



Mendocino County Farmers Market Association

P. O. Box 2176 • Fort Bragg, CA 95437

www.mcfarm.org

Mendocino County Farmers Market

Instructions & Application

(also available online at www.mcfarm.org)

It's Easy to Get Started:

Usually takes two (2) weeks but allow three (3) weeks for processing, mailing and Market Manager follow-up, longer if application is incomplete.

- Your first step is to contact a Market Manager(s)** (from the list on page 2), to determine if admission to the market is possible.
- Complete pages three (3) through (5) of your application.** Read and understand MCFARM Rules & Regulations (see website) and also the Hold Harmless agreement on page four (4). Initials and signatures are required by both applicant and partner.
- Choose the type of product(s) that you want to vend** from the list on pages five (5) through seven (7).
- Obtain the required permits, licenses, etc.** needed for your products(s).
- Make copies** of the application and supporting documents for: (1) Your records; (2) The Market Manager of all the markets you wish to attend and (3) MCFARM Office (page 3 and 4 only).
- Mail to MCFARM OFFICE:** \$50 and pages 3-5 ONLY of Vendor Application.

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Call for any questions—Angela at 707.964.6718 or mcfarmoffice@mcn.org

- Send COMPLETE application, +EMBOSSSED COPY of your CPC (Producer's Certificate) and copies of ALL paperwork to the Market Manager** of each market you wish to attend.
- You will be sent a Membership Card** and an Informational Vendor Packet upon receipt of complete Vendor App. and \$50 fee.
- Market Manager contact** - set-up for vending specifics and space assignments (if available). **Please allow up to two (2) weeks.**

Membership/Application Fee \$50

Stall fees are a percentage of your gross sales with minimum being \$7.00 and maximum \$52.00

(includes \$2.00 AG CDFA fee)

— About MCFARM —

MCFARM is a membership Not-For-Profit organization originally founded in 1977 as the Redwood Empire Farmers Market Association.

Our purpose is to:

Provide low overhead • Cooperatively run market places for agricultural products grown and produced in Mendocino and nearby (Lake, Humboldt & Sonoma) counties • Sponsor and coordinate Certified Farmers Markets in accordance with the State of California direct marketing regulations (CDFA)
• Provide opportunities for current or potential growers, to enhance their productivity and to encourage their participation in the Farmers Markets.
Summarized Articles of Incorporation, April 3, 1993

Our markets are **Certified Farmers Markets (CFM)**. Each market and its producers follow regulations from the Dept. of Food and Agriculture and the Mendocino County Environmental Health Dept. to help **ensure public safety**. We have six (6) excellent markets with experienced, dedicated and talented Market Managers, who strive for vendor, customer and community satisfaction:

MCFARM Certified Farmers Markets (CFM)—Market Manager Contacts

Mendocino CFM

Friday - 12:00 - 2:30, May - Oct. at Howard & Main St.
Julie Apostolu, 19499 Benson Lane, Fort Bragg, CA 95437; 707-357-6035 or gmmcfarm@gmail.com and
Christine Wagner, PO Box 1561, Mendocino, CA 95460; 707-472-6291 or christine.wag1961@gmail.com

Redwood Valley CFM

Sunday - 9:30 - 12:30, June - mid-Oct., Redwood Valley Lions Club County Park, 8920 East Rd.
Amanda Fairall, 855 E. School Way., Redwood Valley, CA 95470; 391-7416 or alfskitchen@gmail.com

YEAR-ROUND MARKETS

Fort Bragg CFM

Wednesday (May - Oct.) 2:30-5:30 (Summer) 400 Block of North Franklin between Laurel & Pine
Wednesday (Nov. - April) 2:30-4:30 (Winter) – Julie Apostolu, 19499 Benson Lane, Fort Bragg, CA 95437; 707-357-6035 or gmmcfarm@gmail.com

