

# Cannon Beach Farmers Market

## Handbook 2024



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## MISSION, GOALS AND MANAGEMENT

### **MISSION**

To enable Cannon Beach residents, visitors and businesses to purchase fresh produce and other fresh food products in season. This is primarily a **grower-seller market**.

### **GOALS**

- To make available a variety of fresh farm products
- To promote the local farmers, ranchers, fishers and artisan producers of food and perishable farm products
- To foster a community activity promoting social and healthful lifestyles

### **MARKET LOCATION, DATES, TIMES FOR 2024 SEASON**

The Market is located in the public parking lot at the intersection of Hemlock and Gower Streets, adjacent to City Hall, and is officially open from *12:00 to 4:00 pm* on Tuesdays. The Market season in 2024 is June 18 to September 10.

### **MARKET MANAGEMENT & VOLUNTEERS COMMITTEE, STAFF AND CULINARY LIAISON**

The Cannon Beach Farmers Market Committee consists of community volunteers, who meet to determine the policies and procedures governing the Market. The Committee works with the Market Manager and staff and the Culinary Liaison.

#### ***Current Committee Members***

Claire Landrum, Chair  
Marc Bates, Vice Chair  
Amy Jones, Secretary  
Darryl Christians  
Myung Kang-Huneke

#### ***Culinary Liaison***

Jonathon Hoffman

#### ***Staff***

Tracy Abel, Market Manager and Music Coordinator  
Bruce St. Denis, Staff Liaison

#### ***Volunteers***

Community volunteers play key roles in performing the tasks of the Market, including setup and takedown. Please see how to become a volunteer on our website at

<https://ci.cannon-beach.or.us/farmersmarket/page/volunteering>

### **SOME OPERATIONAL CONSIDERATIONS:**

This is not a forum for political, general, commercial or religious activities. Advocacy for good health, safety, political participation in general, and for the protection of the environment are welcome, but not for positions that may be politically controversial in Cannon Beach. Our use of City property is governed by the Cannon Beach Municipal Code, which restricts activities on the premises.

The Market is a city-sponsored program and operates at the discretion of the Mayor and City Council of Cannon Beach.

The Market requires everyone present to follow the public health laws/rules of the state, county, and city.

## **VENDOR INFORMATION IN PREPARATION FOR THE MARKET**

### **FEES, LICENSING, RULES & APPLICATION PROCESS, VENDOR VISITS AND NOTIFICATION OF STATUS**

Vendor applications are to be submitted through Manage My Market (MMM). A returning or new applicant can register with MMM at <https://www.managemymarket.com/register.aspx>

Applications are considered by the Farmers Market Support Staff, which consists of the Market Manager and the Culinary Liaison. Based on the Product Definitions and Guidelines section of the Market Handbook, and on considerations of product mix in the Market, they either accept an application as is, deny it or accept it with conditions. Appeals to their decisions may be made to the Cannon Beach Farmers Market Committee, in writing within 10 business days of the Support Staff's decision, and sent to: CB Farmers Market Committee; c/o City Manager; PO Box 368, Cannon Beach, Oregon 97110, or to the Market Manager at [farmersmarket@ci.cannon-beach.or.us](mailto:farmersmarket@ci.cannon-beach.or.us). The Committee shall render a final decision within 10 business days of the Vendor's written appeal.

**Vendors** may reserve space for **all season** or on a **week-to-week** basis. All vendors receive the same 10x10 foot booth space (about 2/3 of the booths have space behind for vendor vehicles if not overly large). Check/cash payments must be paid in advance of the next market.

### **To become an all-season Vendor:**

- Payment for the entire Market season reserves your space for the whole season.
- A Cannon Beach City business license is required (\$10.00). Note that this license runs from the beginning to the end of the Cannon Beach City fiscal year—July through June.
- An all-season Vendor must sign up with Manage My Market and submit copies of all licenses relevant to their business, by the first market in which they want to sell. Each space for **all season** is \$350 (plus CB city business license and application fee), payable at the Vendor's first market of the season. If there is a shortened season, the all-season charge may be reduced accordingly.

