

Welcome to the Team!

New Vendor Policy & Orientation Packet

H&K Farms Presents

Rancho Murieta Marketplace
and
Gibson Ranch Farmers Market

2020

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Welcome to the Market!

-We are glad that you have chosen to join us in our endeavour to change our food system. We would like this packet to serve as a roadmap to joining the farmers market team. Our Community Farmers Markets are run by farmers and other small businesses. We hope that you will find this information useful and pertinent.

Vendor Policies

- Market rules and policies for vendors are outlined explicitly here to make sure we are all on the same page, and everyone is aware of our expectations and your own expectations from the very start of our professional relationship.

Hold Harmless Agreement

- A release of liability for new vendors must be signed and returned to the market management staff before selling at any of our locations. You are vending at the farmers market at your own risk, the views and products sold by you while at the market do not reflect the views or positions of the Farmers Market. You are liable for any and all damages, pertaining to or arising from products, property, and any other activity related to you and your business while at the market.

Required Certifications and Licenses for Farms and Food Booths

- Farms must provide a copy of their CDFA certified producers certificate, which must be displayed in the booth at all times. Any ready to eat food product booths and pre packaged food must provide a copy of their Cottage Foods Operators license and must fill out and return a Temporary Food Facility operators packet 2 weeks prior to your first day of vending.

Welcome To the Market!

Orientation

Welcome to the farmers market. This is our third season in Rancho Murieta, and our first season at Gibson Ranch. We are eager and looking forward to making this season a success for all of us! The Market is owned by H&K Farms, operated by Maceo Hart-Kapic. The market management team includes Sherrie Hart and Sammy Rea. Both Maceo and Sherrie have been vending their small farms organic produce in several Sacramento Farmers Markets for 5 years before they ventured into market management and ownership. Sammy Rea is an alumnus of the California Farm Academy '18, and has been farming and selling in farmers markets for 2 years. We strive to take the lessons we have learned as vendors and offer a truly different perspective of market management and ownership, centered around what we as vendors need for collective success and financial security. We hope that you will help us along the way in completing our goals in transforming the food system for a more equitable, just, and transparent food shed!

We are a community vendor space which offers booth space on a rental fee basis for local vendors to access an outlet for their goods, and bring local farmers and makers together with community members. The markets operate on a 5 month seasonal basis from May through September, every Saturday & Sunday. The Rancho Murieta Marketplace is located at 14670 Cantova way, Rancho Murieta CA. The Gibson Ranch Farmers Market is located 8556 Gibson Ranch Rd, Elverta, CA. The Markets are open to the public from 8am-12pm. For vendors, setup time is 7am-8am, with subsequent take down period from 12pm-1pm. View our website for detailed pricing information and services.

We offer a variety of vendor amenities such as tables, handwashing and warewashing stations, umbrellas, and additional shade canopies. We also offer business solutions as part of our Premium Business Services, you can use our credit card point of sale system if you don't have one. Don't want to hassle with managing online transactions? Then purchase our Pro Business Service on your next order and receive unlimited card transactions, professional invoicing, let us handle the online management while you get to walk with a check in hand for all sales made that day.

Our Motto

Our Motto is; *Nam Omnis Cibi*. Which is translated to, "Food For All!" As farmers and stewards of the land we believe in food as a human right and we are dedicated to building a more sustainable long term food system that works for all, because we all must eat, and food is our one uniting factor. Our Farmers Market mission statement is; *To provide the best quality market management for the mutual benefit of both the vendor and the customer. by facilitating a healthy, attractive, sustainable, and reliable marketplace to foster the exchange of goods for the betterment of the local community*

Staff Directory

Maceo Hart-Kapic

Owner and Founder

H&K Farms

University of California, Berkeley

B.S. Conservation and Resource Studies

Agroecology | Food Systems

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Sherrie Hart

Market Manager | Rancho Murieta Marketplace

Market Manager | Gibson Ranch Farmers Market (Sun)

Farm Manager | H&K Farms

Sherrie.handkfarms@gmail.com

Sammy Rea

Market Manager | Gibson Ranch Farmers Market (Sat)

