



2011 Secondary Farm Product Form (Growers Only)

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Website: www.hollywoodfarmersmarket.org

Vendor Name: _____

Please indicate all products (growers only) you wish to sell at the HFM that you **did not grow**. No more than 25% of products displayed in your booth on any given market day may be procured from another local grower. All information below must be completed before permission will be granted to bring in someone else's product. If during the season, additional items are located that you wish to sell, you must fill out another **Secondary Farm Product Form** from the market manager. All secondary farm product information – product name, variety, location grown, and name of grower – must be displayed using the dry-erase board provided by the market. **See the other side of this application for the full Secondary Farm Product Rule.**

The Secondary Farm Product grower **must sign this form** acknowledging that s/he is the grower of the products listed here approves of the sale of her/his product(s) at the Hollywood Farmers Market.

Secondary Farm Name _____

Secondary Farm Owner's Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Product	Variety	Availability	Organic (y/n)

Secondary Farm Name _____

Secondary Farm Owner's Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Product	Variety	Availability	Organic (y/n)

Secondary Farm Name _____

Secondary Farm Owner's Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Product	Variety	Availability	Organic (y/n)

Hollywood Farmers Market

Secondary Farm Product Rule

The Hollywood Farmers Market allows the sale of Secondary Farm Products in order to maintain a diverse product mix at the market, meet consumer demand, and increase farm-direct sale opportunities. As part of our stated values, we are obligated to be mindful of the market's integrity and are committed to supporting regional farmers. With these values in mind we have adopted the following rules for Secondary Farm Product sales in order to maintain consumer transparency while supporting our grower-vendors.

Growers must farm within the states of Oregon or Washington and are required to grow (and plant/flower vendors to propagate and grow) at least 75% of the total products displayed on any market day. Propagation may be from seeds, cuttings, bulbs, plant division or plugs. Wild collected plants may not be sold.

Products not grown (or propagated and grown for plant/flower vendors) by the applicant vendor will be considered Secondary Farm Products (SFP). Each SFP will be specific to the variety and grower of the product. Vendors who wish to sell SFPs must fill out and submit a Secondary Farm Product Form along with their Vendor Application. The SFP grower is required to sign the Secondary Farm Product Form indicating her/his consent of the applicant vendor to sell her/his product(s) at the market. During the season, a Secondary Farm Product Form must be submitted to and approved by the Market Manager to add Secondary Farm Products not included with the original application. Approval of Secondary Farm Products will be limited and may be denied or revoked if a product is available in sufficient quantities grown by growers vending at the Hollywood Farmers Market.

Secondary Farm Products must be obtained from another local grower within the states of Oregon or Washington and must be from a non-wholesale source. No more than three Secondary Farm Products may be sold per market day per vendor without written permission from the Market Manager. Each Secondary Farm Product may be represented only once per market day by only one vendor. For example, if Gales Meadow Farm was approved to sell 'Jersey Giant' asparagus grown by Sweet Oregon Farm, they would be the only farm to sell that variety by that grower that market day. However, another vendor could sell 'Mary Washington' asparagus grown by Sweet Oregon Farm or 'Jersey Giant' grown by another farm.

Secondary Farm Products may not take up more than 25% of the total products displayed on any market day.

The Hollywood Farmers Market will provide a dry-erase board to each vendor approved to sell Secondary Farm Products. Secondary Farm Product information must be made available to customers on the display board and must list the name and variety of the SFP and the name and location of the farm/nursery. The HFM will pass out dry-erase boards during market setup and will collect the dry-erase boards at the end of each market day. Vendors may display information (additional signs, price tags, etc.) in addition to that on the dry-erase board but may not supply their own Secondary Farm Product Information Display Board.

Considerations for Secondary Farm Product Approval:

- Product mix in market
- Consumer demand
- Number of vendors with similar product
- Producer's history of selling such product
- Producer's history of compliance with Vendor Rules