



Slow Down Wednesdays - 2012 Producer Guidelines

Welcome to *Slow Down Wednesdays*, a Clintonville, mid-season, outdoor, producer-only market that provides a Wednesday opportunity to focus on cooking, meal preparation, and of course, locally-grown and produced items. This first season is a partnership of three non-profits: **Clintonville Farmers' Market, Global Gallery, and Slow Food Columbus.**

Market dates and site: 8 Wednesdays, 4:30-7:30 p.m. July and August, corner of N. High St. and W. Dunedin.

Purpose, Definitions, General Requirements for Grower and Cottage Food Operations, only:

The following guidelines and application are for growers and cottage food operations only and will be processed by Clintonville Farmers' Market (CFM). **Global Gallery (through a separate application process) will process food truck applications.**

Grower and Cottage Food operations are **producer-only**. Rules here are to ensure the integrity of products sold at CFM. The re-sale of products by farmers/growers or producers is not permitted. **Farmer/Growers** are those actively involved in planting, growing, and harvesting agricultural product on their own owned or rented land. **All produce/plants must be grown in Ohio by the applicant.**

Cider: Must be produced from farmer's own or leased orchard, but may be processed off-farm in a facility that ensures the cider is made with the fruit from that orchard. Name of mill where the fruit is processed must be provided.

Dairy: Fresh milk must be 100% from the farmer's own herd. Cheese may be farmstead (i.e., made from producer's own herd) or artisanal (i.e., made from dairy purchased by the producer from a local farm). For artisanal cheese or butter, all milk purchased must be from Ohio farmers. Names of all farms from which maker bought milk must be provided. Yogurt must be made with milk produced by the farmer or sourced from an Ohio farmer with flavoring agents such as fruit or honey procured locally.

Dried Fruits and Vegetables: Dried fruits and vegetables must be from farmer's own produce. If dried off-farm, farmer must provide location.

Eggs: Eggs must be from farmer's own fowl only.

Fish: Fish must be cleaned and caught wild or raised by the farmer. Name of any processor, if applicable, must be provided.

Flowers, Plants and Trees: Flowers, plants, bedding plants and trees must be from the farmer's own farm or greenhouse. Producers must start bedding, potted plants or flowers either from seed, cell pack, bulbs, cutting, or plugs. Producers must plant or repot all plant material. Re-sale of flowers, plants or trees is prohibited.

Whole Grains and Dried Beans: All grain berries and dried beans should be grown 100% by the farmer.

Grain Products: Granola, baking mixes, meal, or flour prepared by the farmer or producer must be made fresh and from Ohio produce.

Commercial products or mixes are prohibited. Dried fruit for granolas should be produced by the farmer or purchased from Ohio growers.

Honey and Honey Products: Honey must be from the farmer's own hives, but may be processed off-farm with the name of the processing facility provided.

Meat: Livestock: All meat or meat products must be 100% from the animals raised from weaning by the farmer. Animals may be butchered and/or processed off-farm with the name of processing facility provided. Fowl: All meat or meat products must be 100% from birds raised by the farmer. Animals may be butchered and/or processed off-farm with the name of the processing facility provided.

Produce: All vegetables and fruits must be 100% grown by the farmer. Re-sale of produce is prohibited.

Soaps and Herbal Products: Must feature the grower's own seasonal ingredients.

Wool and Pelts: Must be from the farmer's own animals but may be carded, cleaned, spun, or processed off-farm. For products made with the farmer's wool sold at market, farmer must identify those products made by self and those made by others using producer's materials. Market reserves right to restrict items that do not meet intent of market.

Cottage Food Operations/Processors are those involved in the processing of farm foods, value-added processed foods, and cottage foods. All products must be made in Ohio by the applicant. Requirements:

Artisanal Food Products: Must be made in small amounts, using high-quality and unprocessed ingredients from Ohio growers and producers. Locally available fruits, vegetables and meat in prepared foods should be from the farmer's own production or sourced from Ohio farmers. Preference will be given to prepared foods that use local dairy, eggs, grains or other ingredients where applicable.

Baked Goods: Must be freshly baked from scratch using local seasonal ingredients as much as possible. No commercial mixes, crusts or flavored fillings may be used. Bakers who use local ingredients are given preference. At least 50% of ingredients in the fillings of fruit or vegetable pies or tarts must be from the farmer or producers' own production or purchased from Ohio farmers/growers. Local vegetables, fruits and berries, grain berries, and various flours can be frozen, canned, or dehydrated before baking.

Flavored Oils and Vinegars: Flavored oils and vinegars must be produced by the farmer using own produce as primary ingredients.

Preserves, Pestos, Jams, Fruit Butters, Syrups, Purées, Salsas: Preference will be given to farmers making preserves, pestos, jams, fruit butters, syrups, purées and salsas from own fresh fruits and vegetables grown on their farm. However, artisanal products in this category will be reviewed on a case-by-case basis. Artisanal producers in this category must procure the primary ingredients in these products from Ohio farmers and producers.

