



FRESHFARM

2023 Market Rules and Regulations

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Application Procedures & Fees

Applications to FRESHFARM markets are accepted twice a year, for the Main Season (April–December) and Winter Season (January–March).

All farmers and producers must reapply annually. Historic acceptance to a market does not guarantee future acceptance to that market.

Application fees must be paid in advance of the market season. If you have not paid the application fee by your first day at market, it will be added to your invoice for market fees.

Non-refundable fees are as follows:

- \$25 universal application fee
- \$50 fee upon acceptance

Fees can be paid by check or money order payable to “FRESHFARM Markets.” Fees can also be paid online at <https://www.freshfarm.org/appfee>. Fees cover any and all markets to which you apply. Fees only need to be paid once per year, and not per season.

FRESHFARM encourages farmers and producers from historically excluded, underserved, or marginalized groups to apply to sell their products at our markets. (including, but not limited to BIPOC, recent immigrants, military veterans, LGBTQIA+, women, beginning or first-generation farmers, and small business owners.)

Eligibility

FRESHFARM only admits businesses that abide by our eligibility requirements and that meet our standards of quality, sustainability, and appropriateness.

Producer-Only Requirement

- A. All businesses selling at FRESHFARM Markets must exclusively sell products that they have grown or produced. Absolutely NO resales or third-party sales are allowed. Contract growing agreements with other farms or lease arrangements in exchange for

product do NOT qualify a business as producer-only. Products produced must be grown or made by employees on the applicant's payroll. Equipment, pesticides, fertilizers, etc necessary for growing and production must have been purchased or rented by the applying business.

- B. FRESHFARM favors farmers who cultivate the land using sustainable agricultural practices or raise livestock using humane and sustainable practices.
- C. Applications by alternative business and organizational structures, such as co-ops, that are designed to facilitate access to markets by beginning and small family farms and business owners are encouraged. Applicants must demonstrate how their cooperative structure meets an economic or business need, without which their participation at a farmers market would not be viable. In the event that a co-op or any other type of multi-farm organization is being considered, FRESHFARM will visit each participating farm or business to conduct routine site visits. Each participating farm or business must share in market attendance.

Local Requirement

- A. Participation in the farmers markets is for regional farmers who sell what they grow, raise or produce on their farm, and for local producers who make products primarily featuring agricultural food grown in the Mid-Atlantic region. Applicants will only be considered eligible if they are within a 200-mile radius of the market to which they have applied.
- B. FRESHFARM also invites the participation of local producers to promote culturally-specific foodways from their culture or country of origin. While all ingredients for these products may not be locally-grown year-round, FRESHFARM requires that these products **feature** local agricultural ingredients.
- C. FRESHFARM reserves the right to limit products at market for any reason; particular attention being paid to maintaining a diversity of product offerings and managing the balance of items that do not feature locally-grown ingredients.

Sourcing Verification

- A. All farms are visited to verify that they are growing, raising and/or producing what they sell at market.
- B. All producers selling value-added food products or concessions of any kind must demonstrate to FRESHFARM that they are sourcing as many ingredients locally as is feasible. FRESHFARM gives strong preference to farmers and producers who make

good-faith efforts to maximize the use of local ingredients (produce, meat, butter, honey and eggs, for example) in value-added products sold at market.

- C. At a minimum, 75% of the value-added products available must **feature** local agricultural ingredients, which is to say that these products must showcase a locally-grown ingredient distinctively or prominently.
- D. Signage should clearly highlight menu items and ingredients that are grown locally, whether in the list of ingredients or on a separate placard. Signage will also preferably include the name of the farm from which locally-grown ingredients are sourced.
- E. FRESHFARM reserves the right to restrict the products a farmer or producer sells at market should the sourcing or quality of the product fail to meet our standards. In order to maintain the integrity of our markets and mission we reserve the right to audit producers to verify their local sourcing at any time, including a request for invoices and receipts for local and non-local ingredients.

Insurance

- A. All FRESHFARM farmers and producers must carry insurance for general liability and property damage, as well as product liability coverage, in an amount not less than \$1,000,000. The policy shall name FRESHFARM as additional insured, and shall maintain all other coverage as required by law. A copy of the Certificate of Insurance must be provided with the application. If insurance expires during the season, the farmer or producer must provide a copy of the renewed insurance policy at the time of policy expiration.

