



2017 Application to Sell

P.O. Box 10822

Napa, CA 94581

707.501.3087

www.napafarmersmarket.org

napafmmanager@gmail.com

Our Mission

The Napa Farmers Market (NFM) is a California Certified Farmers Market committed to supporting our local farmers and providing a place for the community to find, connect and learn about the best, field-fresh and sustainably grown produce, specialty food products and artisan goods available direct from the source. Educating the consumer, preservation of the environment and providing a place for non-profits to promote their causes while serving as a platform for small business incubation for local services, and cottage food operations.

Application Submittal

Application submission ensures that your application will be reviewed by our vendor committee, but does not guarantee a place in the Napa Farmers' Market 2017 season.

Please print the application, complete and sign it, and mail back to the above address via US Postal Service, along with required supporting documents (see checklist), and application fee by **February 25th**. Submittal of a complete application by this date will ensure you will be notified of acceptance in the first round of approvals going out by **March 20th**.

Completed applications and supporting documents may be submitted by email at the Market Manager's discretion but applications will not be processed or approved prior to receipt of the required application fee. The Market Manager (MM) must receive clear, readable copies of your documents. If you are not able to download the application to print it, then please email the MM at the above email address and the application will be sent to you via USPS. The Market Rules and Regulations are attached and are also posted on our website. The WIC application will also be posted on our website. ***Certified Growers starting later than Saturday, April 15th or Tuesday, April 18th*** must still submit your application by February 25th, but your CPC must be received a minimum of one week prior to your starting date.

2017 Market Location and Hours

Location: 195 Gasser Drive, Napa, CA 94559

Hours:

- Saturdays from 8:00am to 12:30pm beginning April 15th and ending November 18th
- Tuesdays from 8:00am to 12:30pm beginning April 18th and ending November 21st

IMPORTANT -

- ***Liability Insurance.*** Vendors are not covered by the Market's liability insurance therefore all vendors must provide proof of having a minimum of \$1 million in coverage by submitting a Certificate of Liability Insurance that also shows NFM as an additional insured. All processed food vendors must also have Product Liability Insurance coverage of at least \$1 million.

- **Market Application Fee.** A non-refundable application fee must be submitted prior to application processing by the Napa Farmers' Market Vendor Selection Committee. Any application received without an application fee check will be held until the application fee is received. If the check name and business name do not match, please write the name of your business along with "NFM Application Fee 2017" in the memo section of your check so that it is applied appropriately. Checks should be made payable to the Napa Farmers Market. Application fee as outlined:
 - **Returning vendor applicants \$25**
 - **New vendor applicants \$35**
 - **Small farm applicants (1/4 acre or smaller) \$15**
 - **Food trucks \$50**
- **Stall Size and Cost:** Stalls are 10 ft. wide. Costs for stall rentals are per market as outlined:
 - **Tuesdays:**
 - **\$30 per stall for Certified Producers, non-certifiable ag vendors, artisans, and specialty food vendors, plus \$2 for CDFA market fee, i.e. one stall per market = \$32, two stalls per market = \$62, three stalls = \$92, etc.**
 - **\$45 per stall for onsite food producers, plus \$2 for CDFA market fee, i.e. one stall per market = \$47, two stalls per market = \$92**
 - **\$92 per truck per market day**
 - **Saturdays:**
 - **\$35 per stall for Certified Producers, non-certifiable ag vendors, artisans, and specialty food vendors, plus \$2 for CDFA market fee, i.e. one stall per market = \$37, two stalls per market = \$72, three stalls = \$107, etc.**
 - **\$45 per stall for onsite food producers, plus \$2 for CDFA market fee, i.e. one stall per market = \$47, two stalls per market = \$92**
 - **\$92 per truck per market day**
- **Market Application Submittal Date.** As noted above, complete applications must be received by February 25th.
- **No Show Fee.** The market looks full and vibrant only if there are not empty stalls between vendors. If you have made a commitment to attend the market and then later realize you are unable to attend, you must notify the MM **at least 24 hours ahead of time by email, voicemail, or text message.** If notification is not received then the reserved stall fee will be due to the Market Manager no later than the beginning of the next market you are scheduled to attend. In case of an emergency that occurs within 12 hours before the market, you must notify the MM by telephone at 707.501.3087 between 5:00am and 7:15am, so that your stall space will not be held for you. Messages will be retrieved from the market cell phone up to 20 minutes before the market opens. Remember, the market operates RAIN OR SHINE.
- **Proof of Driver's License and Automobile Insurance.** Vendors must provide for all people driving a vehicle into and out of the Market. This will ensure the protection of the Market, vendors and customers from unlicensed drivers and uninsured vehicles.
- **Vehicle Parking.** Vendors must park inside their designated stall space unless specific permission is granted by the market manager.
- **Second Vehicles:** Must be parked in the South Napa Marketplace parking lot, across Gasser Drive from the market location. Vendor exceptions for large vehicles, or disabled support staff must be approved by the market manager. The Board of Directors (BOD) requires this compliance to ensure there is sufficient customer parking close to the Market and that we maintain good working relations with neighboring businesses.
- **Single-Use Plastic Bag Reduction.** As of January 1, 2015, the City of Napa ordinance reducing the use of single-use plastic bags is in effect. Please go to www.cityofnapa.org/plasticbags for information on how this change affects your business. Farmers, artisans, and musicians, may not