(Definition assistance from FRESHFARM regulations; D.C. area)

Criteria for Producer Selection by CFM Include:

1. Stalls are assigned with consideration for product integrity, variety and balance of products, clean/attractive displays, adherence to requirements, and timeliness of reservation/receipt of fees. CFM encourages developing and niche farmers, those using sustainable farming practices and season extension, and producers who foster connections and educate consumers.
2. CFM reserves the right to monitor the products offered by each producer and to restrict the sale of any item that does not meet the intent of the market's milieu. Items that are already offered may be restricted in the interest of maintaining diversity.

General Notes:

1. CFM provides signage, customer activities in association with Global Gallery and Slow Food Columbus, customer E-updates.
2. While the three organizations work to create a safe environment for all, we are not responsible for any accidents that may occur at the market. With acceptance into the market, every producer agrees to indemnify and hold harmless the market and any individuals associated with the operation of the market from any and all claims.
3. A producer's failure to comply with market guidelines may result in dismissal from the market.
4. Non-market vendors may not set up within the established boundaries of the market site.

Additional Product & Producer Guidelines:

1. Those staffing a producer's booth must be the applicant or employees or family members of the applicant who can fully and knowledgeably speak about the product.
2. CSA producers who include products by other producers in their CSAs may not sell those products at stalls to the general public.
3. Producers must submit a list of all products they wish to sell with their application (p. 2 of application). **For Farmer/Growers**, this includes the growing practices section. To promote agricultural education in our community, the market requires a complete description of the growing philosophy and practices on each application. **For Cottage Food Operations/Processors** this includes listing products and sourcing of ingredients.
4. Producers must have pre-approval from the market before selling products not listed on the application.
5. Crafts **made by the applicant from items grown on applicant's farm are allowed on designated days only**, to be publicized by the market board. No other crafts are permitted.
6. Organizers of the market reserve the right to visit participating farms to validate accuracy of submitted information. Site visits may be unannounced. A map to the farm site is required with the application.
7. Sharing of booths is sometimes permitted; those sharing must submit separate and complete applications.
8. **EBT (Ohio Direction Card) and debit card tokens might be available; CFM will confirm. Producers wishing to accept will need to complete paperwork provided.** (CFM does not administer WIC/Seniors).
9. Weights and Measures/Appropriate Methods of Sales/ Taxes: Producers must adhere to the guidelines for the sale of produce provided by the City of Columbus, Division of Weights and Measures. If you use a scale it must bear the current seal of inspection from that office. If you sell a product on which sales tax is collected, you are responsible for obtaining the vendor's license.

10. Labels: All cottage food products must be labeled according to the regulations of the Ohio Department of Agriculture. Organic farmers are encouraged to display their certification. Farmers may not sell under the organic name without this certification.
11. Producers are responsible for acquiring necessary licenses and **must provide market manager with copies of all documents such as licenses, certifications, permits by first day of market attendance.**
12. Insurance: Clintonville Farmers' Market, Global Gallery, and Slow Food Columbus are not responsible for any loss or damage incurred by producers. All producers must maintain general liability insurance with limits of not less than one million dollars (\$1,000,000) for general aggregate and products-comp/op agg. Producer's business entity name on certificate must match producer's business entity name on this contract. **Producer's insurance agent must complete form as shown with CFM name and CFM address as Certificate Holder and send electronic copy of completed Certificate of Liability Insurance as attachment directly to Market Manager's E-mail: laura@clintonvillefarmersmarket.org. No handwritten information on Certificate permitted. For example: see CFM Saturday market guidelines.**

2012 Deadlines, Schedule, Fees, and Space:

1. For applications received prior to 3/15/12, the market will notify applicants of acceptance by 4/1/12. Applications may be accepted after that date if space is available.
2. The market will be open, rain or shine the Wednesdays in July and August.
3. Sidewalk spaces are 10' x 10' and are \$15 each day are on pavement adjacent to retailers.
4. Producers must provide 10x10 tents with safe set-up and weights for windy weather, tables, chairs, etc.
5. No electricity is available.
6. Stalls are assigned as noted on page 1 under *Criteria for Selection*, with receipt of all application components, and by number and timing of market days. Assignments for the season and each week are made at the discretion of the market manager to assure safety, maximize space, and promote diversity in the market venue. The same location each week is not guaranteed.

Market Day Logistics

1. Sales commence at 4:30 p.m. For fairness and safety, there are no sales before that time.
2. The market manager is on site by 3:30 p.m. Producers are to set up between 3:30 and 4:30 p.m.
3. Any producer not set up by 4:15 could be refused participation for that day. Producers are to be prepared for sales to commence at start time and remain until market close. Product should sustain sales throughout the market day. No one is to break down early.
4. Producers unable to be at market as planned Wednesday, must notify the market manager by Monday p.m.
5. Producers may use High Street parking spaces for loading and unloading only. Producers are to move vehicles to specified off-site parking to allow customer and business parking during market.
6. Producers shall post all prices. Hawking and aggressive sales techniques are not permitted.
7. There is no smoking in any stall space.
8. Producers offering samples or cooking demonstrations must comply with all city and state regulations and the instructions of the CFM. Producers using grills must have a fire extinguisher.
9. Producers must clean their market site at end of market day. Do not sweep debris into the street or use the on-site trash receptacles; producers are to take all refuse home.

