Shoreline Farmers Market Association
2027 Vendor Handbook Rules & Regulations

Mission: *Shoreline Farmers Market is a 501 (c) 3 aiming to bring regional farmers, producers, and artisans together with the community. We offer fresh local food in a welcoming space where we support education, inclusion, and small business growth.*

Location: 192nd ST N & Aurora Ave N, Shoreline WA 98133 | GPS: 18821 Aurora Ave N, Shoreline | Google Maps

Season: Saturdays, 10am to 2pm, June 5 – October 30, 2027

Website: www.ShorelineFarmersMarket.org
Email: info@ShorelineFarmersMarket.org
Phone: 206-487-3939 (text OK)

Facebook: facebook.com/shorelinefarmersmarket
Instagram: @shoreline.farmers.market

WHO & WHAT WE APPROVE

FARM PRODUCTS: Fresh fruits and vegetables, herbs, nuts, honey, dairy products, eggs, poultry, mushrooms, meats, fish and shellfish. Also included are fresh cut flowers, nursery stock, plants, and foraged items such as wild herbs or mushrooms. All fresh farm products must be grown or produced in Washington State, and grown, produced or foraged by the farmer/vendor selling them.

- SEAFOODS: In the case of seafood, the vendor must own, lease, or operate the fishing vessel or own, lease or rent the parcel of land where the seafood is caught or harvested. The vendor must be a legal resident of the State of Washington.
- ALCOHOLIC BEVERAGES: Alcoholic beverages such as Mead, Cider, Beer, Distilled Spirits and Wine must be made entirely from ingredients grown in Washington, or from grapes grown in a recognized Washington appellation, except for certain additives required for processing which cannot be produced in the State of Washington, not amounting to more than 5% of the total volume of the beverage.

Only farmers, ranchers, fishers, apiaries, nurseries and foragers may sell fresh farm products. Farmers and nursery operators must propagate all plants and flowers from seed, cuttings, bulbs or plant division. Honey vendors must be the owner-operators of beehives from which they sell honey, and their hives must be registered with the state. Vendors must be active owners/operators of the farming operation and may not be operating the business under a franchise agreement. All dairy, eggs, poultry, honey, meats, fish, shellfish must have the proper permits and licenses as required by the WSDA and King County Health Department and must carry product liability insurance. Copies of proof of insurance must be provided to the SFM.

FOOD PROCESSORS/VALUE ADDED PRODUCTS

Preserved foods, jams, jellies, juices, cider, wine, distilled spirits, syrups, salsas, smoked or canned meats or fish, dried fruit, salad dressings, breads, pastries, baked goods, pasta, granola and related take-home foods, not prepared on-site at SFM.

Alcoholic Beverages: Must be made primarily with Washington-grown ingredients. Authorization from the Washington State Liquor and Cannabis Board is required.

Vendors in this category are those who have cooked, baked or otherwise treated the product they sell but have not raised the ingredients themselves. No commercially prepared dough mixes, crusts, shells or fillings are allowed. Our intent is to support local agriculture. It is required that the vendor will use raw ingredients that are grown in Washington, as appropriate for the product, and when possible, use products from participating SFM farmers. All processed foods must have the proper permits and licenses as required by the WSDA, and King County Health Department. All processed foods must carry product liability insurance. Copies of proof of insurance must be provided to the SFM. All processed foods must be properly labeled.

PREPARED FOODS

Freshly made foods available for sale and immediate consumption on site. It is required that the vendor will use raw ingredients that are grown in Washington, as appropriate for the product. When selecting prepared food vendors, priority will be given to vendors preparing food from raw ingredients grown and/or produced by participating SFM farmers. All prepared foods must have the proper permits and licenses as required by the WSDA, and King County Health Department. All prepared foods must carry product liability insurance. Copies of proof of insurance must be provided to the SFM.