### **Also, a Vendor can apply for week-to-week status. To become a week-to-week Vendor:**

- Week-to-week Vendors must sign up with Manage My Market and submit copies of all licenses relevant to their business, by the first market in which they want to sell.
- Week-to-week Vendors pay \$35/week at the City Hall front desk, or at the walk-up window on the southwest corner of City Hall, **the week prior to market date**, for a single space; the earlier you reserve the better your chances of getting the space. A \$25.00 fee is charged on all returned checks.
- A Cannon Beach City business license is required (\$10.00). Note that this license runs from the beginning to the end of the Cannon Beach City fiscal year—July through June.

- If unable to attend on a given market day, a vendor must notify the Market Manager in advance.

Please try to contact us 24 hours in advance at the latest. It gives us the opportunity to fill the space.

**NOTE:** Priority in assigning spaces is given to week-to-week vendors whose products are not already well represented in the Market. Week-to-week vendors do not have reserved spaces and are not guaranteed that they will receive the same space they may have occupied previously.

## **VENDOR REGISTRATION**

- **VENDOR VISITS:** the Market Manager, Culinary Liaison and/or their representatives may visit all vendor farms and producers prior to the opening date of the Market in the first year of their participation. Thereafter, visits should be expected on the odd years of a vendor's participation, if location or product mix changes or if the Committee decides a visit is required.
- Market Manager approval is required in order for two or more vendors to share a booth. All vendors' names must be on the application.
- Vendor quality, display and decorum must be maintained. A vendor who fails to meet these obligations may be asked to leave.
- The Market's approval of selling privileges for a vendor is always for a specified period, which never exceeds one Market season. If unable to attend on a given market day, a vendor should notify the Market Manager as soon as possible. Repeated non-appearances without timely notice to the Market manager may result in loss of vendor status.
- Vendors may not sublet stall space. Prepaid fees are not transferable to other Market dates or Vendors.

## **VENDOR LICENSING**

Vendor licensing—and copies of any permits and licenses applicable to the sale of their products—are required. Vendors are responsible for complying with federal, state and local licensing requirements governing the production and sale of their products. Failure at any time to conform to local, state or federal requirements is grounds for removal from the Market and forfeiture of space fees. Contact information for government agencies is listed at the end of this handbook.

### **Native American Vendors**

The treaty rights of Native American vendors allow them to sell products without licensing. The vendor must submit a copy of his or her tribal identification card with the application to confirm Native American status.

## **LIABILITY INSURANCE**

All vendors are required to have general liability insurance in the amount of **one million dollars**, naming the City of Cannon Beach as an additional insured, and an Additional Insured Endorsement (AIE) form, also naming the City. The Market Manager has information about available insurance.

## **ENFORCEMENT**

The Market Manager, who has the ultimate on-site authority and is responsible to the Farmers Market Committee and the City of Cannon Beach, will enforce all rules of the Market, including the **Cannon Beach Municipal Code Relating to Outdoor Vending--see 17.90.150 at <https://ecode360.com/43513519#43513519>**

**At the discretion of the Market Manager, any vendor breaking Market rules will receive a written warning the first time, a \$50 fine the second time, and expulsion from the Market the third time. Organic labeling rules are enforced by the United States Department of Agriculture**

## **AT THE MARKET (MARKET DAY)**

### **What to bring on Market Day**

- Your products
- Your advance space fee payment if you are a week-to-week vendor
- Canopy and canopy weights sufficient to hold your canopy in place—Cannon Beach can be windy
- Tables, tablecloths, racks and/or shelves and other display equipment
- Signage—you must bring a sign telling customers the name and location of your business  
All of your products must have their prices clearly signed or labeled. See SIGNAGE at the bottom of this page. Paper bags, boxes, flats for customer purchases (**use of plastic bags is limited to prepackaging of merchandise**). **Biodegradable bags** are preferred for takeaway items.
- Broom and dustpan for clean-up
- A certified scale (if appropriate)
- Credit card reader and cash box with plenty of change
- Promotional materials and business cards—optional
- Hand washing station and appropriate supplies if you are sampling
- Trash bags or cans (you must take your garbage with you at the end of the day)
- Pens, pencils, chalk, markers, calculators, white boards...
- Personal comfort items such as hats, scarves and drinking water—for those of you who don't live on the North Coast, bring extra fleeces, rain jackets, shoes for the possible inclement weather. The weather in the Valley is often 20 to 30 degrees warmer than it is at the coast
- Smiles and a good attitude!

