





## **Contact Information for Agencies in Missouri**

**Copies of all applicable certificates and licenses required by Christian County, Christian County Health Department, State of Missouri, and Missouri Department of Agriculture must be provided to Market Board before application is accepted. Copies of other certificates required include the National Organic Program and Certified Humane Program. Please contact Christian County Health Department located at 301 East Brick Street, Ozark (417.581.7285) for regulations and/or licenses for meats, eggs, and food trucks.**

**Meats, Baked Goods, Food Trucks  
Christian County Health Department  
301 East Brick Street  
Ozark MO 65721  
417.581.7285**

**Canned, Jarred, Acidified (pickled) Foods  
Missouri Department of Health & Senior Services  
Section for Environmental Public Health  
930 Wildwood Drive  
Jefferson City MO 65102  
866.628.9891**

**Plant Licenses  
Missouri Department of Agriculture  
Division of Plant Industries  
PO Box 630  
Jefferson City MO 65102  
573.522.4211  
[www.agriculture.mo.gov](http://www.agriculture.mo.gov)**

**Meat & Poultry Inspection  
Missouri Department of Agriculture  
Division of Animal Health  
PO Box 630  
Jefferson City MO 65102  
573.522.1242  
[www.agriculture.mo.gov](http://www.agriculture.mo.gov)**

**Egg Licenses and Certified Scales  
Missouri Department of Agriculture  
Weights and Measures  
PO Box 630  
Jefferson City MO 65102  
573.751.5639  
[www.agriculture.mo.gov](http://www.agriculture.mo.gov)**

**State Office for Sales Tax Information  
Missouri Department of Revenue  
301 West High Street, Room 330  
Jefferson City MO 65102  
573.751.7191  
573.522.1719 (fax)  
email: [jctax@dor.mo.gov](mailto:jctax@dor.mo.gov)**

# OZARK FARMERS MARKET

## *at Finley Farms*

**Mission:** *The Ozark Farmers Market at Finley Farms strives to contribute to the successes of local food growers and producers thereby strengthening the local food economy; providing community access to locally grown, affordable, and nutritious foods; providing a venue for local artisans to display and sell; and serving as a gathering place for the residents of Ozark and surrounding communities.*

### OFM Objectives and Principles

- Provide community access to high quality, nutritious, and affordable locally grown foods.
- Provide a marketplace for local growers and producers where they can thrive and prosper.
- Strive to promote and expand positive connections between local producers and community members.
- Strengthen the local economy by supporting locally grown foods and artisans.
- Emphasize social, ecological, and economic sustainability.
- Educate the community in the overall health and economical benefits of supporting locally grown and produced foods and the arts.

### OFM Vendor Tenets

- As an OFM vendor you help promote a positive experience for all customers and associates of Finley Farms.
- As an OFM vendor you are asked to treat your fellow vendors and management with kindness and respect.
- As an OFM vendor you are obligated to abide by the Rules & Regulations, including the Market Day Guidelines for set-up requirements.
- As an OFM vendor you are obligated to abide by all city, county, and state health and safety laws as they apply to your business.

# Ozark Farmers Market *at Finley Farms*

## RULES & REGULATIONS

### I. General Management:

1. **Hours of Operation** are Thursdays 3:00-7:00 pm, 18 May through 28 September.
2. **Fees** for full season are \$250, plus 4% daily sales (PODS) with a minimum of \$4.00 PODS/market; Daily-only (non-seasonal) vendor fees are \$35/market plus PODS as described above.
3. Early-bird vending is permitted no earlier than 2:45 pm but it is not something we promote or advertise.
4. Market Day Manager has authority over all market day operations including set-up, vendor location assignments, and customer services (information dissemination, token sales, etc.).
5. Market Day Manager will instruct vendors where to park trailers and vehicles.
6. Board of Directors is tasked with and authorized to address disputes or any adverse situations concerning market management, customer complaints, or vendor interactions; the Board claims authority to make determinations in conflict resolutions.
7. Non-food vendors will be limited to no more than 20% of total active vendors.
8. All vendors are subject to periodic site or farm inspection as determined by Board of Directors Rules & Regulations Committee.
9. **NEW RULE:** Food Trucks must have generators available for site location flexibility.

### II. Vendor Categories: Multiple category applications must have Board approval.

#### 1. **100% FARMER:**

- a. Must be responsible for planting and harvesting products sold, regardless of land ownership. This category includes any processed food items grown solely by the vendor.

#### 2. **SUPPLEMENTED FARMER:**

- a. Vendor must produce at least 80% of their own crops but supplements produce or plant products with those grown by other farmers within 150-mile radius.
- b. This category requires prior approval of each product by Board of Directors. Approval may be weighted by these criteria:
  - i. Locality of source or local availability
  - ii. Customer demand
  - iii. Expected impact on other vendors
  - iv. Other criteria considered under Board's discretion
- c. Supplemented product must be documented with copies of receipts that illustrate origin.
- d. Supplemented product also must be declared by signage that indicates product origin.