See application next page.

Slow Down Wednesdays - 2012 Producer Application

Growers and Cottage Food Operations

Your name: _____

Your business name, as you'd like it listed: _____

Address: _____

Email: _____

Phone #: _____

Business Web Site _____

Will you be distributing a CSA from your stall? Y or N ?

If proposing sharing stall with other producer, provide name and address here. (Both required to complete separate applications): _____

Have you already submitted a 2012 Saturday Clintonville Farmers' Market producer? Yes No
If no, please provide brief description of your business:

Could you do a food tasting from your stall at *Slow Down Wednesdays*?

Sign up for 8 of these 9 dates (We'll see if July 4 is a good date or not!)

July 4 _____

Aug 1 _____

July 11 _____

Aug 15 _____

July 18 _____

Aug 15 _____

July 25 _____

Aug 22 _____

Aug 29 _____

Space @ \$15/day X _____ days = \$ _____ = \$ _____ TOTAL

Please submit these items to reserve your space:

1. This signed application form with products/practices sheet.
2. E-mailed copy from your insurance agent of insurance, as specified in guidelines.
3. Map to your farm.
4. Check made payable to Clintonville Farmers' Market. Mail to: Clintonville Farmers' Market, P.O. Box 141318, Columbus, OH 43214.

Once application is approved, fees are non-refundable.

By signing below, I agree to comply with all rules and regulations set forth in the *Slowdown Wednesday 2012 Producer Guidelines*.

Producer Signature _____

Date _____

Apples
 Asparagus
 Basil
 Beans (Hort)
 Beans (Lima)
 Beans (Pole)
 Beans (Snap)
 Beets
 Blackberries
 Blueberries
 Broccoli
 Brussel Sprouts
 Cabbage
 Cantaloupe
 Carrots
 Cauliflower
 Celery
 Celeriac
 Chard
 Cilantro
 Collards
 Corn (Sweet)
 Cucumbers
 Currants
 Edamame
 Eggplant
 Endive and Escarole
 Garlic
 Goose/Elderberries, etc
 Grapes
 Greens
 Herbs
 Kale

Leeks
 Leafy Lettuce
 Okra
 Onions (Dry)
 Onions (Green)
 Pac Choi
 Parsley (Herbs)
 Parsnips
 Peaches
 Pears
 Peas
 Peppers
 Plums
 Potatoes
 Pumpkins
 Quince
 Radishes
 Raspberries (Black)
 Rhubarb
 Rutabaga
 Spinach
 Sprouts
 Squash (Summer)
 Squash (Winter)
 Strawberries
 Sweet Corn
 Tomatillos
 Tomatoes
 Turnips
 Watermelon

Farmers/Growers
List additional items.

Cottage Foods/Processors

Underline what you will bring and list items you will source locally and from where/whom (e.g. wheat flour from; fruit from...)

Baked Goods
 Cider
 Dairy
 Dried Fruits and Vegetables
 Flowers, Plants and Trees
 Whole Grains and Dried Beans
 Grain Products
 Honey and Honey Products

Livestock
 Fowl
 Fish
 Eggs

Soaps and Herbal Products
 Wool and Pelts
 Pasta
 Preserves, Pestos, Jams, Fruit
 Butters, Syrups, Purées, Salsas
 Flavored Oils and Vinegars

Underline in the list ABOVE (not exhaustive) what you plan to bring to market and provide timeframe for appearance at market. (Note: CFM will verify through the season that only items on list come to market unless advance notice is given and items approved.) **If farmer/grower, underline in the list BELOW growing practices and substances you use.**

Underline practices you use

Certified Organic
 Biodynamic
 Permaculture
 Agroforestry
 Season Extension...Tunnels
 Greenhouse
 Cover Crops/Green Manure
 Interplanting
 Strip Cropping
 Companion Planting
 Crop Rotation
 Contour Farming
 Conservation tillage
 No-till
 Grass Waterways
 Maintenance of Wildlife Habitat

Irrigation
 Integrated Pest Management
 Release of Beneficial Insects
 Mulching with natural materials
 Plastic mulch
 Flame weeding
 Hand Weeding
 Pesticide Residue Analysis
 Soil testing

Underline substances you use

Conventional Fertilizers (N-P-K)
 Mined Minerals/Rock Powders
 Manure
 Compost
 Fish
 Kelp

Microbial Inoculants
 Treated Seed
 Conventional Insecticides
 Biological Insecticides
 Botanical Insecticides
 Pest Repellents
 Horticultural/Dormant Oils
 Conventional Fungicides
 Hydrogen Peroxide/Copper Fungicides
 Neem Oil
 Conventional Herbicides
 Botanical Herbicides
 Vinegar
 Corn Gluten Meal
 Produce Cleaner