Laytonville CFM

Monday (May - Oct.) - 2:30 - 5:30 (Summer) - **(Nov. - April) 2:30 - 4:30** (Winter) - Harwood Hall, 44451 Willis Ave. - Gloria Harrison, 1855 Branscomb Rd., Laytonville, CA 95454; 707-560-4938 or glorianhy@willitsonline.com

Ukiah CFM

Saturdays (May - Oct) 9:00 - 12:00 (Summer) - **(Nov. - April) 10:00 - 12:30** (Winter) Alex Thomas Plaza, on School & Clay Street; Autumn Rain Arndt, PO Box 387 Covelo, CA 95428; 815-570-7577 or ukiahmarketmanager@gmail.com

Willits CFM

Thursday (May - Oct.) - 3:00 - 6:00 (Summer) West Mendocino Ave., between Muir and Main St.
Thursday (Nov. - April) 3:00 - 5:30 (Winter) Little Lake Grange
Michael Foley, 2301 East Hill Rd, Willits, CA 95490; - 707-510-7473 or foley.mw@protonmail.com

Office Manager

Angela Novak Harney

P.O. Box 2176 Fort Bragg, CA 95437 - 707-964-6718 or mcfarmoffice@mcn.org

MCFARM Vendor Application

mcfarm.org

Please Print Legibly

• Applicant's Name: _____

• Partner's Name: _____

(Partnership Agreement or both names on AG. Cert. required)

• Farm/Business Name(s): _____

• Mailing Address: _____

• Farm Address(es): _____

• Telephone: (Day) _____ (Eve) _____ (Cell) _____

• Email Address: _____

• Employees Attending Market: _____

• Other People Attending Market: _____

I request to vend at the following Market location(s) (Circle Markets you wish to attend):

• Fort Bragg • Laytonville • Mendocino • Redwood Valley • Ukiah • Willits

• Months I wish to attend, (*Circle*): January • February • March • April • May • June • July • August
September • October • November • December

Proof of Liability Insurance (Stongly Encouraged, but not required): \$1 Million aggregate limit; list MCFARM (P.O. Box 2176, Fort Bragg, CA 95437) as ADDITIONAL INSURED. Provide to Office Manager and Market Manager.

Initial ____ & ____ I certify that I or my family personally produce or grow what I sell at MCFARM Markets.

Initial ____ & ____ I have read, understand and agree to abide by MCFARM Rules & Regulations

(please read at <https://mcfarm.org/vendor-resources>) or request a copy.

Initial ____ & ____ I have read, understand and agree to abide by **MCFARM Liability Release & Hold Harmless Agreement on page 4-5.**

Initial ____ & ____ I accept that I will be responsible for any fine or duty assigned to MCFARM as a result of my violation of any relevant laws, codes, or regulations and that I may also have my MCFARM membership terminated as a result of any such violation.

Initial ____ & ____ I agree to all policies/direction/practices consistent with Health & Safety practices that the Market Manager and current Regulations state. (Must be checked or application will be returned).

Upon MCFARM's receipt of a complete application and non-refundable \$50.00 application fee, I am allowed privileges as a MCFARM member as stated in the MCFARM By-laws and Rules & Regulations. However, membership in MCFARM does not always ensure acceptance to vend at all MCFARM markets. I understand Manager's decisions are based on the space availability at each market and other factors. I understand and agree to abide by MCFARM Rules & Regulations, MCFARM By-laws, Hold Harmless Agreement, related laws, codes and regulations pertaining to the Certified Farmers Markets and Health & Safety rules. I agree to cooperate with the Market Management and will pay the applicable Stall Fee and CDFA tax (currently \$2 per vendor per market day) at the end of each market day. A \$20.00 fee will be imposed on any returned checks.

