



2024 “Application to Sell” Checklist

Please complete this Checklist. Retain a copy for your file and include a copy with your Application. Its purpose is to help determine which documents must be received along with the Application.

All Vendors

- ___ Signed and dated “**Application to Sell**” form.
- ___ **\$50 Membership Fee** if applicable. Do not send cash. A check made payable to St. Helena Farmers’ Market must accompany your application. Note: this 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 the St. Helena 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.

Please note that 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 (MM). The third offense will be subject to a \$100 fine. Further offenses will result in suspension or ejection from the Market.

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 MM up to a minimum of 2 weeks prior to your start date at the Market. Keep the embossed copy to display at your stall every Market day.

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:

- ___ Nursery License from the county Ag 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.

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

If you sell cut flowers:

___ 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 Event Permit. This includes vendors who prepare or process food in a certified home kitchen, as allowed under the Cottage Food Law. (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 MM 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 St. Helena Farmers Market 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, Retail Food Facility Permit (RFFP). (County of Napa -Environmental Health Division: 707.253.4471) Reminder: Food Vendors must display public health permits at point of sale.

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.

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

Application Submittal

The Vendor Application Process will start in mid-February at which time the MM sends out the relevant forms to existing and potential vendors who have expressed an interest in joining our Vendor Team. Application submission ensures that your application will be reviewed by our vendor committee, but does not guarantee a place in the SHFM 2024 Season.

Please print the application that follows, complete and sign it, and mail back to the above address via US Postal Service along with all other required documents (see checklist).

Please do **not** email, scan or fax documents. The 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. All Vendor Forms and Documents are posted on our website.

Instructions to apply to sell at the St. Helena Farmers' Market:

We are pleased to consider Vendor Applications after the Market's Season has started. Potential Vendors are asked to review the following important information:

1. 2024 Vendor Information
2. 2024 Market Rules and Regulations for Approved Sellers
3. 2024 Application to Sell Checklist and Form

Potential Vendors should:

1. Print out and complete the "Application to Sell" Form 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 to:
Ed Smith
Market Manager
St. Helena Farmers' Market
P.O. Box 70, St. Helena, CA 94574
4. Use the "Application to Sell Checklist" to make sure they have submitted all the necessary information.

Potential Vendors should **not** include any checks for Membership/Stall Fees with their application. On receipt of the Potential Vendor's Application, the MM will contact the Vendor to discuss availability and the relevant Market Fees.



2024 Application to Sell

Please Write Clearly

Applicant's Name: _____

Business Name: _____

Street Address: _____

City: _____ Zip Code: _____

Email Address: _____

Web Address: _____

Business Phone #: _____ / _____ / _____

Cell #: _____ / _____ / _____

Social Media platforms used and handles:

Facebook _____ Instagram _____

Other _____

Please check the box that applies to your business:

Farmer Specialty Food Artisan Non-Profit Cottage Food Operation

Provide Names of Employees or Family Members who may represent you at the Market:

Describe briefly your services or goods written as you would like to see it appear on the St. Helena Farmers' Market website:

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

Phone Number Email Business Address Mailing Address Website Link

Other

Products to be sold:

The MM must approve any new product(s) before they can be brought to the Market. Vendors found selling items not yet approved or not listed on their application will be subject to fines by the MM. 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.

Please list all products you would like to sell in 2024.

Have you participated in the St. Helena Farmers' Market before? Yes [] No []

For how many seasons? _____

Please list 1-2 favorite "neighbors" at the Market:

Market Calendar:

Please mark with an X only the dates that you will NOT attend the market:

May	3	_____	10	_____	17	_____	24	_____	31	_____
June	7	_____	14	_____	21	_____	28	_____		
July	5	_____	12	_____	19	_____	26	_____		
Aug	2	_____	9	_____	16	_____	23	_____	30	_____
Sep	6	_____	13	_____	20	_____	27	_____		
Oct	4	_____	11	_____	18	_____	25	_____		

Do you accept payment by credit card? [] Yes [] No (for marketing and statistical purposes only)

Special Needs: [] Electricity

Other:

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 St. Helena 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 St. Helena Farmers' Market as found in the Rules & Regulations. None of my activities will detract from the agricultural character of the Market.

____ I agree that for the safety of the market, to park my vehicle in the stall(s) assigned to me by 7:15 a.m. on Market days. If I arrive later, I agree to off-load from the customer parking area, and then move my vehicle to street parking.

____ I agree to keep my vehicle in the stall space until after 12:15 p.m. or until it is safe to drive out.

____ I agree to give the MM 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 MM by calling 707/ 486-2099 by 6.00 a.m. on the day of the market. I agree to pay my regular stall fee if I do not attend and have not notified the MM.

____ 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.

____ I agree that the vehicles belonging to my employees /second vehicles will be parked on the street as it benefits the Market when parking spaces are left available for customers.

____ I understand that County of Napa - Environmental Health Division gives the Market a permit to have a Retail Food Facility and dogs (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 St. Helena and I will help to keep Crane Park beautiful by putting trash in the designated receptacles, not damaging any of the landscaping, or leaving any trash behind in the parking lot. I will not dispose of water that contains bleach, coffee, produce, ice, 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 social media to promote the St. Helena Farmers' Market.

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

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

Signature: _____

Name (print): _____

Company (print): _____

Date: _____