



Farmers' Market Information and Policies

Updated: August 25, 2017

Mission Statement

The mission of Hāmākua Harvest Farmers' Market is to support local family farming and land-based sustainable livelihoods, while providing opportunities for our local farmers, ranchers and producers to engage in direct-marketing of their products to both community residents and visitors to the Hāmākua coast.

Our vision is of a thriving and innovative agricultural center, through which high-quality, in-depth learning workshops and presentations on the diverse cultural and agricultural values of the people of Hawai'i can be shared and experienced. We are a center of giving and receiving and wish to attract Vendors who act in cooperative, community-building ways.

This handbook is set forth to ensure a supportive and smoothly running Market founded on equitable policies and mutual respect. We strive to uphold all policies in a fair and nondiscriminatory manner, and welcome your input and thoughts as the market evolves.

Market Governance

Hāmākua Harvest Farmers' Market is owned and operated by Hāmākua Harvest, Inc., a local non-profit organization based in Honoka'a, HI. As owner/operator it retains primary decision-making authority for the Market, including acceptance of Vendors and Market Rules which it may change from time to time at its sole discretion. Daily operations of the Market are the responsibility of the Market Manager.

Location and Hours of Operation

A. The Market is located at the corner of Mamalahoa Highway and Mamane Street in Honoka'a. Operating hours are from 9:00 am to 2:00 pm on Sundays throughout the year. When a major holiday falls on Sunday, the Market may be rescheduled on an alternative date, depending on the desires and availability of Vendors.

B. The Market is open rain or shine. In the case of severe weather, vendors will be contacted the day before and informed of the market committee's decision to open or cancel.

C. Vendor set-up may begin as early as 7:45am. Vehicles must be unloaded and moved safely off market grounds by 8:30am. Booth set up **MUST** be completed by 9:00 am. If a Vendor is not on property setting-up by 8:30am, management may allow another Vendor to occupy your space.

D. Official opening will be announced by conch shell or another distinctive sound. Selling prior to opening is not permitted. **Vendors may not leave or commence break-down prior to Market closure at 2:00 pm** unless prior approval has been obtained from the Market

Manager, or unless inclement weather creates unsafe conditions. Vehicles are not allowed in the vending area prior to Market closure. In the case of an emergency, Vendors are expected to notify the Market Manager as quickly as possible.

E. After Market closure, Vendors must be off-site by 3:00 pm. Semi-permanent 10 x 10 steel frames may be erected with permission from the Market Manager and with the understanding that booth spaces are subject to change. The Market is not liable for any damage incurred to these structures.

Application Process and Admissions Criteria

The Market has the capacity for up to 36 Vendors, with future expansion planned. Hāmākua Harvest, Inc. will determine the ideal Vendor selection and layout of the booths taking into consideration parking needs, Vendor type, customer capacity, fire code, etc. Due to these numerous variables, Vendors may not receive their first choice of booth location.

A. New Vendor selection will be based on all applications received prior to the date of space availability. Ongoing submission of applications will be accepted and will be considered complete only when all documents listed below have been received:

- Signed and completed Vendor Application
- Signed "General Agreement" form (attached)
- Copy of required food permits, proof of certifications, or other documentation relevant to your product/farm

B. In evaluating new Vendors, the Manager will give first preference to those that offer fresh, local high quality food products grown, raised, foraged or caught in the Hāmākua region.

C. Non-farmers or primary producers will be considered based on their usage and quantity of local materials or resources and based on the uniqueness or diversity of their product.

D. Agricultural re-sellers will be admitted on a case by case basis depending on product and production methods. 75% of resold products MUST be from Hawai'i Island, and priority will be given to producers of the Hāmākua coast practicing sustainable and ecological responsibility.

E. All participating Vendors must abide by all applicable federal, state and local health regulations pertaining to temporary Vendor establishments and Farmers' Markets as outlined in the "*Permitting and Scales*" section below.

Types of Vendors

It is our goal to grow a great Market with committed Vendors and loyal customers who share common values and actively support each other. A Vendor will elect which type is best suited to their business.

Full-time - committed to weekly attendance every month and shall have precedence over other Vendor types for booth location and other Market amenities. When a new full-time Vendor is assigned a space that space becomes the new Vendor's long-term location (remaining subject to change as deemed necessary by market management).

Part-time - those who wish to participate in three or less Markets per month and shall be given precedence over occasional Vendors in terms of booth location and other amenities of the Market. Vendors electing Part-Time status must indicate the weeks they intend to participate in the Market on the application such as 1st and 3rd, or 2nd and 4th Sundays.

Occasional - those interested in attending the Market less than once a month. These Vendors will be given booths on an as-available basis. Once accepted to the Market, occasional Vendors need to contact the Market Manager at least 3 days ahead of time and pay their booth fee upon arrival at market BEFORE the market opens.