distribute any single-use plastic bags with handles. While produce bags are permitted, they must either be of thick enough plastic to be re-usable, or have no handles.

Admission to the Market

As stated in the NFM Rules and Regulations, the Market will consider the following when determining who will be admitted, and allowed to continue to sell, at the market:

- Compliance with the California Department of Food and Agriculture rules.
- Compliance with all other Federal, State, County, City, and NFM Rules & Regulations.
- Compliance with safety and insurance requirements.
- Overall balance of products sold at the market.
- Preference given to locally grown/produced products and organically certified produce.
- Seasonal availability of produce.
- Seniority based on prior performance, attendance, compliance to rules, and standing with NFM.

Requirements to sell at the Market are subject to change pending Federal, State, County, City or NFM determinations.

Required Documents

Please refer to the **Application Checklist** for a list of required documents. A few reminders follow:

- Certified Growers: If you do not have your new Certified Producer Certificate (CPC) by February 25th, a copy of the original may be mailed to the MM later, but we must receive it no later than two weeks before your first day at the Market. Nonedible items, such as cut flowers and nursery stock also require a State Board of Equalization (SBE) Sellers Permit.
- Non-Certifiable, Agricultural Producers must submit copies of your County of Napa - Environmental of Health Division permits, or a letter from the County explaining that you meet their criteria for selling at a Certified Farmers Market. You must submit another copy when you renew the license or permits before their expiration dates. You must also complete a Napa County Temporary Food Vendor Permit Application, but permit fees to the County of Napa for this vendor type are waived.
- Non-Certifiable, NON-Agricultural Producers must also submit copies of your County of Napa - Environmental Health Division permits. You must also submit another copy when you renew the license or permits before their expiration dates.
- Artisans must provide a copy of their State Board of Equalization Sellers Permit and photographs of examples of their work.
- Wineries must provide a copy of their Type 02 Winery Permit, Type 79 Certified Farmers Market Sales Permit and SBE Sellers Permit.
- Breweries must provide a copy of their Type 01 Brewery Permit, Type 84 Special Event Permit

Rules & Regulations

Since its beginning, the BOD has created Rules & Regulations to ensure the Market begins and ends safely and harmoniously. The BOD emphasizes that all required documents that pertain to your category of participation (see the checklist that follows) are received. Admission to the Market is reserved for those entities who provide all the necessary application documents, including the required proof of insurance.

If an application is not complete when received by the February 25th application deadline, the Market Manager then the applicant will be sent an email indicating any missing materials by **March 6th**. The application WILL NOT BE PROCESSED if they are missing application fees and the applicant WILL NOT BE ADMITTED to the Market until the application is complete and all supporting documents have been

received. If the Market is not in compliance with State, County, and City Rules, then the Market could be fined or shut down depending on the severity of the infraction.

The Market Application has a list of the items from the Rules & Regulations that must be agreed to as part of the application process. Please review these items and initial them to show you are in agreement before signing and returning your application. By signing the application you are also agreeing to all the Rules & Regulations which are posted on our website.

