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I. Vision

The Santa Cruz River Farmers’ Market aims to build a network that supports the development of a resilient, sustainable, and regional food system while addressing the need to create a more food secure community. Through the Market, we will facilitate and support connections between local producers, community members, and partner organizations to promote access to fresh, local food, economic opportunity, and social capital.

II. Purpose

The Santa Cruz River Farmers’ Market:

- Promotes access to fresh, quality food to people of all economic classes by accepting public assistance benefits, including Supplemental Nutrition Assistance Program (SNAP) and Double Up Food Bucks (DUSP) benefits, and the Arizona Farmers’ Market Nutrition Program (AZFMNP) for Seniors and Women, Infants, and Children (WIC).
- Contributes to food security by supporting local and/or regional farms and producers, keeping food dollars in the local economy, and creating consistent options for affordable, nutritious food in urban areas.
- Creates an inclusive market community for all that is welcoming especially to people of color, those using public assistance benefits, those who identify as a part of the LGBTQIA+ community, and all others regardless of socioeconomic status, citizenship status, or identity.
- Expands economic opportunities for local farmers and local food entrepreneurs, contributing to a sustainable regional food system.
- Invests in the health of our community by increasing access to fresh, local food through targeted promotion, education, and social opportunities.

III. Expectations

We value the inherent dignity of all people, and strive to create a market community that is welcoming to everyone regardless of what they bring to the space. We expect our community, both vendors and customers alike, to respect the individual and collective humanity of us all.

IV. Application and Approval Process

- A. All complete Vendor Applications will be reviewed by the Farmers’ Market Manager and the Farmers’ Market Advisory Committee. Each application needs to be complete before submission – if you have any questions or need assistance, please reach out to the market manager for assistance! Product samples or proof of purchases may be requested.
- B. All Market Vendors should plan to re-apply annually per the calendar year with the Vendor Renewal form.
- C. In line with the Market purpose, the Santa Cruz River Farmers’ Market is primarily for the sale of edible agricultural products. Prepared and processed foods, along with health and body products (i.e., lotions,



salves), will also be considered. Priority will be given to foods and products that are culturally significant to communities in the region, and those that contain a greater portion of ingredients grown or legally wild-harvested in Arizona. To promote product diversity and strong business, the mix of Market vendors and products will also be considered with each Vendor Application.

- D. All vendors must receive documented approval by the Farmers' Market Manager or Advisory Committee.
- E. Only the products listed on the approved Application may be allowed for sale at Market. Changes to the crop or product plan must be submitted and approved in writing by the Farmers' Market Manager or Advisory Committee prior to selling the proposed addition.

V. Vendor and Product Qualifications

All Market vendors must:

- A. Reside and produce food or other products in Southern Arizona.
- B. Not re-sell any produce or products.
- C. Obtain the appropriate business license and tax classification per State and City laws.
- D. **Post accurate signage for product prices**, authorizations, and certifications.
- E. Conduct sales at Market only within the season's posted Market hours.
 - a. May-September 4-7pm | October-April 3-6pm
- F. Comply with laws, permits, and licenses required by the City of Tucson, State of Arizona, and United States Department of Agriculture (USDA).

All Farm Producers must:

- A. Have the ability to be certified as a local grower through the Arizona Farmers' Market Nutrition Program (AZFMNP) for produce products.
- B. Sell only products they have produced. Supplementing a limited amount of produce grown by a neighboring farm that is also AZFMNP certified is allowed – just let the market manager know the farm name and address.
- C. Comply with laws, permits, and licenses required by the City of Tucson, State of Arizona, and United States Department of Agriculture (USDA) including:
 - a. Dairy products: Cow milk, goat milk, and milk products such as cheese shall be grade A pasteurized or certified pasteurized milk for human consumption (per A.R.S. § 3-606).
 - b. Eggs: All egg vendors must be registered with the Arizona Department of Agriculture as Egg Dealers (for selling more than 750 dozens of eggs per year) or as Nest Run Egg Producers (for selling 750 or less dozens of eggs per year). Egg Dealers' containers must be clearly marked with appropriate grade, while Nest Run Egg products must be marked with "unclassified/nest run" and all other markings, including grade and producer, must be removed from the carton. **All eggs must be kept at or below 45°F at all times.**
 - c. Meat/poultry: Meat must be processed in a USDA approved processing facility or by the Arizona Department of Agriculture for in-state sales only.

All Processed and Prepared Food vendors must:

- A. Obtain a Pima County Health Department permit for products that will be ingested.
- B. Comply with Pima County Health Department regulations on "Limited Food Manufacturing," including:
 - a. Certified Kitchen: Processed or value-added foods prepared off-farm or with a majority of non-farm ingredients must be prepared in a certified commercial kitchen. If you prepare products in your own certified kitchen or use another certified kitchen, please provide proof of the kitchen's certification.
 - b. Sale of baked goods: Arizona residents may produce non-potentially hazardous baked and confectionery products in their homes and offer them for commercial sale within the state. Items must be produced in compliance with the guidelines issued by the Cottage Food Program administered by the Arizona Department of Health Services.



- c. **Packaging:** Processed or value-added foods that are packaged require a label with business name and address, along with product weight and ingredients listed in descending order of quantity.

