

Please provide information about your farm or business:

1. How long have you produced products for sale?
2. Where do you currently sell your products (other farmers markets or retail store)?
3. Have you previously participated in farmers markets, and if yes, which markets?
4. When do you estimate having product available for sale at market?
5. Generally how many OFM market days will you plan/anticipate/commit to attending in 2020?
6. How much product will you typically have available?
7. Do you currently market your farm or business through social media, advertising, or other forms of outreach? Please elaborate or list examples.
8. Please describe in detail your production methods and be sure to tell us what sets your product apart from other similar products offered at farmers markets or retail stores. Please be specific (use another sheet if needed).

SUBMIT APPLICATION and PAYMENT:

- a) Via email to OzarkFarmersMarket@gmail.com
- b) Or, snail mail to OFM, 115 East Church Street, Ozark MO 65721

Fees for vendors are \$250/season; food trucks add \$25 for electrical.

You will be notified of your acceptance into OFM within 2 weeks of submittal of application and payment. Applications will not be reviewed without payment. Submittal of application is no guarantee of acceptance.

End of Application.
KEEP THE FOLLOWING PAGES FOR YOUR INFORMATION

Contact Information for Agencies in Missouri

Copies of all applicable certificates and licenses required by Christian County, Christian County Health Department, State of Missouri, and Missouri Department of Agriculture must be provided to Market Board before application is accepted. Copies of other certificates required include the National Organic Program and Certified Humane Program. Please contact Christian County Health Department located at 301 East Brick Street, Ozark (417.581.7285) for regulations and/or licenses for meats, eggs, and food trucks.

Baked Goods and Food Trucks
Christian County Health
Department
301 East Brick Street
Ozark MO 65721
417.581.7285

Canned or Jarred Products, Acidified (pickled) Foods
Missouri Department of Health & Senior Services
Section for Environmental Public Health
930 Wildwood Drive
Jefferson City MO 65102
866.628.9891

Plant Licenses
Missouri Department of
Agriculture
Division of Plant Industries
PO Box 630
Jefferson City MO 65102
573.522.4211
www.agriculture.mo.gov

Meat & Poultry Inspection
Missouri Department of Agriculture
Division of Animal Health
PO Box 630
Jefferson City MO 65102
573.522.1242
www.agriculture.mo.gov

Egg Licenses and Certified Scales
Missouri Department of
Agriculture
Weights and Measures
PO Box 630
Jefferson City MO 65102
573.751.5639
www.agriculture.mo.gov

State Office for Sales Tax Information
Missouri Department of Revenue
301 West High Street, Room 330
573.751.7191
573.522.1719 (fax)
email: jctax@dor.mo.gov

OZARK FARMERS MARKET (OFM) Mission:

The Ozark Farmers Market strives to contribute to the successes of local food growers and producers thereby strengthening the local food economy; providing community access to locally grown, affordable, and nutritious foods; and serving as a gathering place for the residents of Ozark and surrounding communities.

OFM Objectives and Principles

- Provide community access to high quality, nutritious, and affordable locally grown foods.
- Provide a marketplace for local growers and producers where they can thrive and prosper.
- Strive to promote and expand positive connections between local producers and community members.
- Strengthen the local economy by supporting locally grown foods.
- Emphasize social, ecological, and economic sustainability.
- Educate the community in the overall health and economical benefits of supporting locally grown and produced foods.

OFM Vendor Tenets

- As an OFM vendor you help promote a positive experience for all customers, including those of The Workshop at Finley Farms who are our gracious hosts.
- As an OFM vendor you are asked to approach your fellow vendors and all management with kindness and respect.
- As an OFM vendor you are obligated to abide by the Rules & Regulations, including the Market Day Guidelines. (Any issues or concerns may be addressed to the Day Manager, Langston Geisinger, or Vendor Liaison, EJ McKenna.
- As an OFM vendor you are obligated to abide by all city, county, and state health and safety laws as they apply to your business.