ARTISANS/CRAFTERS

One who creates with their own hands the products they offer for sale or providers of skilled craft services at the market, such as on-site knife sharpening or tool refurbishment. To qualify as an Artisan/Crafter, a majority of the tools and equipment used to produce their products must require skill, personal handling and/or manipulation, including second-hand items that are recycled, re-purposed and/or skillfully and creatively refurbished for new or improved use. Artisans/Crafters should incorporate materials grown or produced in Washington State as much as possible and create their products in Washington State only.

HOW PARTICIPATION IS DETERMINED

Shoreline Farmers Market (SFM) aims to create a balanced, diverse, and high-quality market that supports local agriculture, small businesses, and the community.

Vendor participation is determined by available space, product diversity, community interest, alignment with SFM's mission, and the overall composition of the market.

When evaluating vendors, SFM considers:

- Product quality, variety, and consistency.
- The need for particular products and the number of similar vendors.
- Alignment with the market's mission and community focus.

- Ability to follow SFM policies and the Director's directions (e.g., communication, punctuality, clean-up, weights, signage, 48-hour advance notification when canceling, etc.), product quality, visual display, sales history and record of no outstanding balances.

SFM values returning vendors while also providing opportunities for new and emerging businesses. Returning participation does not guarantee acceptance or scheduling in future seasons.

SFM's goal is to maintain a vendor mix of at least 51% farmers while offering a thoughtful selection of processors, prepared food vendors, and artisans and crafters.

The Director has final authority over vendor selection, placement, and scheduling to ensure a balanced market that supports SFM's mission.

STALL ASSIGNMENTS are made by SFM based on the following criteria:

(1) available space

(2) the need for a specific product and the vendor's ability to provide it,

(3) the number of spaces the vendor requires

(4) vendor history and sales performance.

Participation in SFM is not a guarantee of a particular stall location.

The Director will make every attempt to keep stall space assignments consistent throughout the season. However, stall assignments will change over the course of the season in order to maximize shopper experience, make the best use of space and provide a good mix of products.

MARKET PARTICIPATION FEES

A. APPLICATION FEE: $25 farm or $40 non-farm application fee. This is a nonrefundable fee due at the time of submission.

B. DAILY STALL FEE:

Stall Size	Stall Fee
10' x 10' Farm Space	$40 or 7 percent
10' x 20' Farm Space	$80 or 8 percent
10' x 10' Processed / Prepared Food / Artisan Space	$40 or 8 percent
10' x 20' Processed / Prepared Food / Artisan Space	$80 or 8 percent
Food Truck	$80 or 8 percent

Vendor sales reporting: Vendors must report their daily gross revenue to Director at the end of each market, on the Sales Report Form provided, which they shall sign and verify as accurate. Vendors who fail to report accurate sales forfeit their right to sell at SFM.

Gross revenue includes all cash and card sales as well as the value of: pre-orders, special orders, all revenue from SNAP tokens & coupons, WIC and Senior Farmers Market Nutrition Program (FMNP) benefits.

LICENSES, PERMITS AND SPECIAL REQUIREMENTS

Vendors must comply with all laws, ordinances and regulations of the United States, Washington State, King County and the City of Shoreline. All Vendors must have the necessary licenses, insurance, and permits required to produce and sell their products and shall provide the SFM Directors with current copies of all documentation on Manage My Market. Requirements include:

WA STATE BUSINESS LICENSE: The WA State Department of Revenue requires all Vendors to be registered to do business in the State of Washington. All Vendors, unless exempt by law, shall supply the SFM with their State UBI number on the Application. Applications submitted without a UBI number will not be considered. The Small Business Guide is available in 11 languages, and can be found HERE.

SHORELINE BUSINESS LICENSE: All vendors must obtain a Shoreline Business License. A copy of this License must be on file with SFM before opening day. Farmers who sell only raw and unaltered products are exempt from this requirement. For more information contact the City at (206) 275-7602. Apply for this only AFTER acceptance into the SFM. Retail Sales and B&O (Business & Occupation), Taxes, Retail Sales, and B&O Taxes are the responsibility of the individual Vendor. For more information, click HERE.

