh fruits and vegetables, herbs, mushrooms, flowers, and nursery stock. 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 customers that his/her product is not from that growing season or has been stored.

All produce must be grown in Montana and sold by the gardener/farmer or a family member, partner, or employee. Vendors must be an active owner or operator of the gardening/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. No resale products are allowed.

Eggs

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
- Carry a label indicating the current name, address, and phone number of the farm owner or operator selling the eggs

Vendors cannot sell eggs that have been on display if they have not been kept at 45 degrees Fahrenheit.

Animal Products

Animal products such as beef, chicken, pork or any other type of meat MAY BE sold with approval prior to selling at the market and proper licensing.

Preserves

Vendors may make and 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 without a food license. A list of approved fruit can be found in the Montana Food and Consumer Safety Farmer’s Market Guidelines [https://dphhs.mt.gov/Portals/85/publichealth/documents/FCS/2020FARMERSMARKETguidelines.pdf]. Preserves made from locally sourced ingredients are encouraged. All preserves MUST be processed, packaged and sealed using a sterile process and have detailed ingredient information attached to them. A template for product labeling is on page 5. For more information or questions about preserves contact RiverStone Health, Environmental Health Services at 406.256.2770.

Examples of preserves that CANNOT be sold without a license:

- Salsas
- Pickles
- Salad dressings
- Herb-in-oil/vinegar mixtures
- Sauerkraut
- Pepper jelly
Cottage Food Products
Non-potentially hazardous goods such as breads, cookies and dried fruit can be made and sold directly to consumers without a license but must have market pre-approval. Products made from locally sourced ingredients are encouraged. 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 in sealed or wrapped containers and have detailed ingredient information attached to them.

<table>
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<th>CAN be sold without a license:</th>
<th>CANNOT be sold without a license:</th>
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<tr>
<td>• Loaf breads, rolls, biscuits, quick breads, and muffins that do not contain meat or cheese</td>
<td>• Cream puffs</td>
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<td>• Cakes - all frostings or glazes must have a cook step or be made with ingredients that are stable at room temperature</td>
<td>• Cream or pudding filled pastries</td>
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<td>• Pastries, scones, cookies, or pastry bars</td>
<td>• Cheesecakes</td>
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<tr>
<td>• Crackers</td>
<td>• Cream pies</td>
</tr>
<tr>
<td>• Cereals, trail mixes or granola, nuts, and nut mixes</td>
<td>• Pumpkin pies</td>
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<tr>
<td>• Fruit pies - no custard style pies, unbaked pies with fresh fruit, or pies that require refrigeration after baking</td>
<td>• Custard pies</td>
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<td>• 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</td>
<td>These items require a food license and refrigeration.</td>
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<td>• Recombining and packing of dry herbs, seasonings, or mixtures</td>
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Labeling
If products are packaged, they must be labeled. This includes packaged produce. The product name, ingredient list, vendor name and address, and product weight need to be on the label (see example). 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. For more information contact RiverStone Health, Environmental Health Services at 406.256.2770.

MADE IN A HOME KITCHEN THAT IS NOT SUBJECT TO RETAIL FOOD ESTABLISHMENT REGULATIONS OR INSPECTIONS

Chocolate Chip Cookies
Ingredients: Enriched flour (Wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin and folic acid), butter (milk, salt), chocolate chips (sugar, chocolate liquor, cocoa butter, butterfat (milk), soy lecithin as an emulsifier), walnuts, sugar, eggs, salt, artificial vanilla extract, baking soda. Contains: Wheat, eggs, milk, soy, walnuts.

Ashley Bryant
2550 Helena Lane
Helena, MT 59620

Net Wt. 8oz (227g)

Product label example
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.

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.

4. Guidelines for Selling at the Market

Product Pricing
The market does not currently have a minimum or maximum pricing policy but reserves the right to create one. Pricing is the responsibility of the individual vendor. Vendors are encouraged to consider affordability when pricing their products.

Donated Produce
With the exception of samples, vendors may not give away their products for free at the Gardeners’ Market. Vendors are encouraged to take any unsold goods to the Women, Infants, Children (WIC) Program at RiverStone Health and/or Family Services in a timely manner.

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

Signage
Vendors are encouraged to post a sign identifying their garden or farm, but it is not necessary. Displays and signs 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 a Produce Labeling Form which includes an attestation statement. Claims to be “organic”, however, cannot be used unless certified through the state or federal process.

Sampling
With prior approval, vendors may provide products for customers to sample. Cut samples cannot be modified or altered. For example, tomatoes can not be sampled as salsa. Requirements include a handwashing station. See example on page 8. For more information contact RiverStone Health, Environmental Health Services at 406.256.2770.

Customer Complaints
Customers who have a complaint about produce purchases should be given a full refund or replacement of the same value by the vendor. 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.
5. Market Transactions

Vendors are responsible for having correct change. At the end of each market, vendors must report the dollar amount sold to staff. All vendors will be trained on how to accept Supplemental Nutrition Assistance Program (SNAP), debit, and credit tokens. Eligible vendors who plan on selling at the market at least 3 times during the season should be trained to accept WIC and Senior Farmers Market Nutrition Program (SFMNP) vouchers and coupons. Accepting these forms of payment is of no cost to the vendor.

Tokens

Vendors have a no cost opportunity to accept SNAP benefits, debit and credit cards through the Gardeners’ Market. Having a variety of payment options allows customers more flexibility to buy a range of products and enables vendors to sell more product.

A point-of-sale (POS) machine will be located at the market fiscal booth. All major credit cards and EBT cards may be used. Customers will run their cards at the booth and receive wooden tokens in $2 for SNAP and $5 debit/credit values. Vendors accept these forms of payment as they would cash.

**SNAP Tokens**
- SNAP tokens have $2 value
- **NO** cash may be given back to customers using SNAP tokens
- SNAP eligible products are any food product sold at the market with the exception of hot food items
- Customers **CANNOT** purchase handcraft items using SNAP tokens
- 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
- Customers using debit/credit tokens may purchase **ANY** market product
- Customers using debit/credit tokens can receive cash back for any unused portion of the token value

Token Redemption

At the end of each market, vendors will fill out the Vendor Token Tracking form and bring it and their tokens to the fiscal booth. Staff will make every effort to pay vendors in cash at the end of each market. However, if petty cash runs out, vendors may be issued a check. Vendors have the option of picking up their check at RiverStone Health (123 S. 27th St., Billings, MT 59101) or having it mailed. Vendors must indicate if they want to pick up their check; otherwise it will be mailed to the address on file. 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) vouchers. If vendors are interested in accepting WIC FMNP benefits, contact WIC at 406.247.3344.

**Senior Farmers Market Nutrition Program (SFMNP)**
Healthy By Design encourages vendors to accept SFMNP coupons. If vendors are interested in accepting SFMNP coupons, contact the Montana Unit on Aging at 406.444.6061.
6. Other

Vendors are to contact market staff directly for any of the following:

- Language translation
- Security
- Pets
- Incident reporting
- Community/Non-profit tabling
- Market evaluation

7. Handwashing

A handwashing station is only a requirement for those vendors interested in providing samples.

This is only an example.

**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

[Diagram of a handwashing station with labels for water from an approved source, soap, bar or liquid, spigot faucet (no push buttons), warm water for handwashing (100º-120º F), and catch basin with trash can.]