



Ozark Farmers Market at *Finley Farms*

2025 VENDOR APPLICATION

Thursdays, 22 May-25 September, 3:00-7:00 pm at 844 Finley Farms Lane, Ozark, Missouri

Applicant Name	
Business/Vendor Name	
Mailing Address	
Email	
Cell Phone Contact(s)	

I have reviewed the 2025 Ozark Farmers Market (OFM) at Finley Farms Rules & Regulations and agree to abide by all requirements and required certifications from the Christian County Health Department and State Offices (see list of agencies).

Signature _____ Date _____

Check Vendor Category for which you are applying (See OFM Rules & Regulations II. for definitions):

100% Farmer

100% Farmer plus Locally Supplemented Product (*subject to prior approval each occurrence*)

Value-Added Producer (includes homemade baked goods and processed foods)

Artisan and/or Crafter

Concession Vendor (Includes Food Trucks)(see generator requirements)

100% Retailer (Selling products manufactured by 3rd party)

PRODUCTS: List and Describe ALL you propose to sell--please be specific: All categories must include *at least 5 photos*: Examples include farm and associated facilities, kitchen used for food prep, and examples of all products/crafted items (include website if available). OFM reserves the option to visit your facilities.

Please provide information about your farm or business:

1. *How long have you produced products for sale?*
2. *Where do you currently sell your products (retail stores, pop-up events, etc.)?*
3. *Have you previously participated in farmers markets, and if yes, which markets?*
4. *When do you estimate having products available for sale at the market?*
5. *How many OFM market days will you plan/anticipate/commit to attending this season?*
6. *Do you currently market your farm or business through social media, advertising, or other forms of outreach? Please list.*
7. *Please describe in detail your production methods and tell us what sets your product apart from other similar products offered at farmers markets or retail stores. Please be specific (use another sheet if needed).*

SUBMIT APPLICATION:

Email to: OFMvendors@gmail.com
⇒ Or mail to PO Box 538, Ozark MO 65721

FEES for seasonal vendors are \$250/season, \$275 for Food Trucks; Day Only Fees are \$35 each market attended; Plus note that PODS (4% of gross daily sales) are due at end of each market attended.

You will be notified of your acceptance into OFM within 2 weeks of application submittal—applications are reviewed by OFM Review Committee. Fees required upon notice of acceptance.

End of Application (2 pages).
KEEP THE FOLLOWING PAGES FOR YOUR INFORMATION

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**

**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**

**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**

**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**

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, 22 May through 25 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 rate) vendor fees are \$35/market plus PODS as described above.
3. Early-bird vending is NOT permitted earlier than 2:50 pm. Posted hours are 3:00-7:00
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 capped to no more than 20% of total active vendors at each market.
8. All vendors are subject to periodic site or farm inspection as determined by Board of Directors Rules & Regulations Committee.
9. Food Trucks must have generators available for site location flexibility.
10. No smoking or visible carrying of fire arms on the Finley Farms property.

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 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 such as Artisans Market. (Artisans Market application available on website: OzarkFarmersMarket.com)
 - a. Vendor must be the maker of items offered.
 - b. Approval will be based on quality and originality, as well as space availability (refer 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 objects.
 - 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. Food Trucks must have generators available for site location flexibility.

6. **100% RETAILER (Re-seller):** No more than 2 total allowed at any market.
 - 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 any 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.
 - b. No vehicles or trailers are allowed to remain in vending area after 2:30.
 - c. No vehicles or trailers are allowed for vending unless demonstrated need and Board approval.
8. Vendors must display at their booth signage (banners, posters, etc.) identifying their farm or business.
 - a. Banners, signs, and displays must not be placed in customer pathways.
 - 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 is not permitted on Finley Farms properties.
16. Electrical service is provided vendors for freezers, fans, or small refrigerators.
 - 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.
 - a. 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. You are required to notify Market management of your plans to attend no later than **NOON Wednesday** at OFMvendors@gmail.com/call or text 417.848.5618. If your plans change *on Market Day* call or text Market Manger.

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

- 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.
- 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.*
 - 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.
 - Market times are 3:00-7:00 pm, 22 May through 25 September.
 - Vehicles not used to vend must be removed from Market area, no later than 2:30 pm.
 - Vendors must be set up and ready to sell no later than 2:45 pm.
 - Vendors may begin selling to early-bird customers **NO EARLIER** than 2:45 pm, but please do not “advertise” this secret perk. No vendor is required to offer sales prior to 3:00 pm.
- 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.
 - If your vehicle or trailer is required for your vending operation, you must make prior arrangements with the Market Manger.
- 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.
 - We have three types of Tokens:
 - \$5 CASH wood token which works just like cash, with change given to customer;
 - \$1 SNAP/ebt wood token is for food items only, please do not provide change back;
 - \$1 DUFEB is only eligible for fruits & vegetables, no change may be given.
 - 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.*
 - Please hold tokens for reimbursement until you have a minimum of \$10 worth.
 - 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.
 - 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.
- We must be informed if you use electricity, and you’ll need a 3-prong cord with a minimum length of 40 feet.
- Food Trucks may utilize electrical connections when available to avoid the use of generators except in prep or in the event of power failure.
- Prices must be clearly displayed for each sale item/category.
- Display tables must have full-length table coverings adequate to hide items stored beneath and to make displays neat, lively, and colorful.
- Note that the Finley Farms campus is non-smoking and restricts the visible carrying of firearms.
- Supplementation vendors (must be pre-approved) must clearly display signs claiming source and location of supplemented products.
- At the end of market day, the site must be clean and cleared of trash using the bins provided.
- For complaints or concerns not addressed through Market Day Manager, vendors may file notice with OFM President, EJ McKenna at ejm2@aol.com.