COMMERCIAL GENERAL LIABILITY AND PRODUCT LIABILITY INSURANCE: All accepted vendors must maintain Commercial General Liability Insurance that includes Product Liability Coverage with a minimum coverage amount of $1 million. Vendors must submit a current "Certificate of Liability Insurance" with “Shoreline Farmers Market” as “additional insured” before participating. Vendor will provide a PDF, JPG or PNG certificate to SFM as is required by SFM’s liability insurance provider Campbell Risk Management. More information HERE.

- Apply for this insurance only after acceptance into SFM.

Farmers

Farmers are the foundation of the Shoreline Farmers Market. All farmers must grow, harvest, and sell their own products directly to consumers. Reselling or distributing products grown or produced by others is strictly prohibited.

To ensure compliance with state and local regulations, farmers must meet all licensing, labeling, and safety requirements outlined below:

Selling by Weight: Farmers selling products by weight must have a Weights and Measures endorsement from the WA State Department of Revenue Business Licensing Service, listed on their Washington Business License (WABL).

Sampling: Vendors offering food samples must submit an Application for Exemption (no fee) to the King County Health Department and set up an approved handwash station at their booth.

Non-Edible Horticultural Products: Vendors selling plants, trees, flowers, herbs, or vegetable starts must hold a Nursery License endorsement on their WABL. All plant materials must be grown by the vendor and be of good, healthy quality.

Time/Temperature Control for Safety (TCS) Foods: Farmers selling TCS foods made under permit must obtain at least a Minimal Temporary Event Food Permit from Public Health King County.

Organic Certification: Vendors marketing products as organic must be Certified Organic by the Washington State Department of Agriculture (WSDA) unless officially exempt or excluded from certification.

Egg Sales: Farmers selling eggs must have an Egg Handler/Dealer endorsement on their WABL.

Fish Sales: Fishermen must hold a WA State Department of Fisheries Wholesale License.

Shellfish Sales: Shellfish vendors must have a Commercial Shellfish Harvester License and, depending on products sold, may also require a Shucker-Packer License.

More details are available from the WA State Department of Health HERE.

Processed / Value Added Foods

Depending on the product being sold, food processors will need either a Food Processor License from WA State Department of Agriculture (WSDA), a Cottage Food Permit from WSDA, or have received an approved application for exemption from permit from Public Health Seattle & King County.

Further details and application process for:

- WSDA Food Processor License found HERE.
- WSDA Cottage Food Permit found HERE.
- Public Health-Seattle & King County exemption from permit found HERE.

Vendors selling/sampling alcoholic beverages including beer, wine, hard cider, and mead, must have a Farmers' Market Endorsement from the WA State Liquor and Cannabis Board on their WA Business License.

Prepared Foods

Includes food trucks

Vendors selling ready to eat food prepared in their booth space must have a Temporary Food Permit from Public Health Seattle & King County.

Mobile food establishments including food carts, trailers, and food trucks, must have a Mobile Food Unit permit from Public Health Seattle & King County. Vendors selling ready to eat food must have a valid Food Worker Card from Washington State Department of Health.