Important Reminders

- **Canopies and Umbrellas:** For the safety of the Market and to minimize liability to the Market and to you, canopies and umbrellas should always be secured so that they will not be dislodged for any reason. If you have concerns about shade, please note such on your application.
- **Communication:** As often as possible, please use email to communicate with the Market Manager instead of the Market's voice mail or text message.
- **Fragrances:** The fragrances of basil, peaches, fresh lavender and roses are a big part of the beauty of the Market. The BOD has agreed that anything that diminishes these aromas must be avoided. That would include hairspray, perfume, artificial fragrances used in soaps, exhaust from cars left idling, exhaust from generators, etc.
- **Late Arrival:** Vehicles CANNOT be in motion in the Market aisles between 7:30am and 12:45pm. This is a liability issue for the Market, and is why we put barricades at the end of the aisles at 7:30am. The BOD requires that all vehicles be parked by 7:30am. Do not move the barricades or drive over the landscaped islands to enter the Market late. If you arrive later than 7:30am then you must off-load from outside the Market aisles and then park your vehicle in the Target Parking lot, across Gasser Drive. Late arriving vehicles *may* be admitted to the market *at the Market Manager's discretion based on evaluation of the safety of our market guests. Late arrivals will be charged additional fees. First late arrival will cost the vendor an additional \$10 for the day. The second late arrival will cost an additional \$20 for the day and a third late arrival will result in the vendor owing stall fees for the day, but being turned away from participation that day. Future participation in the remainder of the season will be evaluated with the possibility of vendor suspension or expulsion. Late arrivals and early departures are tracked and frequent violations are likely to negatively impact vendor standing with NFM.*
- **Load Lists:** The State of California requires that Load Lists be provided to the MM each Market. Certifiable Producers must list all items sold at the Market as they appear on the CPC as well as the quantities sold on the reverse side of the Load List.
- **Samples:** If offering taste samples, sellers must provide a trash receptacle, a hand washing station and abide by Napa County Environmental Health rules and regulations.
- **Second Certificate:** Certified Producers selling for a Second or Third Certified Producer: Please see the criteria listed in the Rules & Regulations. Prior to selling, the Market Manager must receive written authorization verifying that the certified producer selling on behalf of the second has authority to do so and stall displays must be in accordance with state and local regulation. Templates for written authorization are available from the MM upon request.

Napa Farmers Market

2017 Application to Sell Checklist

PLEASE COMPLETE THIS CHECKLIST. RETAIN A COPY FOR YOUR FILE, DO NOT INCLUDE A COPY WITH YOUR APPLICATION. Its purpose is to help you determine which documents must be received along with your application by **February 25th**.

All Vendors

- Signed and dated application form.
- Non-Refundable Application Fee. (See schedule of fees above.) *Do not send cash.* A check made payable to Napa Farmers Market must accompany your application. *Note: does not apply to non-profits.*
- Copy of a current driver's license for anyone driving into or out of the Market.
- Copy of current proof of car insurance for all vehicles that will enter the Market area.
- Certificate of Liability Insurance indicating a minimum of \$1 million in coverage and Napa Farmers Market as an additional insured. Note: submittal can be delayed until after acceptance to the market has been received but no later than two weeks prior to the first Market you will be participating.
 - ***Vendors found to be selling items not listed on their application, CPCs, or approved for sale at the market by the vendor committee will be given one warning. A second offense will result in a \$50 fine collected by the Market Manager. The second offense will be subject to a \$100 fine. Further offenses will result in suspension or ejection from the Market. Violators may be asked to remove the goods from their displays until approval from the BOD or Vendor Selection Committee is obtained.***

Certified Agricultural Producers (This category includes growers and producers of vegetables, fruits, nuts, honey, shell eggs, nursery stock, cut flowers)

- Copy of Certified Producers Certificate (CPC) from the county where your crops are grown.
 - If you are growing your crops in Napa County a CPC can be obtained from the Napa County Agricultural Commissioner's Office, 1710 Soscol Ave, Napa 94559. Telephone number 707.253.4357
 - The Ag Commissioners Office will need **at least two weeks** to process your application for a CPC.
 - ***If you have not received a CPC for the current year when submitting your application then it may be submitted to the Market Manager up to a minimum of 1 week prior to your start date at the Market. Keep the embossed copy to conspicuously post at your stall every Market day. Any amendments to your CPCs must be provided to the MM for approval prior to the appearance of any new products at NFM.***
- WIC and SNAP. If you want to pay your stall fees with WIC checks then you must submit a copy of your current WIC or SNAP approval displaying your farm name and approval number.

Reminder: Have your scales sealed by your county Sealer of Weights and Measures. The Market Manager will check the seals at Market. Farmers not displaying current seals will be instructed to sell items priced by the each and not by the weight, no exceptions.

If you sell honey:

- Apiary Registration. Beekeepers must register apiaries with the County Agricultural Commissioner in which the hives are located. Producers of honey need to follow the United States Standards for grades of extracted honey. Honey being sold at a farmers' market needs to have producer's name, address, and zip code. Honey needs to have a grade, color, and weight on the container. The United States Standards will

determine the color and grade. A summary of these standards can be obtained from the Agricultural Commissioner's Office.

If you sell nursery items: All nursery sales require a Nursery License from the county Agricultural Commissioner's Office where your nursery is located.

- If your sales are less than \$1,000, you must have a Fee-Exempt Nursery License.
- If your sales are greater than \$1,000, you must pay a fee for a Nursery License
- An SBE Sellers Permit is required. Sellers of non-edible items must pay state taxes.