Product Eligibility & Guidelines

Overview

Product offerings are evaluated for eligibility for sale at FRESHFARM markets based on sourcing specifications provided in the product guidelines below. Producers are asked to provide a list of sources with contact information when applying to markets.

Products not specifically listed below will be reviewed on a case-by-case basis and admitted

at the discretion of the FRESHFARM team. If a farmer or producer wishes to add product(s) to their market offerings during the market season they must inform market management and have the product approved before selling the product at market. If non-approved products are brought to market, management will request they be removed from the market immediately.

Food Product Guidelines

Alcohol: Beer, hard cider, wine, mead, and kombucha should be made from local fruits, grains, and honey.

Baker: makes freshly baked goods from scratch (without premade commercial ingredients), using seasonal ingredients from the region as much as possible. Since 2015, FRESHFARM has required bakers to begin to integrate local grains in breads and baked goods.

Cider (non-alcoholic): Cider must be produced from the farmer's own fruit, but may be processed off-farm in a facility. Contact information for the mill where the cider is pressed and processed must be provided to FRESHFARM management.

Coffee Roasters: FRESHFARM distinguishes coffee production as an entity exclusive to itself, exempt from the locally grown/produced restrictions otherwise outlined, as coffee is not a native crop in the region. Coffee producers must provide documentation to confirm that coffee beans are sustainably sourced by the supplier and locally roasted.

Local milk should be provided for coffee served. Non-dairy milk alternatives served with coffee to be consumed on-site (almond, soy, coconut, and hemp) are allowed as part of the special exemption. Locally-grown or obtained sweeteners (such as honey) are encouraged.

Dairy:

- a. Fresh Milk: Fresh milk, cream, or buttermilk must be from the farmer's own herd. Exotic/out-of-region flavorings may be purchased and used minimally (e.g., chocolate for chocolate milk). On a case-by-case basis, and with prior approval and appropriate vetting, FRESHFARM permits dairy farmers in the off-season to process milk from another farmers' herd for sale at market.
- b. Cheese and Butter:
 - o Farmstead products are made from dairy from the farmer/producer's own herd. Contact information must be provided for the location where the product is made.
 - o Artisanal products are made from dairy purchased by the producer from a local farm. Contact information must be provided for the local farm.

- c. **Yogurt and Frozen Dairy Products:** These must be made with milk produced by the farmer or sourced from a regional farmer. Locally-available flavoring agents (e.g. fruit or honey) must be sourced locally. Exotic or out-of-region flavorings (such as chocolate, avocado and pomegranate) may be purchased and used minimally. 75% of flavors available must feature locally-grown ingredients.

Dried Fruits and Vegetables: must be from the farmer's own produce. If fruits or vegetables are dried off-farm, the farmer must supply information about the location where they are dried.

Eggs: must be from the farmer's own fowl. Preference is given to eggs from pastured chickens.

Merchandise: On a case-by-case basis, we will allow farmers and producers to sell merchandise (e.g., t-shirts, bags, cookbooks, etc.). This merchandise must constitute a small portion of the product mix. All merchandise must be made in the USA.

Fish and Shellfish: must be raised or caught by the fisherman/waterman from local waters. Farmed fish or shellfish will be considered on a case-by-case basis. Fishermen/watermen must hold a commercial fishing license and submit a copy of the license. Contact information for any facilities where fish and shellfish are processed must be provided.

Flavored Vinegars & Condiments: must be made by the farmer or producer using their own produce or produce sourced from local farms. A limited amount of out-of-region ingredients may be used in these products, provided that 75% of products sold feature locally-grown ingredients.

Flowers, Plants, Trees, and Soil: must be propagated, grown and/or harvested by the farmer. The farmers or producer must start plants and flowers either from seed, bulbs, cuttings, canes, or received dormant (e.g. azaleas, hydrangeas, and roses) for the following growing season. Compost, mulch and custom potting mix must be homemade of material grown, processed or gathered predominantly by the farmer or producer.

Frozen Non-dairy Fruit Products: must be made by the farmer or producer. Flavoring agents (e.g., fruits) must be of the farmer's or producer's own locally grown production and/or purchased from a local farmer. Exotic or out-of-region flavorings (such as vanilla, chocolate, and citrus) may be purchased and used, provided that 75% of products available feature locally-grown ingredients.