HEALTH DEPARTMENT CHECKLIST

This checklist is included in the Vendor application. Please ensure all staff understand and comply with the following rules:

- If preparing or sampling food, set up a gravity flow hand wash station first with warm water, a tub to catch the water, pump soap, and paper towels.
- wash hands frequently during the market.
- wash hands with hot water after using the restroom and then again at the booth before handling any products
- No barehand contact.
- keep food products at least 18" above the ground.
- keep coolers at 41 degrees or below, as applicable.
- ensure proper hot-holding procedures of 140 degrees or above, as applicable.
- wash all produce used for sampling, as applicable.
- provide leak-proof garbage containers in your booth and haul all garbage away.
- label packaged products as required with: (1) the name of the product, (2) company name, (3) address, (4) net weight, and (5) ingredients listed in decreasing order of predominance.
- post consumer advisory when necessary (i.e. raw or unprocessed foods).
- use sanitary solution (1 T. bleach to 1 gallon of water) to keep table tops clean, store the cleaning solution away from all food and keep it properly sealed.
- if cooking, have an inspected, up-to-date, permitted fire extinguisher on premises and know how to use it.
- if holding potentially hazardous foods, have a working metal stem or digital thermometer in booth at all times and check temperatures frequently. This includes requirements for leafy and cut greens.
- keep copies of all required health permits and worker's food safety cards at the stall.

VENDOR RULES 2027

A. PRINCIPAL FARMER / BUSINESS OWNER PRIORITY

Permits to Sell are granted to the principal farmer, producer, or business owner. The principal may send family members, partners, or employees to represent the business but is responsible for ensuring that all on-site representatives understand SFM rules, procedures, and violation policies.

- All staff must have working knowledge of the farm or business to develop good customer relationships.
- The principal farmer, producer, or business owner is expected to attend Vendor Orientation before the season opens.

B. MARKETING

SFM uses a variety of marketing channels to promote the market, including newsletters, social media, photographs, recipes, and vendor features.

- Vendors are encouraged to share information about products, seasonal offerings, and other updates with SFM for potential marketing features.
- Vendors are encouraged to promote SFM on their websites and social media channels.

C. TENT WEIGHTS

All vendors with tents, canopies and/or umbrellas are required to have at least 25 pounds of non-variable weight per tent leg and 50 pounds per umbrella stand securely attached at all times during the market. Tent stakes are prohibited. Fines will be issued after the first warning. SFM does not provide weights. Any damage incurred by a vendor due to insufficient weights will be at the expense of that vendor. We strictly enforce this rule so please be aware of your weights.

D. PUNCTUALITY AND MARKET HOURS

Vendors are allowed to arrive and begin set up starting at 7:00 am. Parking behind your stall space will be first-come-first-served.

- Vendors must unload their vehicles completely before setting up so they do not block other vehicles or vendors.
- Vendors may not begin selling before the market opens unless specifically approved by the Market Director.
- Vendors must be fully set up and ready to sell by 10:00 am.
- Vendor vehicles must be removed from the market area at least 30 minutes before opening unless otherwise noted.
- Vendors are expected to remain until closing, 2:00 pm. Vendors who sell out early must keep their stalls set up until closing and should post a sign informing customers that they have sold out.
- Vendor stalls must be staffed throughout the market. If a vendor needs to step away, they must arrange appropriate coverage.
- Gross sales must be reported no later than one hour after SFM is closed.

E. VENDOR SIGNAGE

All vendors must display a sign identifying the name of the farm or business represented and its location.

- Signs must be clean, professional, legible, and large enough to be seen by customers.
- Signs must be displayed before sales begin.
- Per Food Safety Modernization Act (FSMA) All vendors most conspicuously display the address and contact information of their business within their markeDisplays and signs must allow clear visibility to adjoining booths.
- t stall (i.e, on cashbox, stall banner, business cards, on bags, etc.)
- We strongly discourage AI-generated signage.

F. PRICE AND PRODUCT ORIGIN SIGNAGE

All products for sale must have clearly displayed prices.

- Prices may be displayed on individual items or on a clearly readable sign listing products and prices.
- Vendors must accurately identify product origins and ingredients in their signage and marketing.
- Vendors must clearly identify ingredients sourced from participating SFM farms when making such claims.
- SFM may request documentation to verify product-origin and ingredient claims.

G. SELLING SPACE

Vendor stalls, displays, selling space, and vehicles must remain within the boundaries of the assigned space unless prior approval is granted by the Market Director.