Guest - those who represent non-profit, health, education or environmental organizations, community groups, business associations, or other groups that may benefit the Market or greater community. Included in this category are keiki and youth booths.

Sharing Booths

1. A Vendor who wishes to share a booth with another Vendor may do so on alternating Market days, or by splitting Market fees each week with their partner Vendor. This must be clearly indicated on the application. A total of two Vendors may split one booth location.

2. Exceptions to this include a hui (aggregation) of local fresh and/or value-added products consisting of producers who coordinate amongst each other and rent a booth cooperatively on a Full-Time basis. Applications for a hui must be worked out amongst the producers themselves and the arrangement detailed on the Vendor application. One booth payment per hui is expected as outlined in the “Fee” section below.

Booth Space

A. Each Vendor will have space for a 10'x10' pop-up tent, or the equivalent. Vendors desiring more space should discuss their needs with the Market Manager; if approved, additional charges may apply. Space adjustments may be made at the discretion of the Market Managers as necessary and regardless of vendor type. Vendors are responsible for maintaining and purchasing their own tents. **Permanent vendors wishing to purchase a permanent tent must receive approval from the market manager. A permanent tent is one that remains in the market throughout the week and must be within the 10'x10' limit size limit. All tents must have a tarp that slopes (not flat across) in order to avoid pooling water and damage to the tent. See the canopy kit item sheet from HPM attached for guidance.**

B. All displays should be neat, tasteful and professional. Tents must be weighted and well-secured due to the possibility of sudden gusts of wind. A clear walkway in and around a booth must be maintained for the safety of all.

C. Space may not be sub-leased or transferred from one Vendor to another Vendor without prior approval of management.

D. The goal of the Market is to minimize waste creation and disposal, moving towards the concept of a “Waste-Wise Market.” Trash bags and bins for samples or any disposal items from hot food/food trucks is the responsibility of the individual Vendor. Any vendors cooking food will be required to have a fire extinguisher at their booth. Any vendors cooking food on

site will be required to have a class F fire extinguisher (one capable of putting out grease and oil fires) at their booth.

Facilities

Potable water is provided as needed for all Vendors. Electricity may be purchased for a \$5/day fee. Bathroom facilities are furnished by temporary bathrooms until further notice in a clearly marked location and with an adjacent hand-washing station. A covered dining area is provided for all to rest, eat and enjoy the market.

Fees

The fee schedule for Vendors is listed below:

Category	Paid the Month Ahead	Weekly
Full-time Vendor	\$20/week with booth preference	\$25
Part-time Vendor	\$20/week with booth preference	\$25
2 Vendors in shared booth	\$30/week with booth preference	\$35
Occasional Vendor	N/A	\$25
Guest Vendors	N/A	Free

Checks should be sent to: Hāmākua Harvest P.O. Box 621 Honoka'a, HI 96727 or provided to the Market Manager before the Market opens on the first Sunday of the month.

A late fee of \$10 per week will be incurred if booth fees are not paid in a timely manner. No refunds will be issued for sudden missed Market dates without prior notice, (unless inclement weather cancels the market) or for permanent withdrawal, suspension or removal from the Market.

Products

Items offered for sale must be locally grown, and reflect freshness and quality. No illegal products will be allowed. Management reserves the right to approve all products to be sold at the Market.

If the main ingredient of value-added products or goods cannot be sourced locally, the THEME ingredient must be sourced on Hawai'i Island, such as the red peppers in a red pepper hummus, or the coconut in a coconut oil soap bar.

Permitting and Scales

A. All Vendors selling processed food items (including, but not limited to, baked, cooked, chopped, smoked, dried, preserved, and pickled) described as potentially hazardous foods (PHF) must have a current Temporary Food Establishment Permit (TFEP), available from the Hawai'i State Department of Health. All food items must be properly protected against contamination at all times.

B. A copy of the current Mobile Food Establishment Permit, a Temporary Food Establishment

Permit, or Commercial Kitchen Permit must be displayed in the Vendor's booth at all times and should be submitted to the Market Manager each time it is renewed. Failing to have Health Department Permits in order may result in a Vendor's removal from the Market.

C. It is the responsibility of each Vendor using scales to ensure that his/her scales are accurate and in working order for protection of fair pricing for themselves and the customer.

D. Each Vendor regardless of type will need to obtain a General Excise Tax certificate and to abide by HRS 231, governing collection and payment of the General Excise Tax. Additionally, any other County or State law pertaining to temporary Vendor establishments or operations at "Farmers' Markets" will apply to this Market.

Signage and Display

A. All Vendors must display signs that show their farm or business name in a prominent manner every Market day. Please take care to weigh down and/or securely affix any signage.