Grains and Grain Products: Granola, baking mixes, meal, and flour prepared by the farmer or producer must be made from fresh and local produce when available; exotic or out-of-region ingredients (such as olive oil) may be purchased and used, provided that 75%

of products available feature locally-grown ingredients. Dried fruit for granola must be produced by the farmer or producer or purchased from a regional farmer. If grains are not milled on-site, then the farmer must provide contact information for the business that is milling the grains.

Honey: Honey must be from the farmer's own hives, but may be processed off-farm. The farmer must provide contact information for the facility where the honey is processed.

Meat: Preference is given to humane and pasture-raised meats. All meat sold at FRESHFARM markets must be made, processed and packaged in USDA-inspected facilities except when federal or state and county exemptions allow legal sale of meat without inspection. Farmers must provide FRESHFARM with facility identification numbers and slaughter receipts when requested. All packaging must display USDA-required labeling except where there is a legal exemption from such labeling.

Livestock Farmers: All meat products must be 100% from animals raised from weaning by the farmer. Animals may be butchered and/or processed off-farm. The farmer must provide copies of any processing permits and contact information for any processing facilities.

Meat Processors: All meats must be raised by local farmers and humanely raised and processed. All meat must be clearly labeled or have visible signage, including the farm of origin (the farm that owned the livestock) alongside the Meat Processor Identification. The contact information of all farmers for whom meat is processed must be provided.

Pasta: Preference is given to pasta makers who use local grains. Fillings for the pastas must be from the farmer's own produce or purchased from a local farm. Exotic or out-of-region ingredients (such as olive oil and imported wine or cheese) may be purchased and used provided that 75% of available products feature locally-grown ingredients.

Preserved Fruits and Vegetables, Pestos, Jams, Fruit Butters, Syrups, and Salsas: Preference will be given to farmers making preserves, pestos, jams, fruit butters, syrups, and salsas from fresh fruits and vegetables grown on their farm. If processed off-farm, the farmer must supply contact information for the processing facility. Artisanal producers in this category must source the primary ingredients in these products from regional farmers. Exotic or out-of-region ingredients (e.g. olive oil and vinegar) may be purchased and used provided that 75% of available products feature locally grown ingredients.

Seasonal Farm Products and Crafts: must be produced from materials grown or gathered on the farm by the farmer, such as flower or herb bouquets or wreaths and foraged plant materials. These are allowed at the market team's discretion, on a case by case basis. Christmas trees should be grown by the farmer.

Soaps, Skin Care, and Candles: Soaps, skin care, and herbal products, including fresh and dried herbs, creams, spritzers, powders, lip balms, and scrubs, must be sourced locally. At least 75% of available products must feature locally-grown ingredients. Candles using beeswax produced by one's own or other local bee hives may be sold only by farmers who also sell honey and other apiary products from their own beehives.

Wool: must be from the farmer's own sheep or purchased from regional farms, but may be carded, cleaned, or spun off-farm. No more than 25% of exotic or out-of-region fibers may be added to the yarn during processing and spinning. Farmers must provide information about processors involved in the manufacture of their woolen products (eg. tell us where the blankets are woven). Preference will be given to those selling wool or wool products from their own herd.

Specialty: Regional agricultural products that are not listed here will be reviewed on a case-by-case basis.

Community Supported Agriculture:

- If you plan on using a FRESHFARM market as a pickup site for your CSA, you must inform FRESHFARM when you apply at the start of the market season. This includes all forms of CSA: fruit and vegetable, meat, dairy or egg, as well as farmstand CSA (wherein customers have a credit with the farmer and can select what they want each week).
- There is a 6% fee for using a FRESHFARM market as a pick up site. (See page 16 for fee structure).
- The Producer-Only rule applies to CSAs at market.

Food Concession Guidelines

Prepared Foods:

- Foods prepared off-site: Locally available fruits, vegetables, dairy, eggs and meat in prepared foods should be from the farmer or producer's own production or sourced from a regional farmer. Preference will be given to prepared foods that use local produce, dairy, eggs, grains or other ingredients where applicable. Exotic or out-of-region ingredients may be purchased and used provided that 75% of available products feature locally-grown ingredients.
- Food Concessions (foods prepared entirely or partially on-site): Products must be made primarily from the farmer's own produce, dairy, meats, and cheeses, or made by producers with ingredients purchased from local farmers. Exotic or out-of-region flavorings and ingredients (such as vanilla, chocolate, olive oil, nuts and citrus) may be

purchased and used, provided that 75% of available products feature locally-grown ingredients. All prepared, ready-to-eat concessions are required to adjust their offerings seasonally.