#### 3. **VALUE ADDED (Baked Goods and Process Foods):**

- a. Includes foods exclusively made and packaged by vendor.
  - i. See Branded Products below in III.9
- b. Products may be made in home kitchens with proper labeling declaring such.
- c. Labeling must include a complete list of ingredients.
- d. Value-Added vendors must comply with applicable state and Christian County Health Department Regulations and copies of licenses provided: note County Health requirements for salsas and acidified products.

4. **ARTISAN or CRAFTER:** No more than 20% of total members allowed except at Special Events (request Artisans Market application).
  - a. Vendor must be the maker of non-food items.
  - b. Approval will be based on quality and originality, as well as space availability (see above with regard to 20% cap).
  - c. Clothing items should include fabric content and care instructions.
  - d. Jewelry should list all metals and other objects used in creation of items.
  - e. Vendor may be asked to demonstrate technique in construction of products.
  
5. **CONCESSIONER:**
  - a. Vendor produces Ready-to-Eat food items.
  - b. Approval will be based on uniqueness, quality, and market value.
  - c. **NEW RULE:** Food Trucks must have generators available for site location flexibility.
  
6. **100% RETAILER (Re-seller):** No more than 3 total allowed.
  - a. Vendor sells products they did not produce and that is *not produced by fellow vendors*.
  - b. Approval will be gauged by how product complements the market overall.
  - c. Retailer/re-seller is not subject to supplementation fees.

### III. Allowable Items for Sale:

1. All vendor applications must receive Board approval. Welcomed at market upon approval include specialty crops such as cut and dried flowers, plants, nuts, value-added products as defined above; honey, meats, eggs, and dairy products.
2. Morels may be sold while in available within 150-mile radius. Sellers are required to obtain a letter from mycology expert verifying the qualifications of vendor to safely identify edible species of wild mushrooms.
3. No sales of live animals.
4. Labeling claiming certified “Naturally Grown,” Certified Humane,” “Organic,” or “Certified Organic” must be verified by Board.
5. Plant vendors must possess plants at least 4 weeks prior to selling at OFM.
6. Seeds must meet all state licensing and permitting requirements.
7. Minimum amount of time bison or beef are raised on producers’ farm shall not be less than 6 months. Beef and bison that are to be sold shall be purchased at weaning age, unless produced from animals bred at said producer’s farm.
8. Minimum amount of time a pork producer raises the end product on their farm shall be 4 months. Producer shall purchase the animal by 8 weeks of age, unless produced from animals bred at said producer’s farm.
9. Vendor branded products should not make up more than 15% of overall sales. Branded products are those not produced by the vendor but are labeled under vendor’s moniker.
10. Complementary items must enhance the salability of products normally offered by vendor and may only be sold with the items they complement, as a set (i.e.: honey-stirrers with a jar of honey, or apple corers with fresh apples, etc.)
  - a. Complementary items must obtain Board approval.
  - b. Unless otherwise approved, daily complementary items may not exceed 15% of daily sales.

### IV. Vendor Matters:

1. Vendors are responsible for their sales tax reporting. OFM does not report vendors’ sales to outside entities.

2. Copies of all required (state or county) licenses or permits must be provided to OFM.
3. Vendors provide gross sales numbers and pay 4% of daily sales at Market HUB in envelope provided no later than 7:15 pm.
4. Sales numbers are used only for gauging overall market vitality and sales trends and are never shared with outside entities.
5. Concerns or complaints of any kind may be presented to Board Liaison or any OFM Board member.
6. **Booth location** assignments may fluctuate primarily in early weeks of market as new vendors are added. Locations may be adjusted somewhat based on fluctuations of market size throughout the season and/or special events. While regular vendors will not be relocated arbitrarily or radically unless special needs arise vendors should be flexible and cooperative with Market Management as layout is by default a fluid endeavor.
7. Vendors' vehicles and trailers (unless used for vending) must be parked in designated vendor parking.
  - a. Vendors with Handicap Access placards or license tags may utilize customer parking.
8. Vendors may display at their booth signage (banners, posters, etc.) identifying their farm or business.
  - a. Banners, signs, and displays must not be placed in customer pathway.
  - b. No signage permitted outside vendor's booth area (along entrance drives or highway).
9. Prices for all products must be clearly displayed.
10. Scales must meet State regulations.
11. Approved Supplementation must be declared with signage and clearly visible. Supplemented product may be no more than 20% of total product offered.
12. Vendors should set their prices in keeping with customer expectations and satisfaction, taking into consideration other vendors with similar products (i.e., *prices should not be so severely discounted as to undercut fellow vendors.*).
13. Vendors must take full responsibility to find satisfactory resolutions with regard to customer complaints concerning product defect or quality since such complaints may impact the reputations of OFM as a whole.
  - a. Vendors should strive to establish positive and courteous relations with all customers, as each vendor also represents OFM as a whole.
14. Booths should be kept tidy and clean. Vendors are responsible for their own trash during and after market in provided garbage receptacles.
15. Smoking or vaping is not permitted in or around any vendors' booths.
16. Vendors who use electricity for freezers, fans, or small refrigerators will not be charged this season.
  - a. Extension cords must be adequate in length (recommended minimum 40') and voltage (3-prong commercial). Work with Day Manager to determine needs.
17. Vendors should please refrain from disruptive or derogatory discourse with regard to fellow vendors and/or customers. Please maintain kindness and respect for all.
18. Vendors should strive to display their products in the most creative and attractive means possible. Table coverings are required and should hide any items stored beneath.
19. White tents (10X10') are required for all outside vendors with the exception of food trucks.
  - a. 25# weights for each leg are required for safety of vendors and customers.
  - b. Do not use slant leg tents as they are less durable and interfere with tent alignments.
20. Keep Market management apprised of your attendance schedule and what you'll be bringing, by notifying us no later than **NOON Wednesday** at [OFMvendors@gmail.com](mailto:OFMvendors@gmail.com).
  - a. If your plans change *on Market Day* call or text Market Manger, Gabe, at **417.459.8781**.