VI. Market Day Operations and Procedures

Space Allocation:

- A. Vendors will be assigned spaces by the Market Manager at the pre-season vendor meeting. Attempts will be made to keep vendors in the same approximate space each week; however, due to vendor changes, business needs, or special events, space assignments may be moved temporarily or indefinitely.
- B. In order to adequately and safely manage our market space, all vendors must claim their stall 30 minutes before Market opening hours and be ready to open 5 minutes prior to market. Relocation of space assignments may be made if a vendor is frequently, absent, tardy or not set up in time for market.
- C. Vendors are expected to **notify Market staff of intended absences at least 24-48 hours in advance**. Two absences or late arrivals without prior notice may result in relocation of seasonal space assignments.
- D. Vendors are asked to report any safety incidents to Market staff, and Market staff will document the incident. The Community Food Bank maintains liability insurance for Market events to reduce individual vendor risk, so Market staff must be notified of incidents to properly effect insurance coverage.

Accepted Market Payments:

- A. Payments accepted at Market include cash, credit/debit, SNAP/EBT, and AZFMNP checks. Vendors will receive additional training on Market Payments at the pre-season vendor meeting, and are welcome to reach out to Market staff with questions at any time. **Sales are to be carried out between 3-6pm during market hours.**
 - a. **Cash:** Shoppers may pay vendors directly in cash. Vendors may get cash change from the Market Information Booth depending on change availability.
 - b. **Credit/Debit:** Shoppers may swipe credit/debit cards at the Market Information Booth in exchange for \$5 wooden tokens that may be spent on any item sold at Market.
 - i. Vendors may issue cash change for tokens.
 - ii. Vendors may exchange tokens with the Market Information Booth for cash or equivalent.
 - c. **SNAP/EBT:** The Market accepts Supplemental Nutrition Assistance Benefits (SNAP; food stamps) from shoppers for all qualified items. Shoppers may swipe their Electronic Benefits Transfer (EBT) cards at the Market Information Booth and receive green paper vouchers to be redeemed for approved items.
 - i. Vendors cannot issue cash change for green paper vouchers, and are responsible for proper redemption; vendors can ask Market staff for assistance with SNAP redemption.
 - ii. Vendors will get reimbursed for green paper vouchers at the Market Information Booth at vendor check out.
 - d. **SNAP/EBT Match:** The Market accepts Double Up Food Bucks Match for SNAP/EBT for all qualified items. Shoppers receive silver tokens as a “match” for every dollar they swipe on the EBT card at the Market Information Booth.
 - i. Vendors **cannot** issue cash change for silver tokens, and are responsible for proper redemption; vendors can ask Market staff for assistance with redemption.
 - e. **AZFMNP:** Arizona Farmers' Market Nutrition Program (AZFMNP) coupons are only redeemable for fresh fruits, vegetables, and herbs—however, herbs are not eligible for purchase with WIC CVVs (Woman, Infants, and Children Cash Value Vouchers). Eligible farmers must be enrolled in the AZFMNP program and accept checks for AZFMNP approved crops only. Shoppers pay vendors directly with the checks.
 - i. AZFMNP vendors must have and display the Authorized Grower sign.



- ii. Vendors cannot issue change for AZFMNP checks. Please help shoppers select the amount of produce equal to the value of the check.
- iii. Vendors are responsible for processing their own AZFMNP payment checks, and cannot exchange them for cash or equivalent at the Market Information Booth.

Income and Fees:

- A. Vendors will pay rent based on their sales, not a flat fee. At the close of each market, **vendors pay 10% of their daily gross sales in rent**, between \$3 and \$50. Vendors earning less than \$30 of gross sales will not have to pay any rent that day, and Vendors earning more than \$500 in gross sales will have their rent capped at \$50.
- B. All vendors must come to the Market Information Booth with their vendor sales slip at Market close to report sales and pay fees; a receipt will be issued upon request.
- C. Fees may be paid in the following forms: cash, credit/debit tokens, green paper food stamp vouchers, and silver tokens.
- D. The Community Food Bank relies on the honor system for sales reporting, and reserves the right to randomly audit vendor sales as deemed necessary.
- E. Vendor income in Market tokens and/or paper vouchers may be exchanged at the Information Booth at Market close: per accounting policy, tokens/voucher reimbursements of \$40 or less will be paid in cash that day; reimbursements of more than \$40 will be paid in check at the following week's Market..
- F. Please let the Information Booth know to whom your check should be written (i.e., business name or personal name).

VII. Conflict Management and Resolution

Conflict:

We promote a solutions-based approach to addressing conflict within the market space. Conflict is part of all relationships and communities – our goal is not to eliminate it, but to create a “healthy culture” that handles disagreement positively and effectively. If conflicts arise where immediate resolution is not possible, we will provide opportunities to meet outside of market with Market staff and/or Market Advisory Committee members to continue the conversation.

Harrasment and Abuse:

In line with our mission and vision for the market space, we aim to create an inclusive and safe space for all persons. As such, **we have absolutely no tolerance for physical or verbal abuse or harassment of any kind**. Actions such as these will result in the immediate revoking of vendor or customer privilege. This decision is deliberate and necessary in order to create a healthy, welcoming, and safe market for everyone.

VIII. Other

Any changes to Market process or safety measures will be communicated to vendors by email and/or in person at market to ensure the quality and success of the Market