### **PARKING**

Vendors and their employees are to park in the designated parking areas as directed by Market volunteers.

### **LOADING/UNLOADING/SETUP & TEAR-DOWN**

- Plan to begin selling by 12:00 pm. Setup time can be very congested. A lot of vehicles need to move in and out of the Market in a short time. Vendors need to arrive and quickly unload the parts and contents of their booth, move their vehicle to the designated parking area, (which may be behind their booth, depending on location), and then return to their booth to set up. If you are not parked behind your booth, do not set up as you unload—this is time consuming, and your vehicle may be blocking another vendor.
- **Vendors should not plan on driving a vehicle into or out of the Market after 11:30 am.** Any vendor arriving after 11:30am should plan on carrying their booth, tables and product into the Market.
- Vendors are not to disassemble or un-man their booths before closing time without the Market Manager's approval.

## SIGNAGE

- Each vendor shall post a sign at least 11 in. x 17 in., with letters at least 3 in. high, identifying the name and location of their farm or business. All signs must be approved by the Market Manager.
- Signage (including packaging materials) indicating that food is certified “organic” must comply with the federal rules regarding the use of this word, and all organic vendors must post a copy of their certifications in their booths. See ENFORCEMENT on p. 6.

## PRICES

All vendor prices must be clearly marked or posted. Prices are to be set at the sole discretion of the individual vendors. Collusion or any pressure among sellers to alter prices is strictly forbidden.

## BOOTH REGULATION

### General Rules of Booth Operations

- Vendors will not have tables, product, boxes, signs or any part of their booths outside their space boundaries as marked on the pavement. Vendors must stay within their allocated space, at the required distance from other booths, while selling, except to distribute samples.
- Booths and/or tables must be supplied by the vendor and must be erected with concern for the safety of the public and other Market vendors.
- Each leg of a vendor’s canopy must be secured at all times with enough weight to keep it anchored to the ground, no matter the weather (Cannon Beach is known for a strong north wind in the summer, and the occasional rain storm).
- Vendors are responsible for keeping their spaces attractive during the Market, and for cleaning them up thoroughly after the Market. ***Before leaving, all litter and product debris in the vendor’s booth must be collected and the ground swept clean. PACK IT IN, PACK IT OUT.***
- Vendors are responsible for removing their own refuse/unsold products from the Market premises (see Cannon Beach Food Pantry on p. 9)
- Playing radios, CDs, etc. inside the Market during Market hours is prohibited.
- Vendors may be fined, suspended or removed from the Market, or have selling privileges revoked, for failure to obey or conform to Market, federal, state or local regulations.

## VENDOR SCALES

- All scales for weighing goods being sold must be certified by the Oregon or Washington Dept. of Agriculture, Measurement Standards. Scales must be licensed annually.
- ODA Scales Certification is required for each scale an Oregon vendor intends to use. Certification is available from ODA Measurement Standards. Check if and when they will be coming to the Market. Washington vendors must have a current sticker from WDA affixed to their scale.

## RULES OF CONDUCT

- Vendors shall be honest and conduct themselves at all times in a courteous and businesslike manner.
- Rude, abusive, offensive or other disruptive conduct will not be permitted.
- To maintain a positive atmosphere, vendors should bring concerns about the Market to the staff or to a member of the Market Committee, not to customers or other vendors.

- Vendors who wish to smoke must leave the Market grounds to do so and comply with public smoking regulations.
- No loud hawking, shouting or barking is allowed.
- Vendors are responsible for the actions of their employees.

## **CHALLENGE PROCEDURE**

A vendor who wishes to lodge a complaint alleging that another vendor is not complying with the Cannon Beach Farmers Market rules as laid out in this handbook, or with municipal, state or federal standards, can file a challenge with the Market Manager. Challenges must be made before the end of the Market day when the violation is observed. Challenges should indicate specific violations. The Market Manager will convey the nature of the complaint to the challenged vendor as soon as possible. The challenged vendor's responses must be received by the Friday before the next Market. Failure to respond to a challenge may result in the determination that the challenge is valid. The Market Manager, with input from the staff and committee if s/he deems necessary, will determine what, if any, investigation is needed to properly assess the challenge. Any challenges will be resolved as quickly as possible. A challenge resolution could result in the loss of the challenged vendor's space at the Cannon Beach Farmers Market should it be determined that violations have occurred.

