

Paradise Farmers Market

updated 4/11/2026

Our Mission

To support local farmers, artisans, and small businesses while providing the community with quality goods in a welcoming environment.

Location

Paradise Farmers Market – Ridge Produce Collective

(also known as *A Taste of Paradise*), referred to in this document as the **Paradise Farmers Market**.

Address:

5505 Skyway
Paradise, CA

Market Season & Hours

Regular Farmers Market: Saturdays, May through October

Market Hours: 8:00 AM – 1:00 PM

Vendor Setup & Tear-Down

- Setup may begin as early as **7:00 AM** and must be completed by **8:00 AM**
 - Tear-down begins at **1:00 PM**
 - Vendors may leave early only with prior approval or if sold out
 - Occasional winter pop-up markets may be scheduled (weather permitting)
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Local Vendor Residency & Licensing Requirement

The Paradise Farmers Market exists to support **local farmers, artisans, and small businesses within the Paradise Ridge community**.

To maintain this focus, vendors must reside and/or operate within the following areas:

- Paradise

- Magalia
- Sterling City
- Butte Valley
- Concow
- Honeyrun

Vendors must:

- Maintain residency within one of these jurisdictions, and/or
- Operate a business, farm, or production site within one of these jurisdictions

All vendors must hold **valid licenses, permits, and certifications** required by the appropriate local or state agencies.

Proof of residency or business location may be requested.

Vendor Conduct & Expectations

Vendors are expected to:

- Act in a **professional, courteous, and respectful manner**
- Treat customers, vendors, staff, and volunteers with respect
- Maintain a **clean, safe, and attractive booth**
- Follow all applicable laws and regulations
- Comply with all market policies and direction

Disruptive behavior may result in removal.

Vendor Code of Conduct

Professional Conduct

Vendors must maintain professionalism at all times, including interactions with:

- Customers
- Fellow vendors
- Market staff and volunteers
- Community members

Harassment, intimidation, or disruptive behavior will not be tolerated.

Positive Representation

Vendors serve as ambassadors of the market and are encouraged to promote it through:

- Social media
 - Word of mouth
 - Community engagement
 - Advertising
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Social Media & Public Communication

Vendors are encouraged to promote the market; however:

- Promotion should be done through a **business page, business profile, or group page**, especially if personal accounts are used for political, partisan content, or content that may be disrespectful to others.
- Vendors shall not post or share **negative, critical, or disparaging comments** about:
 - Other vendors
 - Vendor products
 - The Paradise Farmers Market

This includes **direct, indirect, or implied statements**.

This policy is not intended to restrict personal expression or viewpoints. Rather, it helps ensure that the Paradise Farmers Market remains an inclusive space that welcomes customers from all backgrounds, beliefs, and perspectives.

Internal Conflict Resolution

If a vendor has concerns, disagreements, or negative feedback regarding:

- Another vendor
- Market operations
- Policies or decisions

Those concerns **must be handled internally** through:

- Attempt to resolve the matter respectfully between themselves.
- The Market Manager
- The Board of Directors

If a resolution cannot be reached, vendors may request assistance from the market organizer or board (when applicable). Market organizers reserve the right to make final decisions in matters affecting market operations. Vendors agree that concerns will **not be shared publicly**, even if the vendor disagrees with the outcome of the internal review process.

Enforcement

All vendor concerns, complaints, or conflicts must be addressed in a **private and non-public manner**.

Vendors are expected to:

- Bring concerns directly to the Market Manager, or Board of Directors
- Refrain from discussing disputes in public settings, including but not limited to:
 - Social media platforms
 - Online forums or groups
 - Public posts, comments, or “rant”-style communications
 - Indirect or implied public statements regarding market issues or other vendors

Any conflict—whether discussed directly or indirectly in a public or online setting—may be considered a violation of this policy.

