

Haymaker Farmers' Market

Producer-Only Guidelines



The Haymaker Farmers' Market is a "Producer-Only" market which requires that products sold at the Market are made by the vendor selling them.

Defining what it means to produce something "from scratch" can vary with the type of product sold. The Haymaker Farmers' Market uses the following principles to define "producer only" at our Market:

- **Value-Added Transformation.** A product would qualify as produced by the vendor if the vendor transforms it from one thing into another, adding value. The value-added product can then be sold at Market. Seeds are transformed into plants. Plants are transformed into vegetables. Chicks are transformed into meat. Flour and chocolate chips are transformed into cookies. Herbs are transformed into tea.
- **Control.** A product would qualify as produced by the vendor if the vendor has control over the decisions that shape it. The vendor-owner does not need to personally do the physical work, but must direct the employees and business who does. This means that the vendor assumes the risk of failure, as well as the reward of success. If a vendor provides seeds to be started by a nursery, and the seeds don't germinate, it is the vendor's problem, not the nursery's.

Vendors are allowed to carry products that they do not produce, up to 10% of their total products, with Manager pre-approval. Carried products may be approved if (1) they are not already being sold at the Market by a vendor producing them, and (2) if they are produced locally.

Co-packing arrangements, branded products, and products produced by another business which contain ingredients from the Market vendor will all be considered on a case-by-case basis, but should not be a predominant part of the vendor's products.

These "Producer-Only Guidelines" are intended to clearly communicate expectations fairly to all vendors, so as to create an "even playing field" where all vendors are working to the same standard. The Haymaker Farmers' Market continues to trust our vendors to maintain high ethical and agricultural standards and is proud to work with many of our regions finest agricultural producers.

Product Specific Guidelines

Baked goods

A baker makes freshly baked goods (breads, cakes, pies and cookies) from scratch, in a certified kitchen or cottage food kitchen. Preference given to vendors using seasonal ingredients from the region, however we do not have rules limiting the origin of ingredients. No commercial mixes or premade doughs permitted.

Canned or Frozen Fruits or Vegetables

Canned or frozen fruits or vegetables should be from the farmer's own produce. If processed off-farm, the farmer or producer must supply the contact information for the facility where the produce is processed.

Cider and Fruit Juice

Cider may be sold only by growers of these fruits. Fruit may be pressed off-farm, but producers must provide the name and address of the mill. Locally produced juice blends made by non-farmers may also be allowable on a case by case basis.

Coffee Roasters

HFM distinguishes coffee production as an entity exclusive to itself, exempt from the locally grown restrictions, as coffee is a non-native crop in the region. Coffee roaster produce their product for Market by transforming the green, unroasted beans into roasted coffee beans.

Condiments and Sauces

Condiments and sauces prepared by the farmer must use as much of their own produce as possible. A non-farm producer will be given preference for efforts to source as many ingredients regionally as is feasible.

Dairy

Fresh milk, cream, or buttermilk must be from the farmer's own herd. Cheese and butter must be made from dairy purchased by the producer from a regional farm or co-op. The producer must supply contact information for the facility where the product is processed. A cheese vendor produces a product for Market by transforming liquid dairy into cheese.

Dried Fruits and Vegetables

Dried fruits and vegetables must be from the farmer's own produce. If the produce is dried off farm, the farmer must supply contact information for the facility where they are dried and the products cannot be combined with produce from another farm.

Eggs

Eggs must be from the farmer's own fowl.

Flowers, Plants, and Trees

Flowers, plants, bedding plants, and trees must be from the farmers own/rented farm or greenhouse. Vendors are permitted to purchase plants, which are then grown into larger size plants sold at Market after the vendor produces added-value. Vendors may not purchase vegetable starts and then sell those starts at Market as is.

Food Concessions

Ready-to-eat foods are prepared from scratch, partially or entirely at the market, or in a licensed facility. Process and equipment must meet all standards set by the local Health Department. Preference will be given to concessionaires who use regionally-sourced ingredients. Any permits or licenses must be obtained, and copies available to the HFM.

Frozen Non-dairy Products

Frozen non-dairy products can be made by a farmer or a producer. Preference is given to producers who source as many ingredients regionally as is feasible. No commercial pre-made mixes may be used.

Grains and Grain Products

Grains sold at the market must be made from grain grown by the Producer. Grain products may be processed off farm provided only the Producer's grain is used in the manufacture of these products. If the grains are not milled on site, then the farmer must supply contact information for the business that is milling the grains. Granola, baking mixes, meal, and flour prepared by the farmer or producer must be made from fresh and regional produce when available. No commercial mixes may be used or sold.

Honey

Honey must be from the farmer's own hives, but may be processed off-farm. The farmer must provide contact information of the facility where it is being processed. Processed honey products may be sold only by honey Producers and are subject to Market approval.

Maple Syrup

Maple and maple products must be from the Producer's own or a rented tree or sugar bush, and the final product must be processed by the Producer.

Meat

All meat products must be from the animals raised by the farmer, predominately those raised from weaning or as a chick/pullet. A producer of ready-to-eat, value-added meat products, such as cured meat product or jerky, must source their meat from regional farms and will be considered on a case by case basis. Animals may be butchered and/or processed off-farm in an ODA inspected facility.

Nuts

Nuts must be grown or foraged by the Producer from his/her own farm.

Other Farm Product

Other farm product sold at the market must be homemade of material grown, processed, or gathered predominantly by the farmer. These products include compost, mulch, or custom potting soil.

Pasta

The producer shall provide the contact information of the facility where the pasta is produced. Preference will be given to vendors who source ingredients, such as eggs, potatoes, cheese, and grains, from regional farms.

Preserves, Pestos, Jams, Fruit Butters, Syrups, Salsas

Preference will be given to farmers making preserves, pestos, jams, fruit butters, syrups, and salsas from fruits and vegetables. Preference will be given to vendors who source ingredients from their own farms or from regional farms.

Produce

All produce, defined as fruits, vegetables, mushrooms, herbs, beans, offered for sale must be grown by the farmer on their own/rented land. Farmers are permitted to purchase plant starts which they then grow into harvested produce.

Seasonal Farm Products and Crafts

Seasonal farm products and crafts produced from materials grown or gathered from the farm by the farmer, such as flower bouquets or wreaths and foraged plant materials are permitted at the Market Managers discretion.

Soaps, Skin Care, and Candles

Soaps, skin care, and herbal products such as fresh and dried herb, creams, powders, salts, balms, and scrubs, must be produced entirely by the vendor. Preference will be given to those who grow or produce some of their own ingredients, or for sourcing of regional ingredients.

Tea

Dry tea blends may be sold at Market, with preference given to producers using ingredients they grow or source regionally. The vendor produces the blend for Market, transforming separate ingredients with a recipe into a prepared product.

Wool

Wool must be from the farmers own herd or purchased from regional farms but may be carded, cleaned, and spun off farm.

Holiday Market & Art at the Market Program

Arts and crafts may be sold at the Market at designated art event dates, such as the annual Holiday Market or at “Art at the Market” programs. Preference will be given to crafts that use local farm product or ingredients. Crafts made from non-farm items may be considered in a case by case basis. Non-farm crafts must be produced from original materials. No assembled items, kits, or resale items are permitted. Starting materials must be significantly altered in a value-added fashion by the artisan. All craft products must be of original, unique work or design, and be of acceptable quality. Products must meet basic expectations of product life, function and safety. The Market Manager reserves the right to limit the sale of any product.