## **OREGON AND SENIOR FARM DIRECT NUTRITION PROGRAM**

These programs are completely administered by the Oregon Department of Agriculture. It is strongly suggested that all farmers who qualify participate in them. Not only will this increase sales for you, but it also benefits the Market as a whole. For application or eligibility questions, call the Oregon Health Authority (see p. 13).

## **TOKEN PROGRAM**

### **\$1 Tokens – Oregon Trail (Electronic Benefits Transfer – Food Stamps)**

- Food stamp=Supplemental Nutrition Assistance Program (SNAP) recipients receive their benefits electronically. They have an Oregon Trail debit card.
- GOOD FOR: most food items, including fruits, vegetables, meat, fish, poultry, dairy products, seeds, baked goods to be taken home, and plants intended for growing food.
- NOT GOOD FOR: nonfood items, ready-to-eat foods, hot foods and flowers. It is illegal to exchange SNAP benefits for these products.
- NO CHANGE can be given back. The customer can add product to bring the purchase up to the dollar amount. Our vendors, by law, may not give cash change for purchases with EBT tokens. When possible, vendors are encouraged to modify purchases so that they total a whole dollar value.
- **Reimbursement:** Tokens will be collected by the Market Manager at the end of each Market. Vendors will be reimbursed for all tokens monthly with automatic deposit.
- **Please note: tokens may not be used to pay stall fees.**
- If tokens are used to purchase nonfood or other ineligible items, the Market Manager must collect the tokens and will not reimburse the vendor. Sale of ineligible items with SNAP benefits is illegal, and endangers our ability to accept Oregon Trail cards.

### **Double Up Food Bucks (DUFb)**

- Only farmers may accept DUFb. No other vendors will be reimbursed for DUFb.



## CANNON BEACH FOOD PANTRY

Vendors wishing to donate unsold produce or food products to the Cannon Beach Food Pantry will have an opportunity at the end of each market. Around 3:45, a CBFM volunteer will come around with wheelbarrow or cart to pick up donations.

## PRODUCT DEFINITIONS AND GUIDELINES

All products must be grown, raised, produced or collected in Oregon or Washington (but see below under Seafood). Allowed agricultural products are fruits, nuts, vegetables, herbs (in pots, dried or cut), flowers and plant starts, cheeses, dairy-based foods, seafood, meat, poultry, honey, eggs and grower- or artisan-made preserved foods such as jams, ciders, pickled vegetables, salsas, chutneys, relishes, dehydrated fruits and hand-crafted baked goods.

All products shall be of good quality and must comply with any applicable regulations pertaining to their production and sale. **Vendors must submit a complete list of products that they produce and wish to sell at the time they make application to the Market. The Market Manager and Culinary Liaison must approve all products prior to their being sold. *If a vendor wants to sell an item not previously approved, the Market Manager and/or Culinary Liaison must approve the new item before it can be sold at the Market.***

### Produce

Each vendor is required to grow the product s/he sells. No resellers are allowed, except in accordance with a Farm Direct exemption in accordance with the publication you can download here:

[FarmDirectMarketingAgProducts.pdf \(oregon.gov\)](#)

With the approval of the Market Manager, vendors may share a booth. Only locally grown, extracted and gathered products may be sold at the Market. Examples include: farmed berries; fruit; grains; vegetables; nuts; herbs; honey; mushrooms; wild berries. A farm visit by Market representatives may be required prior to approval as a market vendor. Farm visits are not required the second season for returning vendors unless their location or product mix changes or the committee decides a visit is necessary. Vendor visits may be required every odd-numbered season of their participation, but can be waived at the discretion of the Market Committee.

### Organic Products

- Organic Registration—To display signage or markings asserting or implying organic certification, the vendor must post a copy of their organic certification in the booth, in addition to filing a copy with the Market. See ENFORCEMENT (page 5)

### Artisan Handcrafted Processed Food & Value-Added Food Products

- **Artisan handcrafted products**, which are made locally from scratch and from high quality ingredients, can include baked goods, noodles, pastas, hummus, chutneys, relishes, salsas, pestos, and seasonings such as salts. Priority consideration is given to products containing locally grown ingredients. Artisan products that contain major ingredients not grown or produced by the seller must be conspicuously labeled as such, for example, “cream cheese not sourced from \_\_\_\_\_.”

