



Mendocino County Farmers Market Association

P.O. Box 2176 • Fort Bragg, CA 95437

www.mcfarm.org

Welcome to the 2024 MCFARM Season!

March 2024

MCFARM Markets are a vibrant, healthy and safe part of our communities.

As a MCFARM Vendor you enjoy the following benefits:

Access to six well advertised and managed markets throughout Mendocino County at which you can directly sell your products, build your customer base, and network with your fellow producers.

Periodic e-newsletters delivered to your e-mail address- updates; pertinent industry information; announcements; links to programs & information sites; bulletin board for posting items for sale

Expanded networking, educational & advertising opportunities through partnerships with Local Programs

WIC/ EBT/Food Stamps/ Advantage/Cal Fresh are accepted at all MCFARM markets (translating into more sales for produce vendors)

Listing on MCFARM Website- Your farm/ product with your website links/ contact info- you must have checked the box for this feature on your Vendor Application or contact our Office Manager at 964-6718 mcfarmoffice@mcn.org

Participate in MCFARM and help guide and improve Mendocino County's Certified Farmers Markets through participation at the Annual Meeting and at the markets.

Vendor Packets with pertinent information has been sent via-e-mail or by postal mail. If you have not received this packet you may 1. Check your spam folder 2. Request one 3. Go to our website www.mcfarm.org, see tab "Sell at the Farmers Markets", Vendor Resources.

Now that you have received this packet it is time to send a set of all documents to each of your Market Managers along with a copy of your Membership/ Vendor Card for each market that you applied for admission. Please do not bring them the first day that you arrive at market to sell, as they need to be reviewed ahead of time. Make sure you have contacted and have an understanding with the Market Manager(s) before you arrive to vend.

All Vendors are required to post pertinent permits at every market. For instance, Agricultural Vendors must post a current, embossed Certified Producers Permit and a sign that states "We Grow What We Sell" and the county of origin. Processed food vendors must post their current Food Facility Permit.

Read all enclosed materials responsibly. Participation indicates that you accept and will comply with the policies and rules of MCFARM and the permitting/licensing entities. Additional information is available on our website www.mcfarm.org. Click on the link "**Sell at the Farmers Markets**", **Vendor Resources** to locate MCFARM Rules & Regulations, Bylaws, minutes and other pertinent member information. In particular, *please be familiar with our Rules & Regulations*. If you are not familiar with state regulations for vendors at certified farmers market vendors you should also review the Mendocino Co. Agricultural Commissioner's summary of applicable vendor regulations and signage requirements at:

http://www.co.mendocino.ca.us/agriculture/pdf/revised_producer_synopsis_sheets_final_v.2.pdf

There are occasional circumstances when members prefer to discuss concerns and suggestions with someone other than their Market Manager. Your Member Representatives will route your information to the appropriate Officer or other members of the Operating Committee (Board) to consider and resolve. The information will remain confidential if requested. We feel that it is critical for members to be involved and we appreciate input. *Contact* Reza Ghannadan 707- 513-0667 rezasbreadery@gmail.com or Allegra Foley (Inland) 707-548-5053 allegrafoley@yahoo.com to speak with a Member Representative.

Please take the time to complete surveys and evaluations of markets and Market Managers when you receive them so that we can continue to improve our market operations. Although market complaints are rare, they are all valued, as we learn from constructive criticism.

Support community members who bring WIC Checks & EBT tokens for fresh produce. All of our markets accept and encourage EBT usage and accept WIC checks. Please check with your market manager to make sure you understand how these programs operate at each market you attend and that you understand which of these programs you can participate in. Prior to accepting WIC you are required to receive training from a Market Manager and to file an application with their signature. You will receive an endorsement stamp and ID card for banking WIC Checks. MCFARM markets can also accept monthly grocery store WIC checks, which your market manager will be able to redeem for you at the market. To make shopping with WIC easy and seamless for our customers we strongly encourage all produce vendors to be enrolled in the program and to display signage indicating that you can accept both forms of WIC checks.

Please be accurate when reporting your Gross Sales for stall fees. Gross sales reports are tracked to determine the health of the markets. The gross sales that you report to the Market Managers are confidential and will not be shared with other vendors

MCFARM's success depends in significant part on the quality and integrity of its markets. We expect all vendors to be truthful their interactions with customers and MCFARM members. Members are also expected to be professionals in their fields and to be familiar and in compliance with food safety and good agricultural regulations and practices. Prepared food vendors with any questions concerning food preparation safety requirements should contact county Health Department officials. Agricultural vendors should (at a minimum) review food safety guidelines and market regulations offered by the county Agricultural Department at <http://www.co.mendocino.ca.us/agriculture/cfm.html>

MCFARM maintains an excellent working relationship with our county Agriculture Department and Environmental Health Dept. They are accessible and willing to offer assistance or give information.

MCFARM Market Managers, Officers and staff are very dedicated to making the markets dynamic & profitable; to ensure a positive experience for vendors and customers; compliance with regulating agencies and maintaining a positive presence in communities. You are encouraged to contact them when you have questions or concerns. **Please remember to contact Market Managers ahead of time when you intend to start and the days you will not be attending.** It significantly affects planning and market preparation.

Have a successful and enjoyable season! Have fun and check out the vendor tips enclosed in the Vendor packet. **Thank you for participating in our markets in a positive and supportive manner.**

Michael Foley
MCFARM President
707-510-7473
foley.mw@protonmail.com

Julie Apostolu
MCFARM General Manager
707-357-6035
gmmcfarm@gmail.com

Angela Novak-Harney
MCFARM Office Manager
707-964-6718
mcfarmoffice@mcn.org