## V. Special Events:

1. The market may host special events approved by the Board of Directors to enhance customer involvement and general promotion of market.
2. Non-member vendors may be approved by Board to participate for the Daily Fee of \$35.
3. Non-profits may be approved by Board to participate and, may or may not be charged the Daily Fee.

# MARKET DAY GUIDELINES

1. Vendors must communicate their plans to attend each Market no later than NOON Wednesday, or anytime the week of market (earlier is better). Email at [OFMvendors@gmail.com](mailto:OFMvendors@gmail.com) or text 417.459.8781.
2. **Set-up is no earlier than 1:00 pm.** *Vendors will be assigned specific arrival times based on booth location, and for safety of all please adhere to your assigned times.*
  - a. Locations may be adjusted somewhat based on fluctuations of market size throughout the season and/or special events. Please maintain flexibility as layout may fluctuate weekly.
  - b. Market times are 3:00-7:00 pm, 16 May through 26 September.
  - c. Vehicles not used to vend must be removed from Market area, **no later than 2:30 pm.**
  - d. Vendors must be set up and ready to sell no later than 2:45 pm.
  - e. Vendors may begin selling to early-bird customers **NO EARLIER** than 2:45 pm, but please do not “advertise” this secret perk.
3. Unload your set-up then move your vehicle to Vendor Parking area. The Customer Parking area at vending area and the Orchard is reserved for our customers.
  - a. If your vehicle or trailer is **required** for your vending operation, you must make prior arrangements with the Market Manger.
4. PODS (4% of daily sales with a \$4 minimum) should be paid at Market HUB no later than 7:15 pm. Envelopes are provided to each vendor. **Be sure to fill out the reporting slip located inside envelope.**
  - a. We have three types of Tokens:
    - \$5 CASH wood token which works just like cash, with change given to customer;
    - \$1 SNAP/eat wood token is for food items only, please do not provide change back;
    - \$1 DUFEB (blue plastic) is only eligible for fruits & vegetables, no change given.
  - b. Tokens that are turned in for reimbursement must be recorded on PODS Slip, *as well as the Request for Reimbursement* sign-in sheet at the HUB.
  - c. If possible, please hold tokens for reimbursement until you have a minimum of \$10 worth.
  - d. **DO NOT** accept tokens from other farmers markets, such as metal tokens from Farmers Market of the Ozarks (FMO) or Greater Springfield FM, we cannot reimburse you for those. tokens. OFM’s tokens are made of wood and clearly marked OZARK FARMERS MARKET.
  - e. **DO NOT** accept vouchers from Senior Farmers Market Nutrition *unless you have been certified* by State Dept. of Agriculture. You will not be reimbursed by OFM for these vouchers.
5. We must be informed if you use electricity, and you’ll need to have a 3-prong cord with a minimum length of 40 feet.
6. Food Trucks will utilize electrical connections and avoid use of generators except in prep or in event of power failure. If you have a very quiet unit discuss with management its possible usage.
7. Prices must be clearly displayed for each sale item/category.
8. Display tables must have full length table coverings adequate to hide items stored beneath and to make displays neat, lively, and colorful.
9. Supplementation vendors (must be pre-approved) must clearly display signs claiming source and location of supplemented products.
10. At end of day the market site must be clean and cleared of trash using the bins provided.
11. Complaints or concerns not addressed through Market Day Manager, you may file notice with OFM President, EJ McKenna at [ejm2@aol.com](mailto:ejm2@aol.com).