Market Operations

FRESHFARM's on-site Market Staff are responsible for administering and enforcing all FRESHFARM Markets Rules and Procedures.

These rules apply to vendors and all market staff.

Punctuality for Market Opening

Farmers and producers must arrive at least thirty minutes before the market opens and be fully set up by the time the market bell is rung. No farmer or producer may drive into the market site after the market has opened without permission of FRESHFARM market management. Latecomers may be denied admission, or admitted and located at the market management's discretion. If arriving more than two hours before the market opens, farmers and producers should not expect to be able to park or set up.

All markets will open and close with the ringing of a market bell. No sales are allowed before the market opens ("don't sell before the bell"). At the closing bell, all farmers and producers must begin packing up to leave the market site, but may continue to sell as they pack up unless instructed otherwise by FRESHFARM management. Farmers and producers must leave the market site as soon as possible or park their vehicles in accordance with traffic laws and any posted parking signage at the market site.

Parking

Consult your market's welcome packet and market management about where to park your vehicle. During market, you must place a FRESHFARM parking permit visibly in the front windshield dash of your vehicle. Without a visible permit, we are not liable for parking violation fines.

Market Delays & Closings

FRESHFARM markets are open rain or shine.

Recognizing it is the mission of FRESHFARM to provide a venue for farmers and producers to sell their products, it is also our responsibility to ensure a safe, and consistent market environment. The Markets team will make decisions based on our Inclement Weather Policy.

Market Coupons

FRESHFARM employs a coupon system at all of our markets to implement food access programs at market. These coupons enable shoppers to purchase eligible items with their federal benefits. Our matching incentive program, FreshMatch, provides a dollar-for-dollar match for EBT / SNAP (prev. food stamps), Women, Infants, and Children (WIC), and Senior Farmers Market Nutrition Program (SFMNP). Additionally, we use coupons to facilitate market promotions and gift certificates. **All eligible farmers and producers are required to accept all FRESHFARM and FreshMatch coupons as instructed.**

Additionally, all eligible farmers and producers are required to participate in any WIC FMNP, WIC eFMNP, eWIC, Senior FMNP, and Senior eFMNP programs offered in any market jurisdiction. FRESHFARM will facilitate vendor program applications, training, and technical assistance as able.

A detailed description of the coupon system and the Farmers Market Nutrition Programs by region is covered later in this document.

Sales Tax

Vendors are responsible for complying with local and state tax regulations.

In accordance with federal USDA and local state guidelines, sales tax **cannot** be charged on items bought with EBT/ SNAP benefits, WIC FMNP benefits, Senior FMNP benefits, or Produce Plus benefits. Sales tax **cannot** be charged on coupon purchases.

Credit Card Fees/Currency

All credit card fees must adhere to local and federal regulations. For more information on regulations surrounding credit card fees and minimums, please review [this resource](#), [Or pg. 698 of the Dodd-Frank Wall Street Reform and Consumer Protection Act](#). If implementing a credit card fee or minimum, you must have a sign to notify shoppers.

All farmers and producers must accept cash as a form of currency; however, vendors are welcome to advertise their preference for credit cards.

Stall Requirements

Market Space Assignments

Requests for space assignment changes will be considered before locating new farmers or producers in a market. Space assignments are not guaranteed and will be made at the

market management's discretion to ensure the viability of the market.

Market Canopies/Tents/Umbrellas/Tables

All canopies, tents, umbrellas, and other forms of stall cover must be sufficiently– at least 25 pounds per tent leg for tents and at least 50 pounds for umbrellas– and safely secured to the ground at all times. The tent weights themselves must not be a tripping hazard for market goers.

In cases of extreme wind, additional weights may be necessary to secure tables and other objects. FRESHFARM highly encourages all farmers and producers to bring extra weights to ensure the safety of staff and customers.

