



CONTACT: Sierra Doehr, Market Manager, sierra@saticoyfarmersmarket.org

ABOUT: The Saticoy Farmers Market is a program run by the Saticoy Food Hub, a nonprofit organization established in December 2021 in partnership with the Social Justice Fund for Ventura County.

MISSION: To create equitable economic opportunity for food producers while providing access to fresh, local food for the community.

LOCATION: Saticoy Park, 22321 Violeta St,
Ventura, CA 93004

TIME: 10:00 am-2:00 pm

DATES: 1st Sunday of the Month

- July 3
- August 7
- September 4
- October 2
- November 6
- December 4

VENDOR BENEFITS:

- \$0 Vendor Fee
 - You must participate in all 6 markets to receive the \$0 vendor fee.
 - You are allowed one absence, but you must notify us on your application.
- Insurance
- Marketing



ATTENDANCE

We want to create a community and that requires your attendance!

- If you cannot attend a market and you did not notify us in your application, you will be charged a no-show fee of \$35.
 - You can arrange to have a family member or friend run your space for the day.
- Late arrivals will not be charged a fee but may be given a new vendor space for the day.

BOOTH SETUP

- Setup begins at 8:00 am and vendors must clear their spaces by 3:00 pm.
 - Clearing spaces includes disposing of your trash in the park dumpster.
- You may park your vehicles in front of the park to unload equipment, but must be cleared out of the front parking spaces from 9:45 am-2:15 pm. (15 minutes before and after the market time.) You can re-park along the soundbreaker fence.
- No electricity provided. You may bring a generator if needed.
- For safety, ensure everything is weighed down.
- All food items must be kept 6 inches above the ground and overall cleanliness is required to protect from contamination.
- Must display the laminated sign provided by Saticoy Farmers Market at each market.
- Must have separate tables for certified produce and uncertified products.
 - More information on Certified vs Uncertified products can be found in the [Agricultural Commissioner document](#).

PRODUCTS

- All products must meet requirements as stated by the County of Ventura Environmental Health Division and Ventura County Agricultural Commissioner.
 - More information on these requirements is in the “Application & License Requirements” section.
- If asked, you must be able to provide information on ingredients and chemical usage (e.g. pesticides, herbicides, and fertilizers).
- Only products listed on your application and approved by Saticoy Farmers Market may be sold.
 - You may request to sell additional products by emailing us.
 - You are encouraged to present new products if you have them!
- Bring enough product to last through the whole market.
 - Offering a variety of products can help increase inventory. (Ex: Produce + Jams)
 - Too much is better than too little.
 - Trading with other vendors is encouraged after the market ends.
 - The remaining products that are nearing expiration can be donated to the Saticoy Community Fridge by dropping these products off at the Information Booth.

EVALUATIONS

- A monthly evaluation must be submitted. This is a confidential evaluation that will ask for data about your sales. The information received will guide the Saticoy Farmers Market to take action that supports you best (i.e. changing marketing strategy).

EBT BENEFITS

- Vendors who sell EBT-eligible foods must accept EBT tokens distributed from the Information Booth at the Saticoy Farmers Market. (Non-eligible vendors may not accept EBT)
 - EBT-eligible foods include bread and cereals, fruits and vegetables, meats, fish, and poultry, dairy products, and seeds and plants which produce food for the household to eat.



Write a business plan!

- Vision
- Goals
- Start-up costs (Example items below)

License fees	Table cloth(s)	Shopping bags
Table(s)	Signage	Cash storage
Tent(s)	Storage containers	Transportation expenses
Tent weights	Display props (baskets, raisers, etc)	Wages (your time!)
Weather protection (tent sides)	Storage risers (milk crates/boxes)	Sanitizing tools
Chair(s)	Product packaging & labels	Cost of goods (varies)

- Plan to make a profit
 - Profit margin calculator: <https://www.shopify.com/tools/profit-margin-calculator>
 - Additional ways to sell
 - Other farmers markets
 - Pickup/Delivery
 - We will promote this activity. Contact us for more info.