H. DISPLAY SETUP AND DISTANCE BETWEEN VENDORS

- Displays and selling techniques must not interfere with other vendors' ability to sell.
- Displays must not create hazards for customers or obstruct the flow of foot traffic.
- Vendors must arrange their displays to maintain a welcoming market environment and make effective use of their assigned space without encroaching on neighboring vendors.

I. VENDOR VEHICLES, LOADING, AND UNLOADING

Vendor vehicles must be off-site (if not parked behind stall space) by 9:30 am.

- Vendors must use designated vendor parking areas or other approved parking locations.
- SFM is a drop-and-go market. If the vendor vehicle is not behind the stall space, please unload materials, then park your vehicle off the map layout in designated vendor parking before setting up your booth.

J. STALL SPACE CLEANUP

Vendors are required to maintain their individual selling space in a clean, safe and sanitary manner, including protecting the pavement from drips from any part of the vendor's vehicle. Each vendor is responsible for complete clean up of their space at the close of the market. This includes taking with you any trash or garbage that is generated in or around your stall and sweeping up any product debris left on the ground. All prepared food vendors must provide their customers with a place to dispose their waste.

- Vendors are not permitted to dispose of waste or boxes in any on-site garbage cans or dumpsters. Market trashcans and dumpsters are not available for vendor use. Vendors must bring their own brooms, dustpans and waste bags. Fees may be charged for any garbage left behind.
- A $50 charge for cooking oil spills will be charged without exception.

K. PRICING, PRODUCT QUALITY, AND FOOD SAFETY

1. **Pricing:** Vendors are solely responsible for setting the prices of their products. Vendors are encouraged to consider customer feedback and maintain consistent, clearly communicated pricing.
2. **Product quality:** Vendors are expected to bring high-quality produce and products to SFM. Vendors should help customers understand produce ripeness, proper storage, and other relevant product information.
3. **Food safety:** Vendors are responsible for the safety of the food they sell. Adulterated, unsafe, or otherwise noncompliant food products may not be sold.

L. SCALES AND WEIGHTS AND MEASURES

Vendors selling produce by weight must provide their own scales. Scales must be "legal for trade" and are subject to inspection by the Dept. of Agriculture's Weights and Measures Program. All scale displays must be readable and in easy sight to your customers during business transactions. Market staff may randomly check the visibility and accuracy of scales, as needed.

M. SUPERVISION

Vendors are responsible for monitoring and supervising their children at all times during market hours. SFM is not responsible for children's safety or whereabouts or for any damage they may cause.

N. COURTESY AND CONDUCT

1. SFM is a community event where people gather to shop, sell, and connect. Vendors and their representatives are expected to behave respectfully, safely, courteously, and harmoniously toward customers, SFM staff, community representatives, and one another.
2. Language or behavior that disrupts market operations may result in disciplinary action, up to and including termination of permission to sell. Threatening, abusive, or intimidating behavior toward customers, staff, community representatives, or other vendors is prohibited.
3. Customer complaints will be discussed with the vendor as appropriate. Repeated or serious complaints may result in suspension or revocation of permission to sell.
4. Consumption of alcoholic beverages or illegal or controlled substances while working at the market is prohibited.
5. **Refunds:** Vendors should respond fairly to legitimate customer complaints about products purchased at the market. Where appropriate, vendors should offer a monetary refund or replacement of equal value and work toward a satisfactory resolution.

O. HAWKING AND SALES CONDUCT

Calling attention to products through loud, repetitive public announcements during the market is prohibited.

P. TIP JARS AND TIPPING

Tips should not be requested or expected. Tip jars are permissible at prepared food booths where allowed. Payment devices that prompt customers for tips must include a clear “no tip” option.

Q. VENDOR DRESS

Vendors are expected to wear appropriate attire and maintain a neat appearance.