Safety

All farmers and producers must comply with existing fire code regulations. Vendors cooking on-site must have fire retardant tents and a working fire extinguisher. Staff should be instructed to regularly check for expiration, and have an emergency plan and training on how to operate the unit in place.

Sanitation

Farmers and producers must maintain their market stands and spaces in a clean and sanitary condition. All food must be kept at least 6 inches off the ground.

Leave-no-waste trash policy

FRESHFARM requires that all vendors provide their own receptacles for all waste generated from the sale or sampling of their products. Each vendor is responsible for keeping the market area free of any debris during and after markets, including hauling away trash collected.

Market Food Samples

Food samples must be prepared behind the farmer's or producer's market stand and presented in a safe and sanitary manner, according to the state Department of Health code.

Signage

All vendors are required to post prices at all times. Each vendor is required to post a farm or business sign at their stand. Farmers must hang WIC/Senior FMNP signage if enrolled in the program.

FRESHFARM reserves the right to attach signage to your tent for marketing and promotional purposes (i-signs, feather banners, feather flags etc).

Scales

Scales must be registered as legal for trade and meet local and/or state regulations for commercial scales. Scales must be placed so that they are clearly visible and legible to customers at all times.

Generators at Market

FRESHFARM encourages farmers and producers to be mindful of others selling at market when operating a generator. In an effort to prevent excessive and disturbing noise at market, generators must not exceed 65 decibels (dB) while in operation. To identify the operational dB level of your generator consult with the manufacturer's specification sheet and manual. Complaints of excessively loud generators will be addressed with a calibrated reading by FRESHFARM market staff.

Market Conduct

FRESHFARM expects market vendors and their staff to offer excellent customer service and to treat market staff with respect. Vendors must not leave their booths unattended during market hours. If you are working alone and need a break, please ask a FRESHFARM Market Staff to fill in for you.

Market Attendance

A minimum attendance of 90% of scheduled market days is required.

If you do not attend the market and do not notify FRESHFARM at least 24 hours in advance, that will be considered a no call no show absence.

If you know in advance that you will miss a market you are scheduled to attend, please contact market management by emailing absent@freshfarm.org. This will still be considered a market absence. Three market absences in a 3 month period will trigger a review of your continued participation in that market.

Smoking

FRESHFARM has a NO Smoking policy enforced on the market site during market hours. If you must leave the premises to smoke, please wash your hands before returning to market.

Harassment Free Workplace

All vendors must comply with FRESHFARM's harassment-free workplace policy.

FRESHFARM encourages reporting of all perceived incidents of discrimination or harassment. It is the policy of FRESHFARM to promptly and thoroughly investigate such reports. FRESHFARM prohibits retaliation against any individual who reports discrimination or harassment or who participates in an investigation of such reports.

Reports should be made in writing by providing a letter or emailing the market management team (markets@ffm.org).

Administration of Rules and Procedures

Producer-Only Violations

Complaints of a suspected violation of the producer-only rule must be submitted in writing to FRESHFARM's management team. To file a complaint, or report a suspected rule violation, please email the markets team (markets@ffm.org). The identity of the person filing a complaint shall be kept confidential. The market management team will investigate and determine appropriate action.

Attendance Policy

FRESHFARM vendors are expected to attend all markets for which they are scheduled, regardless of weather (unless market conditions are unsafe). A scheduled absence is an absence that FRESFARM has been informed of more than 1 week in advance of the market day. All other absences are considered unscheduled and will reflect on the vendor's final attendance record. If vendors are habitually absent with less than a week's notice to FRESHFARM it will trigger a discussion of whether the market is a good fit for that vendor and will affect the decision for placement in future markets.

Rule Violations

- Verbal warning: Market management will seek to resolve rule violations in real time, based on a policy of de-escalation and harm reduction.
- Written warning for multiple instances of the same infraction
- Rule violations that will result in fines are as follows:
 - Tent weights \$25
 - No call-no shows \$50 per instance
 - Repeated late arrivals \$25 (3 or more/month)
 - Dropping a market \$150

Market Sales & Fees

ALL farmers and producers are required to:

REPORT CASH, CREDIT CARD AND FMNP CHECKS(As applicable) for
individual gross sales for each FRESHFARM Market they are in. Submit using this online form . **DO NOT INCLUDE COUPON SALES IN SALES REPORTING.**