B. Farmers are encouraged to discuss their production methods with Market customers (sustainably raised, ecological grown, Korean natural farming, etc.). However, it is not allowable to use the word "Organic" in marketing unless the farm possesses an organic certification by a recognized agency OR has obtained a small farm exemption permit based on annual sales of less than \$5,000.

C. All displays should be neat and tasteful. Cardboard boxes and bins used for storage should be out of site and tucked away. A professional appearance and booth aesthetic is expected.

Market Safety and Insurance

It is the responsibility of each Vendor to establish and maintain safe conditions in and around his/her booth. Care should be taken to avoid sharp corners, tripping hazards, leaving items on the floor, and other potentially dangerous situations.

While the decision to obtain liability insurance, both for the Vendor's booth space and product(s), is one that is left to each individual Vendor, Hāmākua Harvest, Inc., strongly recommends that all Vendors, and especially Vendors of food items, carry this kind of insurance. Hāmākua Harvest, Inc., reserves the right to amend the insurance requirements with advance notice to the Vendor.

Absences

In order to encourage continuity for customers and offer space to guest Vendors, established Vendors should notify the Market Manager no later than Friday prior to the Market if they are going to be absent. If absent, the Vendor's space may be assigned to another Vendor. Full-time Vendors may not miss more than 2 days in 3 months. Part-time vendors may not miss more than 1 day in 3 months. Excessive absences may result in termination from the Market.

Vendors will not be refunded booth fees outside of these allowances. While we understand that some absences are unavoidable, we strongly encourage Vendors to do their best to be present every week, or have an informed substitute person run their booth on their behalf.

Consistency and good customer service are essential to the success of the farmer's market.

Market Etiquette

As an all ages and community-oriented event, Vendors should be considerate of how their behavior affects the atmosphere of the Market. Cooperation and peaceful problem resolution will contribute to everyone's sales and an enjoyable Market day. Any hostility towards other Vendors, customers or volunteers (including musicians and educators) will be taken seriously by Market management. Shirts and footwear are expected for sales representatives.

Compliance to Market Policies

In the spirit of the cooperation and camaraderie the Market seeks to nurture, the management relies on the personal responsibility of its Vendors. The submitting of an application to the Market serves as the Vendor's agreement to abide by the Rules of the Market.

Infractions of the Rules will be grounds for warnings or suspension from the Market. One verbal and one written warning will be issued before a suspension will be considered. If, after receiving a warning or suspension, a Vendor is in disagreement with the decision, the Vendor may make written application to the Executive Director, whose decision is final.

At the discretion of the Market Manager, when an infraction poses *immediate jeopardy* to the health or safety of a customer, another Vendor, Market management or the overall Market, the Manager may call for immediate suspension from the Market. The Vendor will have an opportunity to review documentation of the infraction and be heard by the Executive Director, whose decision is final.

Complaints

Complaints relating to the Market may be addressed in writing to the Market Manager, wherein the complaint will be addressed with the Executive Director. We request that complaints are brought forth in a diplomatic way so that the issue can be resolved amicably.

Complaints against another Vendor will be investigated by the Market Manager. If the Manager is unable to resolve the complaint, then a written report will be made to the Market's Executive Director who will address the complaint and make a final decision.

Supplemental Nutrition Assistance Program (SNAP) and Electronic Benefits Transfer (EBT) Program

Agricultural Vendors are asked to participate in the SNAP/EBT program for all eligible items. The SNAP program is run by the United States Department of Agriculture (USDA) and "offers nutrition assistance to millions of eligible, low-income individuals and families throughout the US while providing economic benefits to communities." An EBT card acts much like a debit card and allows its holder to purchase fresh fruits, vegetables and food items.

Our Market has secured software and equipment needed to process payments for customers possessing an EBT card, and offers these families and individuals direct access to local, nutrient dense fruits and vegetables from the Hāmākua Coast. Training for accepting EBT cards from customers will be provided by the SNAP/EBT Cashier to all interested Vendors free of charge. We request every eligible Vendor take advantage of this additional market

Hamakua Harvest Farmers' Market Vendor Agreement

(Please detach this sheet and return with Vendor Application)

By signing below I acknowledge that:

- I have received, read, understood and agree to abide by the rules set forth in the above Vendor Information and Policies.
- I have informed all my personnel of Market policies and will inform all new personnel that work at my booth.
- I agree to indemnify and hold harmless Hāmākua Harvest, Inc., its board of directors, employees and contractors, and Kamehameha Schools from and against all liabilities, claims, demands, losses, damages, levies and causes of action or suits of any nature whatsoever, arising out of or related to my activities or products sold at this Market.
- I give my permission to allow Hāmākua Harvest, Inc. to use my name and photo on their website and in any promotional materials.
- Management reserves the right to have final approval on all matters concerning the management of the Market.

Signature

Date

Printed name: _____

Business Name (if applicable): _____

Address: _____

Phone: _____

Email Address: _____