- Shirts and shoes must be worn at all times.
- Clothing that is offensive or contains explicit language is prohibited.

R. VENDOR MUSIC

Vendors may play music or radio within their stall space during set-up and tear-down. Vendors may not play music while scheduled musicians are performing unless approved by SFM.

S. SAFETY

Vendor vehicles, tables, tents, canopies, umbrellas, and other equipment must be maintained and used safely.

- Table legs must be securely locked into place.
- Tables must have smooth edges and remain stable when loaded with products.
- Tent poles, canopy legs, boxes, umbrella stands, and other equipment must not obstruct pedestrian traffic.
- Cords must be secured and taped down where necessary to prevent tripping hazards.

T. NO SMOKING

Smoking is not allowed within the market area.

U. SITE VISITS
Vendors agree to accommodate site visits by an SFM representative when requested. SFM will provide advance notice when practicable.

V. BOOTH AUDITS
SFM may conduct booth audits during the market season to review compliance with vendor guidelines, product requirements, and applicable policies. Audits may be conducted by SFM staff or authorized third-party representatives.

W. LOSS OR DAMAGE OF PROPERTY
Vendors are responsible for securing their own property, equipment, products, and belongings. SFM is not responsible for loss of or damage to vendor property, except as required by applicable law or an applicable written agreement.

X. NONDISCRIMINATION
Discrimination, harassment, or exclusion based on race, color, religion, creed, sex, sexual orientation, gender identity, nationality, ancestry, age, disability, or other status protected by applicable law is prohibited.

Y. PRODUCT RESTRICTIONS AND MARKET AUTHORITY
SFM reserves the right to prohibit the sale of any product and to deny, suspend, or revoke permission to sell at the market when necessary to maintain compliance with market policies, protect public health and safety, or support the market's mission.

Z. VIOLATIONS AND DISCIPLINARY ACTION
Failure to comply with SFM rules and policies may result in warnings, fines where authorized, or suspension or termination of permission to sell, at the Market Director's discretion.

- **First violation:** Written warning.
- **Second violation:** A fine may be assessed in accordance with SFM's approved fee schedule and vendor agreement.
- **Further violations:** Additional disciplinary action, fines where authorized, suspension, or dismissal from the market may result.
- Serious health or safety concerns, or serious misconduct, may warrant immediate action.

AA. ABSENCES AND ATTENDANCE
Each vendor is responsible for attending the market when scheduled.

- Vendors must notify SFM by email or the designated communication method when they need to change their scheduled attendance.
- Vendors are expected to provide at least 48 hours advance notice via email of schedule changes.
- Emergency, excused, and unexcused absences will be determined by the Market Director.
- Unexcused absences may result in a warning or a fee where authorized by SFM's policies and vendor agreement.

BB. CANCELLATION POLICY

We allow vendors to cancel for the season, after the season has begun, but they must give the Director at least a three-week notice and must pay a cancellation fee of the sum of three weeks of the base vendor fee for their stall size reservation.

CC. SOURCING AUDITS

SFM may verify product sourcing and ingredient claims through in-person reviews of vendor signage, requests for dated receipts, ingredient lists, or other relevant documentation.

- Vendors must provide requested sourcing documentation within the timeframe established by SFM.
- Ingredient lists and sourcing information must be accurate and complete.
- Vendors are responsible for ensuring that information communicated to SFM and the public is truthful and consistent with the products being sold.

VENDOR AGREEMENT

If provided a Permit to Sell, your participation in Shoreline Farmers Market is voluntary, as is SFM's choice to have you participate. At any time either party may terminate this contract. SFM reserves the right to modify these Guidelines and Policies at its discretion. All vendors will be notified if/when any changes are made.

We encourage you to keep a copy of these Guidelines and Policies at your stall for easy reference by staff. A copy is also kept at the SFM Information Booth throughout the season.

Thank you for following our rules. Through working together, we can ensure another wonderful season!