Applicant: _____ Partner: _____ Date: _____

Check the following that apply:

I wish to have my name/farm/business listed on the MCFARM website. If so, please provide a short description of your product or service:

MCFARM Vendor Application (continued)

I wish to decline Vendor Packet - I have one from last year or I can download it from: (<https://mcfarm.org/vendor-resources>)

Agricultural (AG) Vendors: Certified Producers Certificate #: _____

If applicable: State Board of Equalization Seller's Permit #: _____

ALL Non-AG Vendors, Prepared or On-site Food, Arts & Crafts: Market Manager at (location) _____

_____ have seen & accepted my product(s)

Product Description: _____

State Board of Equalization Seller's Permit #: _____

Service or Non-Profit Group:

Name and Purpose: _____

Release of Liability and Hold Harmless Agreement

Read Carefully - This Affects Your Legal Rights

In exchange for participation in the activity of Vending at Farmers Market(s), including set up and break down organized by Mendocino County Farmers Market Association, of PO Box 2176, Fort Bragg, California, 95437 and/or use of the property, facilities utilized by, and services provided by Mendocino County Farmers Market Association, I, _____, of _____, agree for myself, employees, representatives and family members, to the following:

1. Agreement To Follow Directions. I agree to observe and obey all posted rules and warnings, and further agree to follow any oral and written instructions or directions given by Mendocino County Farmers Market Association, or the Market Managers, employees, representatives, or agents of Mendocino County Farmers Market Association.

2. Assumption of the Risks and Release. I recognize that there are certain inherent risks associated with the above-described activity and I assume full responsibility for personal injury to myself and (if applicable) my family members, and further release and discharge Mendocino County Farmers Market Association and its Market Manager(s) for injury, loss, or damage arising out of my, my employees or representatives or my family's use of or presence within or near the markets of Mendocino County Farmers Market Association, whether caused by the fault of myself, employees, representatives and for the members of my family, Mendocino County Farmers Market Association or other third parties.

3. Indemnification. I agree to indemnify and defend Mendocino County Farmers Market Association. and its Market Manager(s) against all claims, causes of action, damages, judgments, costs, or expenses, including attorney fees and other litigation costs, which may in any way arise from my or my family's use of or presence upon the facilities used by Mendocino County Farmers Market Association.

4. Fees. I agree to pay for all damages to the facilities used by Mendocino County Farmers Market Association caused by any negligent, reckless, or willful actions by me, employees, representatives and family members.

5. Applicable Law. Any legal or equitable claim that may arise from participation in the above shall be resolved under California law.

6. No Duress. I agree and acknowledge that I am under no pressure or duress to sign this agreement and that I have been given a reasonable opportunity to review it before signing. I further agree and acknowledge that I am

free to have my own legal counsel review this agreement if I so desire.

7. Arm's Length Agreement. This agreement and each of its terms are the product of an arm's length negotiation between the Parties. In the event any ambiguity is found to exist in the interpretation of this agreement or any of its provisions, the Parties, and each of them, explicitly reject the application of any legal or equitable rule of interpretation which would lead to a construction either "for" or "against" a particular party based upon their status as the drafter of a specific term, language, or provision giving rise to such ambiguity. Accordingly, the Parties specifically reject the application of Cal. Civ. Code §1654 to this agreement, as well as any other statute or common law principles of similar effect.

8. Enforceability. The invalidity or unenforceability of any provision of this agreement, whether standing alone or as applied to a particular occurrence or circumstance, shall not affect the validity or enforceability of any other provision of this agreement or of any other applications of such provision, as the case may be. Such invalid or unenforceable provision shall be deemed not to be a part of this agreement.