Alumnus | California Farm Academy '18

Sammy.handkfarms@gmail.com

Market Policies

- 1. Respect-** We understand that operating a small business and or Farm can be very stressful and sometimes things are not just going right that day. Please be respectful to your peer vendors as well as to your market managers. Being polite and friendly goes a mile on tough days, because odds are that if you are feeling the stress, the management team is also feeling your stress. If you have an issue regarding anything at the market you can communicate via email, phone or text. We will not tolerate hateful, racist, offensive or demeaning language in any context at any of our events. Allegations will result in an immediate review of continued participation in the market. Please refrain from using cuss words, or discussing inappropriate or reasonably offensive topics while representing yourself and the market, remember there can be young ears around!
- 2. Timeliness-** Please arrive no later than 7:15am. It should take about an hour to set up a professional looking display, and we expect vendors to be here on time so that they are not setting up while customers are trying to shop.
- 3. Late Arrival-** We understand that sometimes life doesn't go as planned. Please communicate effectively with us by calling us and speaking to us over the phone in the event that you are not going to arrive on time or some other emergency comes up. We will be understanding, however we will not be lenient if you do not let us know what is happening. That goes back to professionalism.
- 4. Weather Cancellation-** All markets will be canceled within at least a 24 hour notice or more when there is an 90% chance of severe weather (+0.5 inch rain or gusts above 20 mph) All weather data will be sourced from the National Oceanic and Atmospheric Administration website. <https://forecast.weather.gov> on the evening of Wednesday each week and again on Thursday morning each week. Cancellation Notices will be sent via email, and text no later than Thursday 12pm prior to the market weekend.
- 5. Attendance-** Please try to maintain consistent attendance at each market place you choose to vend in the best interest of supporting you in building your business. We are trying to build a consistent cohort of vendors to vend throughout all of our markets and events. We understand that there are other events on Saturdays that you will need to participate in for your business, and we accommodate such events. We ask that you try your best to attend in a consistent manner. We can work with your schedule of events and creatively plug you into our markets as consistently as possible. This will allow us to include your business name in our ads, via social media, our website and other forms of

advertisement. We value your business and aim to serve you as your market management team by working with your businesses individually and in a manner that best accommodates you and your business needs.

- 6. Legal Compliance-** It is the responsibility of you as the vendor to maintain all legal compliance for your business, and provide the market with all appropriate State and Local licensing and permitting. Failure to do so is not the responsibility of the Market owners and all legal liability is placed upon you as the vendor for any failure to comply with local, state, and federal laws regarding the sale or tangible property and or food for human consumption.

Violation of Policies- Please do not be worried, we have never had to enforce this policy before! In the event that a vendors behaviour is found to be in **severe** violation of these policies and mission statement of the market, you will be given TWO verbal warnings, and the THIRD verbal warning will be accompanied by an *optional* \$25 fine or you can choose to excuse yourself from participating in the market on your own terms. After the third warning, if you are still not willing to work with us than you will be asked not to participate in any future markets, and will be suspended from participating in any events hosted and sponsored by H&K Farms. All **severe** violations will be handled on a case by case basis with Maceo and a neutral third party moderator.

Vendor Membership Pledge

I, _____, as a representative of my business, _____, consent that I will uphold to the best of my abilities, the above mentioned policies and uphold the good name of my business as well as that of the Rancho Murieta Market Place. I understand that if I violate theses policies I am subject to all fines, suspensions, and expulsions incurred after a membership review meeting.

Signature of Vendor: _____ Date: _____

Release of Liability

***A completed copy must be filed PRIOR to selling at any event
eFile online: HANDKFARM@GMAIL.COM***

Vendor: _____ (Hereafter referred to as "seller") is being provided selling space at the Rancho Murieta Marketplace, Gibson Ranch Farmers Market, and or any other event name using a DBA registered to H&K Farms and Maceo Hart-Kapic, agrees to the following terms and conditions 1. H&K Farms DBA: Rancho Murieta Marketplace, Gibson Ranch Farmers Market is operated by its owner(s), employees, agents and volunteers. 2. "Seller" shall mean any farmer, vendor, participant, volunteer, or entity and the seller's employees, agents, or volunteers, including family members; and its heirs and assigns.

Indemnification

The seller shall indemnify and hold harmless H&K Farms DBA: Rancho Murieta Marketplace, Gibson Ranch Farmers Market and its officers, staff, the property owner(s); Rancho Murieta Community Church, and Sacramento County Regional Parks, their agents, employees and volunteers from and against any and all loss, damages, liability, claims, suits, costs and expenses whatsoever, including reasonable attorney's fees, regardless of the merit or outcome of any matter connected to any act or omission in going to, coming from, or performing services, work or activities at or in relation to H&K Farms DBA: Rancho Murieta Marketplace, Gibson Ranch Farmers Market.

Release

Seller hereby waives, releases, and discharges any and all claims for damages for personal injury, death, or property damages which it may have or which may hereafter accrue as a result of its activities at H&K Farms DBA: Rancho Murieta Marketplace, Gibson Ranch Farmers

Market. Safety Requirements; Seller hereby assumes liability and financial responsibility for any accident, injury or property damage resulting from failure to comply with H&K Farms DBA: Rancho Murieta Marketplace, and Gibson Ranch Farmers Market policies, and seller agrees to comply with all regulations applicable to sellers specific business, except where defined as seller being exempt from any such regulation, enforced by the Sacramento County Environmental Management Department, California Department of Food and Agriculture, and United States Department of Agriculture.

I HEREBY STATE THAT I HAVE READ, UNDERSTAND AND AGREE TO FOLLOW THE ABOVE PROCEDURES OUTLINED IN THIS COPY OF THE H&K FARMS DBA: RANCHO MURIETA MARKETPLACE, AND GIBSON RANCH FARMERS MARKET HOLD HARMLESS AGREEMENT-INDEMNIFICATION AND RELEASE FORM. IN WITNESS WHEREOF, THIS AGREEMENT IS EXECUTED

Date: MM/DD/YYYY ____ / ____ / _____

Seller's Signature _____

Seller's Printed name: _____

Address, city, state, zip: _____

Phone: _____

email: _____