MARKET DAY GUIDELINES

1. Vendors will communicate with Market Day Manager their plans to attend market no later than midnight on Tuesday. Email Market Day Manager, Langston Geisinger, at OFMVendors@gmail.com or text at 440.468.9204.
 - a. If you plan to attend regularly, let Langston know, then communicate only when you are NOT able to attend. But you must communicate this with Langston prior to markets. You are not guaranteed booth space without communicating your plans to vend by midnight Tuesdays.
2. Set-up is no earlier than 1:00 pm but *you may also be assigned a specific time to arrive*:
 - a. Shed vendors and Food Trucks set-up window is 1:00-1:45; Outside tent vendors 1:45-2:30.
 - b. Vendor vehicles must be removed from vending area no later than 2:30.
 - c. Market is every Thursday 3:00-7:00 pm, May through September.
 - d. Vehicles not used to vend must be removed from market area, no later than 2:30 pm.
 - e. Vendors must be set up and ready to sell by 2:45 pm.
 - f. No vendors will be permitted to set up if they arrive after 2:30 pm. Penalties will be enforced for chronic late arrivals as stated in By-Laws 3.7.1.3-4.
 - g. Check in with Market Day Manager for stall assignment, which may vary based on numbers of vendors on that day.
 - h. No early vendor departure unless there are emergency circumstances.
3. Unload your set-up then move your vehicle to Vendor Parking area. The Customer Parking is reserved for customers.
 - a. If your vehicle or trailer is required for your vending operation, you must make prior arrangements with the Market Day Manager and OFM Board.
4. PODS (3% of daily sales with a \$3 minimum) should be paid to Market Day Manager no later than 7:15 pm. Envelopes are provided to each vendor. Be sure to fill out the reporting slip located inside envelope.
 - a. Tokens claimed for reimbursement should be noted on PODS slip—Cash and/or SNAP. You must also Sign the Request for Reimbursement sheet held by the Market Day Manager.
 - b. **DO NOT** accept tokens from other farmers markets, such as metal tokens from Farmers Market of the Ozarks (FMO) or Greater Springfield FM, we cannot reimburse you for those tokens. OFM's tokens are made of wood and clearly marked OZARK FARMERS MARKET.
 - c. **DO NOT** accept vouchers from Senior Farmers Market Nutrition *unless you have been certified* by State Dept. of Agriculture. You will not be reimbursed by OFM for these vouchers. Please provide documentation to Market Manager, or include with application.
5. If you need electricity you'll need to have a minimum 40' 3-prong cord.
6. Generators will not be permitted in Market Shed or Tents.
 - a. Food Trucks will utilize electrical connections and avoid use of generators except in prep or in event of power failure.
7. Prices must be displayed for each sale item/category. Display tables must have full coverings adequate to hide items stored beneath and to make displays neat, lively and colorful.
8. Supplementation vendors (must be pre-approved) must clearly display signs claiming source and location of supplemented products. Reminder that only 20% of total products may be supplemental.
9. At end of day the market site must be clean and cleared of trash using the bins provided.
10. Complaints or concerns not addressed through the Day Manager may be filed with Vendor Liaison, EJ McKenna, at ejm2@aol.com; or with Treasurer, Katherine Dowdy, via email OzarkFarmersMarket@gmail.com or OFM office at 417.848.5618.

OFM RULES & REGULATIONS

I. General Management:

- 1. Hours of Operation** are from Thursdays, 3:00-7:00 pm, May through September.
- 2. Fees** for full season are \$250, plus 3% daily sales (PODS) with a minimum of \$3.00 PODS/market; daily vendor fees are \$35.
- 3.** Market Day Manager has authority over all market day operations including set-up, vendor location assignments, and customer services (information dissemination, token sales, etc.).
- 4.** Market Day Manager will instruct vendors where to park trailers and vehicles away from vending site to maximize customer parking and efficiency.
- 5.** Vendors must inform Market Day Manager of intent to vend no later than midnight Tuesday prior.
- 6.** Late arrivals after 2:30 pm will not be permitted to vend (see IV-19 regarding disciplinary actions).
- 7.** Vendors are not permitted to pack up or leave before end of market.
- 8.** Board of Directors is tasked with and authorized to address disputes or any adverse situations concerning market management, customer complaints, or vendor interactions; the Board claims authority to make determinations in conflict resolutions.
- 9.** Non-food vendors will be limited to no more than 20% of total active vendors.
- 10.** A visit to vendors' site of operation may be scheduled at Board of Directors' discretion.