- **Manufactured foods** are produced from raw ingredients, by or under the direction of the vendor, in Oregon and/or Washington. The vendor is not required to raise any of the raw ingredients. Examples are dried or fresh pasta, pesto, and barbeque sauce. Priority consideration is given to products containing locally grown ingredients.
- **Value Added Products** are processed food products whose main ingredients are raised by the farmer, with no commingling of commercially purchased ingredients unless conspicuously labeled as such. They are made and handled in accordance with the ODA Farmers' Market Guidelines. Examples of foods in this category include: baked goods, cheese and artisan dairy products, jams, jellies, preserves, ciders, vinegars, salsas, pestos, chutneys, relishes, rubs, oils and dehydrated fruits and vegetables. **All such foods must be produced in a certified kitchen, with a kitchen visit prior to their first Market, unless the food is made under the Oregon Farm Direct Law exemption.**

### Seafood

- If you are processing the fish yourself, a Food Processor's License from ODA Food Safety or WSDA is required.
- If you are selling whole fish or having the fish processed by another processor, an ODA Retail Food Establishment License or WSDA Direct Retail Endorsement License is required. Oysters, clams or mussels require an ODA Shellfish Shipper's License or a Washington DOH Commercial Shellfish License.
- Only fish brought to port in the Pacific Northwest can be sold at the Market. A vendor representing Oregon and Washington fishers can sell on their behalf.
- Most types of seafood require either a processing license or a retail food establishment license, depending on whether products are processed by sellers or in other licensed facilities. Please check with the Culinary Liaison or Market Manager about the particulars.

### Meat and Poultry

- Meat and poultry products must be 100% from the animals that spent at least half of their lives under direct supervision of the vendor on property owned or leased by the vendor. Animals may be butchered or processed off farm.
- Vendors selling farm-raised organic fowl, lamb, beef or pork must have a license from the ODA or WDA. Processing must comply with all state and federal regulations, and the farmer must supply documentation of such compliance to the market management.

### Eggs

- Eggs may be sold at the market without a license, but only by the farm that produces them.
- Eggs must be in clean containers, preferably showing vendor name and date of packing.
- Chefs purchasing eggs for their businesses are required to buy only from certified licensed farms. We strongly encourage that eggs be kept cold.

### Cheese and Artisan Dairy Products

- Cheese and artisan dairy products must be processed by the farmer or by an artisan producer under agreement with one specific farm in Oregon or Washington, which must be the source of all major ingredients. Examples of artisan dairy products include: butter; yogurt; sour cream; mascarpone; ricotta; cheesecake; milk-based products; and flavored cheeses.
- Milk can be sold only by the farmer who raised the herd and collected the milk, and only if it is non-

homogenized and sold in bulk containers.

- Milk production must comply with state and federal dairy requirements and licensing for pasteurization, and the farmer must supply documentation of such compliance to the Market.

#### **Herb Plants**

- If your Oregon plant sales are over \$250 per year, a Nursery License from the ODA Plant Division is required. All plants must be grown from seeds or cutting. Resales are not allowed.

#### **Mushrooms and Fungi**

- Foraged mushrooms and fungi require additional information on the Cannon Beach Farmers Market Application identifying the vendor's general areas of harvest and training in mushroom collection and identification.
- Copies of collection permits and/or written approvals from private landowners must be supplied with the vendor's application.
- All mushrooms and fungi will preferably be labeled accurately with both the Latin and common names, and the names of the collection places in Oregon or Washington.

#### **Alcoholic Beverages**

- Alcoholic beverages may be sold in accordance with OLCC regulations. The Market will give preference to artisan/local vendors.

#### **Cider**

- If you make your own cider, a Food Processor's License from ODA Food Safety or WSDA is required.

Visits are not required for second year returning vendors unless their location or product change or the Committee decides a visit is necessary. Vendor visits may be required every odd-numbered season of their participation but can be waived at the discretion of the Market Committee.

