

HARVEST FROM THE HEART FARMERS MARKET

2022 REGULATIONS

OBJECTIVE

To establish a viable outlet for local artisans and farmers to display and sell their Oklahoma grown/made commodities and create a diverse community shopping experience encouraging consumers to purchase healthy, affordable local foods and products.

OKLAHOMA GROWN – produce, plants, flowers, meats, eggs, fowl, fish, etc. grown or raised in the state of Oklahoma.

OKLAHOMA MADE – processed foods, fresh baked goods, handmade/craft items originally made (not just repackaged) in the state of Oklahoma and must include at least one **Oklahoma Grown** ingredient/item.

I. **VENDOR REGULATIONS**

- a) Orientation
 - i. It will be offered at the annual vendor meeting, at the mid-year vendor meeting, or as needed.
- b) Oklahoma Grown
 - i. Vendors may only sell items that they grow, produce and/or make themselves unless prior authorization to sell goods produced by others is received in writing from the market manager. Vendors selling others' goods must adhere to resale regulations and restrictions stated herein.
 - ii. All products (produce, meat, dairy, eggs, nuts, plants and flowers) must be **Oklahoma Grown**.
 - iii. All baked items or processed food items must be (a) made by the vendor, and (b) contain at least one **Oklahoma Grown** ingredient.
 - iv. All handmade items, crafts, and non-food items must be made by the vendor and **Oklahoma Made**.
- c) Laws
 - i. All vendors are responsible for abiding by all applicable city, county, state, and federal laws and regulations (i.e. certified kitchen, manufacturer's license, food handler's permit, labeling, etc.). All applicable licenses, certifications, and permits must be provided to the Market Manager with application and updated as needed.
 - ii. All vendors who are required by the state to pay sales tax, must submit a copy of their sales tax permit with their application. Assessing, reporting, and remitting sales tax to the Oklahoma Tax Commission is the sole responsibility of the vendor. Each vendor should call the Oklahoma Tax Commission at (405) 521-3279 for clarification on requirements and to obtain an application for a sales tax identification number.
- d) Conduct
 - i. Vendors are expected to conduct themselves in a professional manner and in accordance with the rules and regulations of the market. All vendors are expected to treat the Market Manager, other vendors, and customers with respect and without discrimination. Verbal outbursts at market or market events are grounds for suspension or removal from the market. Non-compliance may result in loss of market membership.
- e) Quality
 - i. Only "USDA #1" quality produce should be sold at and/or brought to the market.
 - ii. Produce should be fresh, not over-ripe, void of decay, have good external/internal appearance and be clean and free of contamination and pests.
- f) Pricing/labeling
 - i. Each vendor must post prices on each type of product being sold.
 - ii. Prices must be posted clearly visible, firmly attached and legible.
 - iii. Prices must be posted prior to the opening of the market.
 - iv. Produce may be sold by weight, volume, or count.
 - v. Every item must be clearly labeled and identified following state laws/regulations.

- vi. Items may not be labeled using the word “organic” unless it is 100% certified organic.
- g) Sampling
 - i. Food items may not be cut and sampled at the market unless they have been (1) prepared for sampling prior to the market in a certified kitchen, (2) prepared in individual servings, (3) are not potentially hazardous food items, (4) set out for display covered by a sneeze guard.
- h) Vendor signage
 - i. Each vendor must visibly post the name and location (city or county) of their business at their market booth. Lettering must be legible and must be posted at a level visible at all times.
- i) Opening and closing
 - i. The market will be open on Saturday’s from the hours of 10am to 2pm.
 - ii. Setup will be allowed at 9:30am.
- j) Tobacco-free
 - i. The market is a tobacco free environment; this includes cigarettes, chew tobacco, cigars, pipe tobacco, e-cigarettes, and vaping.
- k) Trash
 - i. All vendors must bring trash bags for booth clean up. Each vendor is responsible for maintaining his/her area in a clean, neat manner throughout the day and for cleaning his/her area before departing at the end of the market day. Market trash cans are for customer use only.
- l) Health
 - i. Produce should be washed and free of contamination before being brought to the market.
 - ii. Produce must not be washed in the restroom.
 - iii. Vehicles used in transporting produce to the market shall be clean of solid waste and foreign matter.
- m) Safety
 - i. While children are welcome in the market, please make sure they act in a safe and appropriate manner at all times. Children under the age of 10 must be accompanied by an adult at all times. Children must not be allowed to run and play in the Multipurpose Center, in the parking lot, or streets. This is for the child’s safety as well as the safety of our customers.
 - ii. Fire safety regulations require that no portable fuel containers, oily rags or flammable trash be allowed in the market area.
 - iii. Market spaces should have an attendant present at all times. The vendor assumes total responsibility for any losses of produce or money from the market site.