- Best Practice is to input sales for each market on a weekly basis.
- All sales **MUST** be reported by the 6th of the following month. An example would be, all November sales must be entered by December 6th. **Failure to do so will result in late reporting fees being assessed to your account, and will affect your standing with FRESHFARM.**
- **DO NOT include FreshMatch, other FRESHFARM coupons, or Produce Plus sales in your sales report.**

COLLECT AND TURN IN COUPONS:

FRESHFARM uses a coupon system at our markets to allow the use of federal nutrition benefits and our incentive program, which provides matching dollars for benefits. **All vendors are required to accept FRESHFARM and FRESHMATCH coupons.**

2023 Market Coupons Cheat Sheet

	Fruits and Vegetables	Breads + Cereals	Meat, Dairy, Fish, Eggs	Prepared Food (Hot)	Non-Food Items
SNAP 	YES	YES	YES	NO	NO

SNAP Matching 	YES	YES	YES	NO	NO
FMNP Matching 	YES	YES	YES	NO	NO
Credit Card & Market Goods 	YES	YES	YES	YES	YES
GWorld 	YES	YES	YES	YES	YES

Coupon Tip Sheet

- FRESHFARM offers several types of coupons at market which include:
 - SNAP (Purple) and G World (Green), also known as George Washington University Dining Dollars, coupons do not expire.
 - Dollar-for-dollar matching SNAP (White), also known as FreshMatch, and WIC/Senior FMNP (Red) coupons. **These coupons expire at the end of the calendar year.**
 - Gift coupons (Yellow) are distributed for promotions and miscellaneous expenses, and these coupons also do not expire.

- Vendors should treat all coupons as legal tender. FRESHFARM recommends keeping coupons in a protected lockbox at market with your cash until the coupons are turned in to the on-site Market Operator each market day.
- Please refer to the chart above to see which coupons you can accept based on the items that you sell. If you have any questions please ask a Market Operator.
- Change cannot be given for any coupons. Coupons are \$1 each.
- Do NOT accept coupons or tokens from other farmers market networks. These are not reimbursable by FRESHFARM. Please also avoid accepting expired coupons. If you accidentally accept an expired coupon, talk to your Market Operators for guidance.
- You accept a coupon the same way you would accept and process any legal tender. How you record these transactions will depend on the Point of Sale system you're utilizing or your business's other method(s) of data tracking. **Please do not double-count coupons in your own sales reporting; report your sales, not including coupon totals.**
- At the close of the market, coupons must be submitted to on-site FRESHFARM Market Staff.
- If you forget to submit a coupon, simply bring it back to the same market the following week to be redeemed per usual guidelines stated above.

HOW VENDORS ARE REIMBURSED FOR COUPONS

FRESHFARM will collect coupons at the end of each market and provide vendors with an emailed receipt for their records. **DO NOT RECORD COUPON SALES WITH YOUR TOTAL MARKET SALES.**

- At the close of the market, coupons must be submitted to on-site FRESHFARM Market Staff. Best practice is to count coupons **WITH** the market staff to confirm the quantity of coupons.
- If you forget to submit a coupon, simply bring it back to the same market the following week to be collected and counted.
- FRESHFARM Market Staff will enter coupons into our sales reporting tool within 4 days from the market. Vendors will receive an email confirmation of coupon totals once entered.
- **Best Practices:** If coupon total confirmations do not match the totals counted at market notify your FRESHFARM Market Staff immediately so any mistakes can be corrected before invoicing. You can check sales in your individual market workbook. There you'll be

able to see what you have entered under the Weekly Sales Reporting Tab and the coupons entered by the FRESHFARM Market Staff under the Coupon Receipt tab.

	Instructions	Sales Summary	Weekly Sales Reporting	Coupon Receipts
2				B
3				
4				
5				
6				
7				
8				Welcome! This workbook contains an overall sales summary along with your FRESHFARM sales data and coupon receipt history.
9				<i>**Click on the links above to switch to the worksheets described below.**</i>
10				
11				
12				
13				Sales Summary
14				Includes summaries by market, payment type, month, & more
15				
16				
17				Weekly Sales Reporting
18				Includes all daily sales totals that you have reported
19				
20				
21				Coupon Receipts
22				Includes the daily history of coupons redeemed (earned reimbursements)
23				If you have questions or notice any discrepancies (based on your records), please email: salesreports@ffm.org or markets@ffm.org
				Click here to report additional sales data.
				Click here to view the Vendor Sales Reporting Guide.
				Thank you for your partnership and have a good day at market!