If you sell cut flowers:

- An SBE Sellers Permit is required. Sellers of non-edible items must pay state taxes.

If you sell eggs:

- A copy of your current Egg Handler Registration with the Egg Handler Registration number.

Certified Agricultural Producers with Organic Registration/Certification:

- Copy of Organic Registration (and Certification if applicable)
If your produce is grown organically and you want to advertise "Organically Grown" to the public you must obtain Organic Registration from the California Department of Food & Agriculture (CDFA) through your county Ag Commissioner's Office.
- Copy of Organic Certification.
If your gross sales are greater than \$5,000, then you must additionally obtain Organic Certification from CCOF or another USDA recognized organization.

Reminder: Your Organic Registration and your Certification must be posted at your stall every Market day.

Non-Certifiable, Agricultural Producers (includes dairy, meat, preserves, olive oil):

- Copy of County of Napa - Environmental Health Division, Food Vendor at Temporary Food Vendor Permit. No fee is due for this permit. (County of Napa - Environmental Health Division: 707.253.4471)
Reminder: Food vendors must display public health permits at point of sale.
- Certified Producers (with a CPC) who have preserves or olive oil produced by a facility may provide the State Registration from that facility in lieu of the RFFP.
- Provide the Market Manager with a list of agricultural products and when they will be available
- Copy of Product Liability Insurance. Minimum \$1 million in coverage. Only send Declarations Page, naming NFM as additional insured. Note: submittal can be delayed until after acceptance to the Market has been received but no later than two weeks prior to the first market you will be participating.

Non-Certifiable, NON-Agricultural Producers (includes all other prepared food, fish, and sausage):

- Copy of County of Napa - Environmental Health Division, Temporary Food Vendor Permit (TFF). (County of Napa -Environmental Health Division: 707.253.4471)
Reminder: Applications must be submitted to the County of Napa a minimum of 2 weeks prior to your start date to ensure a timely start without County required late fees. Food vendors must display public health permits at point of sale.
- Copy of Product Liability Insurance-minimum \$1,000,000 coverage. Send only Declarations Page naming NFM as additional insured.

Artisans (as well as nursery stock and cut flowers):

- An SBE Sellers Permit is required. Sellers of non-edible items must pay state taxes.
- Photographs of examples of your work and booth set up.

Wineries:

- Copy of Certified Farmers Market Sales Permit (Type 79): allows winegrowers to sell and sample wine at farmers' markets.
- Copy of Type 02 Winegrower License: Authorizes the sale of wine to consumers and wine tastings under prescribed conditions.

Craft Brewers:

- Copy of Certified Farmers Market Beer Sales Permit (Type 84): allows craft brewers to sell craft beers at farmers' markets.
- Copy of Type 01 Beer Manufacturers License or Type 23 Small Beer Manufacturer License.

Cottage Food Operation (CFO):

Class A CFO (direct sale only)

- Copy of current Registration form submitted to Napa County Environmental Services and approved by an Environmental Health Specialist.

Class B CFO (direct and indirect sales)

- Copy of current Permit Application submitted to Napa County Environmental Services and approved by an Environmental Health Specialist

Nonprofit Organizations (if selling goods):

- An SBE Sellers Permit is required. Sellers of non-edible items must pay state taxes.
- Copy of Product Liability Insurance-minimum \$1,000,000 coverage. Send only Declarations Page naming NFM as additional insured.

(If selling food):

- Copy of County of Napa - Environmental Health Division, Temporary Food Vendor Permit (TFF). (County of Napa -Environmental Health Division: 707.253.4471)

Reminder: Applications must be submitted to the County of Napa a minimum of 2 weeks prior to your start date to ensure a timely start without County required late fees. Food vendors must display public health permits at point of sale.

2017 Application to Sell Napa Farmers Market

INSTRUCTIONS:

1. **Print out and complete the Application to Sell in its entirety.**
2. **Initial and sign the application where indicated.**
3. **Mail the completed application along with clear, readable copies of the required documents and a check made payable to Napa Farmers Market for the required Application Fee to:**
Napa Farmers Market
P.O. Box 10822
Napa, CA 94581
4. **The due date for submittal is Monday, February 25, 2017.**

Business Name: _____ Applicant's Name: _____

Street Address: _____ City: _____ Zip Code: _____

Email Address: _____ Web Address: www. _____

Business Phone #: ____/____/____ Cell #: ____/____/____

Please check the boxes that applies to your business:

Farmer Specialty Food Artisan Winery Craft Brewer Non-Profit

Cottage Food Operation? Yes No Will you prepare food onsite? Yes No

Returning vendor \$25 application fee (How many seasons?) _____ Food Truck \$50

New vendor \$35 application fee Small farm (1/4 acre or less) \$15 application fee

Names of employees or family members who may represent you at the Market:

A brief description of your services or goods written as *you would like to see it appear on the Napa Farmers' Market website*:

Please indicate which contact information of yours we may make available to our website visitors:

Phone number _____ Email _____

Business address Mailing address _____

Other _____ Accept payment by credit card? Yes No

Products to be sold: Please list all products you would like to sell in 2017. Before any new product can be brought to the Market it must be approved by the Market Manager and Vendor Committee. Vendors caught selling items not yet approved or not listed on their application will be subject to fines by the Market Manager. Repeat offenses will result in suspension or ejection from the market. Please attach a separate sheet if more space is needed. Farmers may reference CPCs.

Product	Product

Placement: List 1-2 favorite “neighbors” at the Market or special relationships or considerations you wish to acknowledge. _____

Special Needs: Electricity Shade Other: _____

Number of 10’ stalls to be reserved for each Market you plan to attend: _____

I would like to participate in (check either or both):

Saturday (begins April 15th & ends Nov. 18th) Tuesday (begins April 18th & ends Nov. 21st)

I would like to be at the market (check one):

Entire season Beginning _____/_____/_____ Ending _____/_____/_____

Other – Circle the dates you would like, or cross out the dates you are unavailable

April	Tues	Sat	May	Tues	Sat	June	Tues	Sat	July	Tues	Sat
				2	6			3			1
				9	13		6	10		4	8
		15		16	20		13	17		11	15
	18	22		23	27		20	24		18	22
	25	29		30			27			25	29

Aug	Tues	Sat	Sept	Tues	Sat	Oct	Tues	Sat	Nov	Tues	Sat
	1	5			2		3	7			4
	8	12		5	9		10	14		7	11
	15	19		12	16		17	21		14	18
	22	26		19	23		24	28		21	
	29			26	30		31				

Please initial the following items as part of the application process:

____ I, and anyone else selling for me at the Market, have read and agree to abide by all Napa Farmers Market Rules & Regulations, as well as all Federal, State, County, and City laws pertaining to selling at a Farmers Market. I understand that failure to do so could result in my suspension or expulsion.

____ I agree to respect the Mission Statement of the Napa Farmers Market as found in the Rules & Regulations. None of my activities will detract from the agricultural character or safety of the Market.

____ I agree that for the safety of the market, to park my vehicle in the stall(s) assigned to me by 7:30am on Market days and to keep my vehicle in the stall space until after 12:45pm or the MM indicates it is safe to drive out.

____ I agree to give the Market Manager at least 24 hours' notice if I will not be attending the next market for any reason, including lack of product to sell. If I fail to do so, then I agree to pay my regular stall fee for that Market day.

____ If an emergency arises and I cannot make it to the Market on time, I will notify the Market Manager by calling 707.501.3087 by 7:15am on the day of the market. I agree to pay my regular stall fee if I do not attend and have not notified the Market Manager.

____ I agree that I must take into consideration how my canopies and umbrellas and the positioning of my tables and signs affect the overall appearance and safety of the Market and my neighbors. Sandwich boards must be within the stall space, and not be in the Market aisles. **Stall spaces are 10ft wide.**

____ I agree that the vehicles belonging to my employees and any of my second vehicles will be parked at the South Napa Marketplace parking lot across Gasser Drive from the market location as it benefits the Market when parking spaces are left available for customers.

____ I agree to remove all my personal garbage and the garbage created by my sales from the market space and not leave them behind in Market receptacles.

____ I understand that County of Napa - Environmental Health Division gives the Market a permit to have a Retail Food Facility and that animals (except service dogs) are not allowed within 20 feet of the food and produce.

____ I understand that the Market has a good relationship with the City of Napa, Cinemark Theater, and the Gasser Foundation. I will not damage any of the landscaping, or leave any trash behind in the parking lot. I will not dispose of water that contains bleach, coffee, produce, or coals, in the drains or in the landscaping.

____ I agree to allow pictures or video to be taken of me at the Market to be used on the Market website, and by anyone else who might want to promote the Napa Farmers' Market.

____ I agree to cooperate with other vendors and the Market Manager in maintaining harmony at the Market. Failure to do so could result in my suspension or expulsion from the Market.

Trust is an important element of our Market. If you know the rules and regulations, there should not be any violations.

Please sign, date and print your name where indicated below.

Signature: _____ Name (print): _____

Company (print): _____ Date: _____