II. Vendor Categories: Multiple categories must have Board approval. All vendors are subject to periodic site or farm inspection as determined by Board of Directors Rules & Regulations Committee.

1. 100% Farmer:

- a.** Must be responsible for planting and harvesting products sold, regardless of land ownership. This category includes any processed food items grown solely by the vendor.

2. Supplemented Farmer:

- a.** Vendor must produce at least 80% of their own crops but supplements produce or plant products with those grown by other farmers within 150-mile radius.
- b.** This category requires prior approval of each product by Board of Directors. Approval may be weighted by these criteria:
 - i.** Locality of source or local availability
 - ii.** Customer demand
 - iii.** Expected impact on other vendors
 - iv.** Other criteria considered under Board's discretion
- c.** Supplemented product must be documented with copies of receipts that illustrate origin.
- d.** Supplemented product also must be declared by signage (provided) that indicates product origin.

3. Value-Added Vendor (Baked Goods and Process Foods):

- a.** Includes foods exclusively made and packaged by vendor.
 - i.** See Branded Products below in III.9
- b.** Products may be made in home kitchens with proper labeling declaring such.
- c.** Labeling must include a complete list of ingredients.
- d.** Value-Added vendors must comply with applicable state and Christian County Health Department Regulations and copies of licenses provided: note County Health requirements for salsas and acidified products.

4. Artisan or Crafter: No more than 20% of total market members will be allowed except at Special Events.

- a.** Vendor must be the maker of non-food items.
- b.** Approval will be based on quality and originality, as well as space availability (see above with regard to 20% cap).
- c.** Clothing items should include fabric content and care instructions.
- d.** Jewelry should list all metals and other objects used in creation of items.
- e.** Vendor may be asked to demonstrate technique in construction of products.

5. Concessioner:

- a. Vendor produces Ready-to-Eat food items.
- b. Approval will be based on uniqueness, quality, and market value.

6. 100% Retailer (Re-seller): No more than 3 allowed.

- a. Vendor sells products they did not produce and that is *not produced by other vendors*.
- b. Approval will be gauged by how product complements the market overall.
- c. No more than 3 retailer/re-seller vendors allowed per season.
- d. Retailer/re-seller is not subject to supplementation fees.

III. Allowable Items for Sale:

1. All vendor applications must receive Board approval. Welcomed at market upon approval include specialty crops such as cut and dried flowers, plants, nuts, value-added products as defined above; honey, meats, eggs, and dairy products.
2. Morels may be sold while in available within 150-mile radius. Sellers are required to obtain a letter from mycology expert verifying the qualifications of vendor to safely identify edible species of wild mushrooms.
3. No sales of live animals.
4. Labeling claiming certified “Naturally Grown,” Certified Humane,” “Organic,” or “Certified Organic” must be verified by Board.
5. Plant vendors must possess plants at least 4 weeks prior to selling at OFM.
6. Seeds must meet all state licensing and permitting requirements.
7. Minimum amount of time bison or beef are raised on producers’ farm shall not be less than 6 months. Beef and bison that are to be sold shall be purchased at weaning age, unless produced from animals bred at said producer’s farm.
8. Minimum amount of time a pork producer raises the end product on their farm shall be 4 months. Producer shall purchase the animal by 8 weeks of age, unless produced from animals bred at said producer’s farm.
9. Vendor branded products should not make up more than 15% of overall sales. Branded products are those not produced by the vendor but are labeled under vendor’s moniker.
10. Complementary items must enhance the salability of products normally offered by vendor and may only be sold with the items they complement, as a set (i.e.: honey-stirrers with a jar of honey, or apple corers with fresh apples, etc.)
 - a. Complementary items must obtain Board approval.
 - b. Unless otherwise approved, daily complementary items may not exceed 15% of daily sales.