In Summary:

I agree to abide by the Mendocino County Farmers Market Association (MCFARM) Rules & Regulations and By-laws pursuant to the interpretation of market management. I/We hereby agree, as a participant in MCFARM's Certified Farmers Markets, that I/We will indemnify and hold harmless the sponsors of the market site, MCFARM and its officers, their agents and employees, and from and against any and all liability, claims, demands, expenses, fees, fines, penalties, suits, proceedings, actions and causes of action of any and every kind and nature arising or growing out of or in any way connected with my/our use or occupancy as a Vendor at a MCFARM Certified Farmers Market(s) or any of my/our related activities as Vendor at a MCFARM Certified Farmers Market or market activity. I also declare that I have the authority to sign this agreement as the producer, crafter, food purveyor, designated representative of the Vendor or the owner of the participating entity in MCFARM markets

I HAVE READ THIS DOCUMENT AND UNDERSTAND IT. I FURTHER UNDERSTAND THAT BY SIGNING THIS RELEASE, I VOLUNTARILY SURRENDER CERTAIN LEGAL RIGHTS.

Applicant: _____ **Date:** _____

Partner: _____ **Date:** _____

MCFARM Vendor Application (continued)

**Find your Product(s) on the below list, and provide listed documents*

All Vendors: (note: Products for Sale of Your Own Production)

- Proof of Liability Insurance (Highly Encouraged, but not required): \$1 Million aggregate limit; list MCFARM (P.O. Box 2176, Fort Bragg, CA 95437) as ADDITIONAL INSURED. Provide to Office Manager and Market Manager.
- Current proof of automobile insurance for all vehicles that will be used at markets.
- \$50.00 Application Fee (check or money order) & Pages 3-5 of Vendor Application to Office Manager.
- Partnerships—Partnership Agreement or both names listed on certifications and licenses.
- Send copy of application, supporting documents (including embossed CPC) to Market Mgr(s)

All AGRICULTURAL PRODUCTS:

- Current Certified Producer's Certificate / Mendocino County Agricultural Dept. (707-234-6830):
(<https://cfm.cdfa.ca.gov>) or (<https://www.mendocinocounty.org/government/agriculture>)
- Partnerships—have all names listed on Certified Producer's Certificate
- WIC (Women Infants & Children Program Vouchers) Acceptance Authorization - to accept WIC at markets (this will help your sales)
Get application: 916-928-8681 or (<https://www.cdph.ca.gov/Programs/CFH/DWICSN/Pages/FarmersMarkets/HowtoApply.aspx>)
- Scale Certified/Sealed by Mendocino County Agricultural Dept. (707-234-6830)

Eggs:

- Current Certified Producer's Certificate - (see above)
- Egg Handlers Registration / Mendocino County Agricultural Dept. (707-234-6830)
- Proper labeling of Cartons - *provide copy of label.*

Honey:

- Current Certified Producer's Certificate - (see above)
- Proper labeling - *provide copy of label.*

Nursery Plant: (of own production)

- Current Certified Producer's Certificate - (see above)
- Nursery Stock License / Mendocino County Agricultural Dept. (707-234-6830)
- State Board of Equalization / Resale Number/Seller's Permit - (https://www.taxes.ca.gov/Sales_and_Use_Tax/SellersPermit.html) or 800-400-7115

Cut Flowers:

- Current Certified Producer's Certificate - (see above)
- State Board of Equalization / Resale Number/Seller's Permit - (https://www.taxes.ca.gov/Sales_and_Use_Tax/SellersPermit.html) or 800-400-7115

MEAT - Beef, Pork, Lamb & Goat:

- Slaughterhouse / Processing House address, phone number and license number (letterhead from slaughterhouse)
- USDA Certification Stamp

MEAT - Rabbit & Poultry:

- See rules of production - (https://www.fsis.usda.gov/sites/default/files/media_file/2021-12/Appendix-B.pdf)

Cheese:

- Milk Products Plant License - CDFM Milk & Dairy Food Safety Branch / 510-622-4810.
- Package Labeling - *provide copy of label*

ORGANIC PRODUCTS/PRODUCE:

- Current Certified Producer's Certificate / Mendocino County Agricultural Dept. 707-234-6830
(<https://cfm.cdfa.ca.gov>) or (<https://www.mendocinocounty.org/government/agriculture>)
- California State Registered Organic Certificate / Mendocino County Agricultural Dept. 707-234-6830
- NOP Organic Certification/USDA 202-720-3252 - *if applicable*

SECOND CERTIFICATES (*selling for another agricultural producer*):

- EACH producer** must be current MCFARM members
- Agricultural products and both names listed** on sellers Certified Producer's Certificate - Mendocino County Agriculture Dept. - 707-234-6830 - (<https://cfm.cdfa.ca.gov>) or (<https://www.mendocinocounty.org/government/agriculture>).
- Letter from other producer** authorizing you to sell for them - MCFARM Rules & Regulations Sec. 11 I

FISH & OCEAN PRODUCTS:

- Commercial Fishing License** / Calif. Dept. of Fish & Game, 916-928-5822 or (<https://nrm.dfg.ca.gov/FileHandler.ashx?DocumentID=40729&inline>)
- Receivers License** / Calif. Dept. of Fish & Game - (see above)
- Mendocino County Health Certificate** / Environmental Health - 707-234-6625
- Seaweed Harvesters Permit** / Calif. Dept. of Fish & Game, 916-928-5822 or (<https://www.wildlife.ca.gov/Conservation/Marine/Kelp/Commercial-Harvest>)
- Scale Certified / Sealed** by Mendocino County Agriculture Dept. 707-234-6830

PROCESSED or PACKAGED FOOD PRODUCTS

- Mendocino County Health Certificate** / Environmental Health - 707-234-6625 - (<https://www.mendocinocounty.org/departments/public-health/environmental-health/consumer-protection>)
 - Food must be prepared** in a Health Approved Commercial Kitchen OR under Cottage Food Permit
 - State Board of Equalization** / Seller's Permit - 800-400-7115 or (https://www.taxes.ca.gov/Sales_and_Use_Tax/SellersPermit.html)
 - Package labeling** - *provide copy of label.*
- Describe Product(s):** _____

ON-SITE FOOD BOOTH: _____

- Mendocino County Health Certificate** / Environmental Health / Temporary Food Facility Permit - 707-234-6625 - (<https://www.mendocinocounty.org/departments/public-health/environmental-health/consumer-protection>)
- State Board of Equalization** / Seller's Permit - 800-400-7115 or (https://www.taxes.ca.gov/Sales_and_Use_Tax/SellersPermit.html)
- Package labeling** - *provide copy of label*
- Describe** your food and booth setup; form of cooking (e.g. BBQ-propane or charcoal, oven, etc.): _____

ALCOHOLIC BEVERAGES:

- ABC Permit for EACH Market Location** / Alcoholic Beverage Control - 707-576-2165 - (<http://www.abc.ca.gov>)
- Active Wine grower's License** / Mendocino County Agricultural Dept. - 707-234-6830
- Mendocino County Environmental Health Permit** - (temporary food facility) - (707-234-6625)
- Describe** your food and booth setup; form of cooking (e.g. BBQ-propane or charcoal, oven, etc.): _____

ARTS & CRAFTS:

For the markets that accept crafts, admission or denial into the market shall be based upon the Market Managers reasoned discretion and on the number of factors included in the product, as well as the factors listed in Section III 'B', MCFARM Rules & Regulations.

- MARKET MANAGER MUST SEE** product(s) prior to acceptance (see Market Manager contacts on page 2)
- State Board of Equalization** / Resale Number/Seller's Permit - 800-400-7115 or (https://www.taxes.ca.gov/Sales_and_Use_tax/SellersPermit.html)

PRODUCT PARAMETERS:

- a. **The majority of the work in each craft is created by the vendor - if not, product is not accepted.**
- b. The person uses local products when possible.
- c. The product is farm related.
- d. The product is unique or original.
- e. The quality is commendable.

**Based on your product, the documents required may not be limited to this list. Incomplete applications will be returned.*