II. MARKET LOCATION, DAYS AND HOURS OF OPERATION

- a) The Harvest from the Heart Farmers Market will be open from June into September, on Saturdays from 10am to 2pm.
- b) The Market will be hosted at the Purcell Multipurpose Center near the parking lot.
- c) The Market may need to be closed due to weather or other circumstances. The Market Manager will notify vendors and public of closures.

III. FEES & REPORTING

- a) Fees
 - i. Each 10x10 space is \$10.00 per market date and are non-refundable.
 - ii. Each space must be reserved on the Monday before the market to assist with advertising. Vendors must call the Purcell Parks & Recreation Department at (405) 527-7227 to reserve the spaces needed.
- b) Reporting
 - i. Vendors are required to keep accurate records and report true sales.
 - ii. Each market member will be responsible for providing their own change. Vendors should plan on starting the day with a minimum of \$50 in change.
 - iii. Each individual vendor’s sales information is confidential and will not to be shared with anyone except in aggregate.

- iv. **The accurate reporting of vendor sales is very important in monitoring growth, applying for grants, allocating spaces and planning. Commissions received from market sales will be used to pay for the operation, promotion and management of the Harvest from the Heart Farmers Market.**

IV. MARKET SPACES

- a) Space Assignment
 - i. Spaces will be on a first come / first serve basis.
 - ii. A white line will be painted on the ground designating the vendor's line.
 - iii. Sales tables will be set up on the white line facing towards the driving path of vehicles.
 - iv. Allow a spacing of 5 feet between vendors.
 - v. Cones will be provided by the Purcell Parks and Recreation Department for traffic management.
- b) Tables and Chairs
 - i. Vendors are required to provide their own tables and chairs.

V. MARKET MANAGEMENT

- a) The Harvest from the Heart Farmers Market is managed and run by the Market Manager, who is chosen by the City Manager or his appointee.
 - i. Market Manager. The Market Manager is responsible for the day-to-day operation of the market. These responsibilities include, but are not limited to collecting fees, assigning spaces, enforcing the rules and regulations of the market, and answering customer and vendor questions and handling complaints. The Market Manager also works closely with the Farmers Market Advisory Committee on market matters.
 - ii. Market Advisory Committee. The Advisory Committee is made up of vendors and community supporters selected by the City Manager or his appointee. The Advisory Committee's responsibilities include, but are not limited to: setting market policy, managing market finances, reviewing applications, accepting new vendors, and advising the Market Manager.
- b) Complaints and Disagreements
 - i. Any complaints or disagreements arising from a consumer or vendor should be immediately reported to the Market Manager.
 - ii. The Market Manager reserves the right to take any action deemed appropriate, including prohibiting the offending party from selling at the market.
 - iii. Each vendor is given the opportunity to report another vendor's business practices. This includes reporting the misrepresentation of true sales, grown locally vs. out-of-area, grown by vendor vs. grown by another Oklahoma grower, etc.
- c) Enforcement of Rules
 - i. The Market Manager and Market Advisory Committee have the responsibility of enforcing the Harvest from the Heart Farmers Market Regulations. These regulations were created for the common good of all patrons, vendors and participants in the market.
 - ii. Any dispute as to the meaning or intent of any language contained in these regulations will be decided by the Market Manager and/or Market Advisory Committee, whose decision will be final.
 - iii. Unless noted otherwise, infractions of any rule in this document will receive the following penalties:

Infraction	Penalty
First	A verbal and/or written notice of the infraction will be given to the vendor by the market manager.
Second	A second verbal and/or written notice of the infraction will be given to the vendor by the market manager.
Third	The vendor will be suspended from the market for the remainder of the season or indefinitely at Market Manager's discretion.

VI. CONTACT INFORMATION

City of Purcell Parks & Recreation

Hayleigh Fowler - Parks Receptionist
(405) 527-7227
parks@purcellok.gov

Market Manager

Stacy Raines
(405) 287-9231

Mailing Address:

Heart of Oklahoma Farmers Market
c/o City of Purcell Parks and Recreation
230 W. Main St.
Purcell, OK 73080

Market Physical Address:

Purcell Multi-Purpose Center
1400 Chandler Rd.
Purcell, OK 73080