**Note:** Market vendors other than prepared food vendors may not sell on-premise prepared foods or beverages.

## **PREPARED FOODS**

Food establishments/eateries are invited to apply to prepare, serve and sell food for immediate consumption at or outside the Market, as are food cart operators and other licensed mobile prepared food vendors, with each participating eatery or vendor supplying all their own cooking, holding and serving needs as well as service disposables (preferably eco- friendly). Food must be managed with appropriate safety measures and be convenient for immediate consumption. Non-alcoholic beverages (such as lemonade) and bottled water may accompany the food menu. **Soda pop is not permitted.** Wine or other alcoholic beverages are permitted as part of a tasting event. Eateries must arrive, unload and be ready to serve by 12:00pm on Market day and must remain the full four hours that the Market is open. Trash created in the cooking and preparation must be managed by the eatery. **Pack it in, pack it out!** The business must supply all of its own gear. Limited electricity is available. Generators are not permitted. All cooking equipment, hot and cold holding containers and service items are the responsibility of the food establishment. Ice for clean beverage service and cold holding is the responsibility of the eatery.

**WHO MAY PARTICIPATE:** Open to any Clatsop County Public Health (CCPH)-licensed food service business

(restaurant, eatery, food establishment), preferably within the Cannon Beach/Tolovana Park zip code areas.

**COST TO THE FOOD ESTABLISHMENT:** A temporary restaurant food service off-premise permit is required from CCPH. Once you know your dates, apply and pay for this permit at least two weeks ahead. A CCPH representative may mail your permit, or may come to the Market to inspect your food handling and service procedures, and issue your permit. **Note that CCPH has only been visiting the Market to approve sellers once per season--on the first Market day.** You must display the permit for the public to see at your booth.

**VENDOR COMPLIANCE:** All vendors shall comply with food safety standards as dictated by CCPH for off-premise service.

**TO APPLY FOR A TEMPORARY RESTAURANT PERMIT:** Contact Clatsop County Environmental Health at 503-325-9302. You can download the application at <https://www.co.clatsop.or.us/publichealth/page/food-services>. Please call the CBFM Market Manager at 503-440-4267 if you need assistance.

## COMMUNITY INFORMATION BOOTHS

The community information booths enable local nonprofit, service-oriented organizations to visit with Market customers and introduce their programs. Community groups should man their booths by noon and stay until 4:00. (Also see SOME OPERATIONAL CONSIDERATIONS on p. 4.) For nonprofit organization sales, per City ordinance, a site-specific use or special events permit may be granted by the city manager after finding that the number of sale dates shall not exceed the specified number of dates per year to be found in City regulations.

## CONTACT INFORMATION FOR PUBLIC AGENCIES

The following information is provided to aid vendors in complying with Oregon and Washington regulations concerning their product. It is not a comprehensive list, and vendors should contact the appropriate state agency for more detailed information. Whenever a specific agency is not mentioned below, as in the case of most produce and food items, the contact is:

### **Oregon Department of Agriculture, Food Safety Division**

635 Capitol St., N.E. Salem, OR 97301-2532

(503) 986-4720

<https://www.oregon.gov/ODA/programs/FoodSafety/Pages/AboutFoodSafety.aspx>

### **For all others, these are the specific agencies: Oregon Department of Agriculture,**

635 Capitol St., N.E. Salem, OR 97301-2532

(503) 986-4644

<https://www.oregon.gov/ODA/Pages/default.aspx>

### **Oregon Department of Agriculture, Measurement Standards**

635 Capitol St., N.E.

Salem, OR 97301-2532

(503) 986-4670

[Microsoft Word - Farmers Market Guide 05-09.doc \(oregon.gov\)](#)

### **ODA License Database**

<https://www.oregon.gov/oda/licenses/Pages/default.aspx>

### **Oregon Health Authority Public Health Division**

(971) 673-1222

[www.ohd.hr.state.or.us](http://www.ohd.hr.state.or.us)

### **Clatsop County Public Health**

820 Exchange Street, Suite 100

Astoria, OR 97103

(503) 325-8500

<https://www.clatsopcounty.gov/publichealth/page/safe-food>

### **Oregon Tilth**

(Organic Certification) 470 Lancaster Dr.

Salem, OR 97301

(503) 378-0690

[www.tilth.org](http://www.tilth.org)

### **Information for Market Customers, Vendors and Managers / Boards**

<https://www.oregonfarmersmarkets.org/vendor-rules-and-regulations>