Violations may result in:

- Verbal or written warning
 - Temporary suspension from the market
 - Immediate or permanent removal from participation (at the discretion of the market manager (even on the day of an event) or the board of directors at a later date.
 - If a vendor who is already on probation or suspension engages in any negative public or social media commentary as described above, such action shall result in:
 - Immediate **permanent removal** from the Paradise Farmers Market, subject to approval by the Board of Directors.
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Protection of Market Integrity

This policy exists to protect:

- The reputation of individual vendors
- The integrity of the market
- A positive and welcoming environment for the community

All vendors are expected to contribute to a culture of **mutual respect, professionalism, and cooperation**.

Communication & Courtesy Policy

Standard Communication Hours

Non-urgent (text) communication should occur between:

8:00 AM – 8:00 PM

Repeated communication outside of the approved hours, or communication that is excessive, disruptive, or inappropriate, may be addressed by market management.

Market Day Exception

On Saturdays, communication may begin at **7:00 AM** for:

- Setup coordination
- Vendor placement
- Time-sensitive logistics (weather)

Communication Expectations

All communication should remain:

- Professional
- Courteous
- Clear and respectful

Repeated communication outside of the approved hours, or communication that is excessive, disruptive, or inappropriate, may be addressed by market management.

Emergency Communication

Urgent issues affecting safety or operations may be communicated at any time.

Respect Among Vendors

Healthy competition is encouraged; however, vendors must not:

- Harass or undermine other vendors
- Spread misinformation about other vendors or products

- Attempt to interfere with another vendor's sales

Vendors are encouraged to maintain a supportive atmosphere and help contribute to the overall success of the market.

Permits, Licenses & Certifications

The Paradise Farmers Market operates under permits issued by:

- **Butte County Department of Agriculture**
- **Butte County Environmental Health**

All Farmers Market permit fees are paid in full by the Paradise Farmers Market organizers. The organizer does **not charge weekly, monthly, or seasonal booth fees**.

All vendors are responsible for maintaining **current and valid licenses, permits, and certifications** applicable to the products they offer for sale.

Required Licensing

Egg Vendors:

Must comply with California egg regulations

Food Vendors:

Must hold a valid Cottage Food Permit, or other appropriate license

Agricultural Vendors:

Must hold a Certified Producer's Certificate (CPC) or other appropriate license

Approved Products

Farmers & Producers

- Fresh fruits and vegetables
- Eggs (properly licensed)
- Other unprocessed agricultural products approved under CPC guidelines

Artisans

Handmade, hand-painted, or handcrafted items are permitted.

Products must be **primarily created by the vendor**.

Resale Items

Limited resale of retail merchandise is allowed only as a **small portion** of a vendor's booth.

A minimum of **90% of items must be handmade or vendor-produced** (not vendor-customized with a label).

Resale items may not exceed **10% of total products offered**.

Vendor Competition & Pricing Policy

- Welcome as many **qualified vendors** as possible
- Not restrict vendors from selling specific items due to competition
- Not limit the number of vendors offering similar products
- Not engage in **price fixing or price setting of any kind**

Vendors are responsible for setting their **own prices independently**.

Market organizers will **not dictate pricing**, establish minimums or maximums, or require vendors to match specific price points.

Vendors are encouraged to compete through:

- Product quality and freshness
- Customer service and presentation
- Transparency and integrity

The Paradise Farmers Market believes that an **open, competitive, and transparent marketplace** creates the strongest environment for vendors and the community.

Prohibited Items

The following are **not permitted** at the Paradise Farmers Market:

- Used, secondhand, or previously owned items
 - Flea market, garage sale, or thrift-style merchandise
 - Items that violate local, county, or state regulations
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Compliance & Enforcement

Market staff and organizers reserve the right to inspect booths and products.

Non-compliance may result in:

- Warnings
- Removal from the market
- Suspension of future participation

Repeated violations may lead to **permanent removal from the Paradise Farmers Market.**

Contact Information

Email: info@paradisefarmersmarket.org