IV. Vendor Matters:

1. Vendors are responsible for their sales tax reporting. OFM does not report vendors’ sales to outside entities. Sales numbers are used for gauging overall market vitality and sales trends.
2. Copies of all required (state or county) licenses or permits must be provided to OFM.
3. Vendors provide gross sales numbers and pay 3% of daily sales to Market Day Manager in envelope provided no later than 7:15 pm (at Market Hub).
4. Concerns or complaints of any kind may be presented to Board Liaison or any OFM board member.
5. If vendors do not require their vehicles or trailers for purpose of vending, they must be parked in designated vendor parking so as to maintain maximum customer parking. Work with Market Day Manager in determining your trailer/vehicle access needs.
6. Vendors must display at their booth signage (banners, posters, etc.) identifying their farm or business.
 - a. Signs must not be placed in customer traffic paths (in front of tent).
7. Prices for all products must be clearly displayed.
8. Scales must meet State regulations and up to date on certification.
9. Pre-approved Supplementation must be declared with signage and clearly visible. Supplemented product may be no more than 20% of total product offered.
10. Vendors should set their prices in keeping with customer expectations and satisfaction, taking into consideration other vendors with similar products (i.e., prices should not be so severely discounted as to undercut fellow vendors.)

11. Vendors must take full responsibility to find satisfactory resolutions with regard to customer complaints concerning product defect or quality since such complaints may impact the reputations of the market as a whole.
 - a. Vendors should strive to establish positive and courteous relations with all customers, as each vendor also represents the OFM as a whole.
12. Booths should be kept tidy and clean. Vendors are responsible for their own trash during and after market in provided garbage receptacles.
13. **OFM and The Workshop are Smoke-Free**, smoking is not permitted on Finley Farms campus.
14. Vendors who use electricity for freezers, fans, or small refrigerators will not be charged this season.
 - a. Extension cords must be adequate in length (recommended minimum 40') and voltage (3-prong commercial). Work with Market Day Manager to determine needs.
15. Vendors should please refrain from disruptive or derogatory discourse with regard to fellow vendors and/or customers. Please maintain kindness and respect for all.
16. Vendors should strive to display their products in the most creative and attractive means possible.
 - a. As a means to this end full table coverings are required: they should conceal table legs and anything stored beneath, and should be clean and colorful.
17. **White** tents (10X10') are required for all outside vendors with the exception of food trucks.
 - a. 25# weights required for each leg for safety.
 - b. Please NO slant leg tents as they are less durable and interfere with other's tent alignments.
18. Keep Market Day Manager apprised of your attendance schedule, and what products you'll be bringing, by notifying us no later than **Midnight Tuesday**.
 - a. Market Day Manager, Langston Geisinger, phone or text at **440.468.9204**, or email OFMVendors@gmail.com
19. No vendors will be permitted to set up if they arrive after 2:30 pm.
20. Disciplinary Action will be taken in the following course for minor infractions (From By-Laws 3.7.1.3-4, copies available upon request). Note that minor infractions include but are not limited to such things as parking violations, failure to notify market management of attendance or absence in a timely manner, smoking in forbidden areas, failure to display prices, failure to display supplementation signs, failure to use tablecloths. Finally, offenses, regardless of the particular infraction, are cumulative over the time of one calendar year.
 - a. a) Upon the first offense, a vendor shall receive verbal and written warning citing which rule they have broken and including a reminder of the penalties, which will be incurred by future offenses.
 - b. Upon the second offense, vendor will pay a fine equal to the amount of one PODS payment calculated on the last market day that vendor attended.
 - c. Upon the third offense, vendor shall pay a fine equal to the amount of twice their PODS payment calculated on the last same day of the week market day, which that vendor attended and be referred directly to the Board along with a list of previous infractions including dates and will be dealt with by the Board. Additionally, they will be suspended from the next market day.
 - d. Major infractions will be determined on a case-by-case basis by the Market Management and dealt with in a timely manner as they are reported to the Board. Upon receiving reports of major infractions, the Board shall determine a course of disciplinary action and deliver written notice of its decision to the offending vendor. Disciplinary action will take effect ten (10) days after delivery of written notice. During this ten (10) day period, privileges of membership are retained.
21. Vendors are not permitted to pack up or leave before end of market.

V. Special Events:

1. The market may host special events approved by the Board of Directors to enhance customer involvement and general promotion of market.
2. Non-member vendors may be approved by Board to participate for the Daily Fee of \$35.
3. Non-profits may be approved by Board to participate and may, or may not, be charged the Daily Fee.