



## 2023 Vendor Information

St. Helena Farmers' Market  
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**Our Mission:** The St. Helena Farmers Market (SHFM) 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 finest farm-fresh and sustainably grown produce, specialty foods and artisan goods available direct from the source. As a 501c3, we are also committed to educating our consumers, the preservation of our natural environment and to sharing our space with other non-profits to promote their causes.

**Market Location:** Crane Park, St. Helena

**Market Hours:** Fridays 7:30 a.m. – 12:00 noon | beginning May 5th | ending October 27th

**Overview:** Since its' beginning, SHFM's Board of Directors (BOD) has created Rules and 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 Market Manager (MM), the applicant will be sent an email indicating any missing materials. The applicant will **not be admitted** to the Market until the application is complete. 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 and 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 of the Rules and Regulations which are posted on our website and enclosed in the "Rules and Regulations" Handout.

### Procedure to Become an Approved Vendor

1. All necessary certificates /permits/ licenses/ registrations and insurance must be obtained for display at the stall and on file with the MM.
2. Submit a SHFM "**Application to Sell**" annually and have permission from the MM to sell.
3. Read and agree to abide by SHFM's **Rules and Regulations** as well as those applicable regulations of the City of St. Helena, County of Napa and State of California.

## Certificates/Permits/Licenses

1. **Farmers** must obtain a **Certified Producers Certificate (CPC)** from the Agricultural Commissioner's office in the county of production naming Napa County as a point of sale. The embossed certificate must be displayed prominently during market hours. An un-embossed photocopy of this certificate must be submitted to the MM PRIOR to the opening day.
2. **Organic Farmers** must obtain an Organic Registration Certificate from the County Agricultural Commissioner's Office in the county of production. In addition, Organic Farmers who sell more than \$5,000 annually must also provide evidence of Organic Certification by a registered, qualified third party certifying agent.
3. **Nursery License** must be obtained from the County Agricultural Commissioner's office in order to sell nursery stock.
4. **Scales** must bear a current seal from the Department of Weights and Measures.
5. **Second Certificates** are required when you are selling for another farmer. You may sell for a total of two (2) other certified growers within one calendar year.
6. **Egg Handlers Permit** is required for egg sales.
7. A Napa County **Health Department Permit** is required in order to sell processed food products, including, but not limited to, jams, preserves, breads, prepared foods.

**Resale of any commodity is illegal and not permitted.** Anyone found in violation of this will be permanently expelled from the market.

**ALL REQUIRED DOCUMENTS MUST BE PRESENT AT FIRST DATE OF SALE IN THE MARKET OR VENDOR WILL NOT BE ALLOWED TO PARTICIPATE.**

- 8 **Liability Insurance:** Vendors are not covered by SHFM 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 SHFM as an additional insured. All processed food vendors must also have Product Liability Insurance coverage of at least \$1 million.

## Stall Size

1. The minimum space per vendor is:

standard: accommodates one 10' x 10' Pop Up

large: accommodates up to three 10' x 10' Pop Ups

## Market Fees

1. **Membership:** Membership in the 2022 St. Helena Farmers' Market is \$50 for the Season. As a Member, you are entitled to a reduced stall fee as outlined below.
2. **Stall Fees - Member:** After paying \$50 for the current season, Members will be charged a flat rate per Market as follows:
  - a. standard: \$38 + \$2 State Fee = \$40
  - b. large: \$53 + \$2 State Fee = \$55.
3. **Stall Fees - Non-Member:** If you choose to participate in the market as a Non-Member, you will be charged the flat rate per Market as follows:
  - a. standard: \$48 + \$2 State Fee = \$50
  - b. large: \$63 + \$2 State Fee = \$65.
4. **Child Vendors:** Any child age 15 years and under who is selling a product entirely of his/her own production and meets all other rules and regulations of the market will be charged a stall fee of \$10.00, providing there is space at the market.

**No Show Fee:** The Market looks fuller and more vibrant when there are no 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**. If notification is not received, then the reserved stall fee will be due to the MM 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 | 486-2099 between 5:00 a.m. and 6.30 a.m. so that your stall space will not be held for you. Messages will be retrieved from the market cell phone up to 30 minutes before the market opens.

Remember, the Market operates rain or shine.

Any fines, including those for tardiness, will be added to the Stall Fee.

## Useful Information for Vendors

1. **Proof of Driver's License and Automobile Insurance:** Vendors must provide this information 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.
2. **Second Vehicles:** We ask that second vehicles be parked on the street outside of the Market's parking area during Market hours.
3. **Late Arrival:** Vehicles **cannot** be in motion in the Market aisles between 7:30 a.m. and 12:15 p.m., unless otherwise arranged with MM. This is a liability issue for the Market, and is why we put barricades at the end of the aisles at 7:30 a.m. The BOD requires that all vehicles be parked by 7:15 a.m. Do not move the barricades or drive over the landscaped islands to enter the Market late. If you arrive later than 7:15 a.m., you must off-load from outside the Market aisles and then park your vehicle at the "to be determined" secondary parking area. Late arriving vehicles may be admitted to the market at the MM'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.

4. **Required Documents:** Please refer to the **Application Checklist** for a list of required documents. A few reminders:
  - **Certified Growers:** If you do not have your new Certified Producer Certificate (CPC) at the time of application, a copy of the original must be received by the MM prior to 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.
  - **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.
  - **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 MM must receive written authorization verifying that the certified producer selling on behalf of the second has authority to do so.
5. **Single-Use Plastic Bag Reduction:** As of January 1, 2015 the City of St. Helena ordinance reducing the use of single-use plastic bags took effect. Vendors must 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, labeled as compostable or have no handles.
6. Please refer to **SHFM's Rules and Regulations** for more detailed information. In general, 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.
  - Seasonal availability of produce.
  - Seniority based on prior performance at SHFM; attendance, display, sales, and neighborliness.

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

7. **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 and raised to a clearance of at least 6' 6" (78 inches). If you have concerns about shade, please note such on your application.
8. **Fragrances:** The fragrances of fruit, herbs and flowers are part of the beauty of the Market. We ask that anything that diminishes these aromas be avoided to include hairspray, perfume, artificial fragrances used in soaps, exhaust from cars left idling, exhaust from generators, etc.
9. **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. The Market will be fined if completed Load Lists are not received and kept for 18 months. If the Market is fined, the fine will be passed on to the vendor who has not completed the Load List. The Load List has a place to note if you will NOT be returning to the next Market, and you also must include the date when you will be returning. Also, please use the Load List to record WIC coupons or EBT Market Tokens to help us keep track of what is to be reimbursed to you when you pay your stall fees.
10. **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.
11. **Social Media:** In an effort to support our Vendors the Market will continue to be very active on both Facebook and Instagram throughout the year. We encourage all Vendors to follow both social media platforms, either through business or personal accounts, in order to stay up to date and encourage the community following.