GENERATION OF INVOICE OR CREDIT :

If all sales and coupon reports are entered by the 7th of the following month (December 7th for November) FRESHFARM is able to generate either an invoice or credit memo.

- If Market fees (based on a % of sales) are more than coupons entered, the vendor will receive an invoice.

- If Market fees are less than coupons entered and the vendor is up to date on invoices, a check will be issued for the credit amount to the vendor. If not, the credit will be applied to past open invoices.

Failure to enter sales makes it impossible for FRESHFARM to reimburse vendors for coupon sales.

2023 Market Fees by Vendor Type

- Farm, 6% - At least 80% raw agricultural products sold.
- Farm Producer, 6% - More than 20% of products sold are value-added. Includes farmstead alcohol.
- Farm Concessionaire, 6% - Farmer primarily selling prepared foods utilizing some/all of their own product.
- Non-farm Producer, 8% - Value-added products with 75% of available products featuring locally-grown ingredients.
- Concessionaire, 10% - Prepared foods with 75% of available products featuring locally-grown ingredients.
- Farm-sourced Alcohol, 10% - Non-farm Producer selling alcoholic beverages made with ingredients sourced from local farms.
- Coffee/Exceptions, 12%

FRESHFARM now utilizes Quickbooks for invoicing services. Invoices for market fees will be processed monthly and sent out via email to farmers and producers on the 15th of each month. Invoices are payable online though you can also pay your fees by check or money order payable to “FRESHFARM Markets” and mailed to:

FRESHFARM
P.O. Box #1380
605 Monroe Street NW
Washington, D.C. 20010

Cash payments and checks will not be collected at the markets. If a fee payment check is returned for insufficient funds, the farmer or producer must resend market fees by money order or cashier's check with a \$35 bank fee added.

Farmers' Market Nutrition Programs

All **fruit and vegetable farmers** are required to participate in all farmers market nutrition programs offered by any jurisdiction in which they are attending a FF market, and all fruit and vegetable farmers must honor all qualifying purchases by customers. This includes:

- Farmers Market Nutrition Program for low-income Women, Infants and Children:

- Includes: WIC CVV (Cash Value Voucher), WIC FMNP, and WIC eFMNP
- Commodity Supplemental Food Program:
 - Includes: Senior Farmers Market Nutrition Program, also known as Grocery Plus, Senior FMNP, Senior eFMNP, or “Get Fresh!” checks
- DC Produce Plus

To apply for participation in FMNP or Produce Plus, please contact:

- DC WIC and Senior FMNP: Jessie Lupo, DC Health, jessie.lupo@dc.gov, rebecca.bailey@dc.gov, (202) 442-9381
- DC Produce Plus: JoAnn Jolly, DC Health, JoAnn.Jolly@dc.gov, 202-658-9680
- MD WIC and Senior FMNP: Terri Buckler, Maryland Department of Health, terri.buckler@maryland.gov, (410) 767-5722
- VA Senior FMNP: Kelly Wright, Virginia Office on Aging, kelly.wright@dars.virginia.gov or (804) 662-9319

Virginia does not offer WIC FMNP benefits in the counties that we operate at this time. The Virginia Department of Aging does offer Senior FMNP benefits in Arlington county, **but only Virginia farmers can accept them.** For more information please contact: David Robishaw with the Virginia Department of Agriculture at (434)-984-0573.

Customers will spend these program benefits directly at your register. They are valid exclusively for fresh fruits and vegetables (no dried, processed, frozen, canned, etc.), including herbs and mushrooms. DC Senior FMNP checks are also valid for honey, and **only** DC Senior FMNP checks are valid for honey.

No change can be given, so please help customers round out their purchase to reach the allotted amount (typically \$5 per check) if possible. FRESHFARM management will provide you with receipts to give to WIC and SFMNP customers so that they can participate in our Matching Dollars program.

Each customer should receive receipts to match the amount of WIC or SFMNP checks they spent. If customers are unfamiliar, please let them know that they can take receipts to the orange Market Info tent to receive FreshMatch coupons.