Price products for the community

- Consider the demographics of the area.
- Ask yourself what you and your neighbors would like to pay.
- Brainstorm ways to reduce materials and cost of goods to meet community needs.

Plan for cultural barriers

Language

- Signage in various languages
- Self-pay station
- Practice your language skills

Ability

- Make things easy to reach
- Ensure all products visible
- Have large price signs

Provide multiple Point-of-Sales payment options

- Cash
 - Bring lots of change, mostly \$5s and \$1s!
- Credit card reader
 - Recommend Square—the reader is free with a 2.6% + \$0.10 service charge per transaction.
- Mobile payment service (i.e. Venmo, CashApp, PayPal)
 - Make sure to sign-up for a business account which charges a service fee (Venmo is 1.9% + \$0.10 per transaction), but your account will not be frozen if flagged.
- EBT
 - EBT will be a program run by the Saticoy Farmers Market. You may only accept EBT at your booth if you are selling food items (hot food not included).

Educate your customers

- Tell people what makes you and your products special.
- Teach people how to use your products. If it's a unique vegetable, share recipes.
- Do not spread misinformation. For example, don't use "organic" unless you are certified organic. (You can use "chemical-free" instead!)

Resources

- Ventura SCORE:
 - Find a mentor: <https://ventura.score.org/content/find-mentor-267>
 - Recorded webinars: <https://ventura.score.org/recorded-webinars-10>
- Economic Development Collaborative
 - Upcoming Webinars: <https://edcollaborative.com/upcoming-events/>
- Women's Economic Ventures
 - Business Training: <https://www.wevonline.org/training/>



Please complete pages 6-12 and submit copies of the applicable license requirements (indicated by *) via [email](mailto:info@saticoyfarmersmarket.org) to info@saticoyfarmersmarket.org.

1. FILL OUT THE INFORMATION BELOW.

Name of Producer

Name of Business

Mailing Address City Zip

Phone Number Email

Number of Years Operating Number of Stalls Requesting (10' x 10' each)

Social Media Handles (e.g. Facebook; Instagram)

Attendance: Each vendor must commit to the whole season (5 markets). Please check the months that you intend to participate.

ALL
 Jul
 Aug
 Sept
 Oct
 Nov
 Dec

Reason you cannot attend all markets:

2. SELECT WHAT TYPE OF BUSINESS YOU ARE:

- Certified Producer of Agricultural Goods (including a Nursery)
- Cottage Food Business
- Mobile Food Facility-Food trucks
- Temporary Food Facility-Food stall

Business Type Chart

Certified Producer	Cottage Food Business	Mobile Food Facility-Food trucks	Temporary Food Facility-Food stall
Fresh fruits Nuts Vegetables Herbs Cultivated mushrooms Shell eggs Honey Cut flowers Unprocessed grains Nursery stock	Baked Goods Popcorn/Popcorn Balls Candy/Confection Dry Baking Mixes Vinegar/Fruit Infused -Balsamic vinegar Dried Pasta Candied Apples Cotton Candy Fruit Butter Herb/Spice Blends Jams/Jellies Ground Chocolate Fruit Tamales/ Pies/Empanadas Nuts/Nut Mixes Dried Tea Nut Butters Roasted Coffee Dried Fruit Granola/Cereals Trail Mix	Type 1-No refrigeration and only prepacked foods like produce truck, bread/baked goods truck other prepackaged foods not requiring refrigeration. Type 2-Ice Cream truck/cart, pushcarts, cold/hot trucks, catering truck with only packaged food, fish truck; grocery truck with eggs, cheese or milk, pizza truck. Need refrigeration Type 3-Limited preparation and refrigeration like Hot dog cart/trailer, coffee/cappuccino cart/trailer, churro/ pretzel cart, roasted almonds cart, kettle corn/popcorn cart, shaved ice cart. Type 4-Catering Truck, Softserve Ice Cream Truck, Mobile Kitchen Trailers with full preparation kitchens.	Type 1-full/limited food preparation. Open sampling or beverage dispensing with the need for refrigeration. A temporary kitchen that may serve, for example; barbeque operations, serving previously prepared potentially hazardous foods, pasta, tacos, paella, stir fry, cooked rice dishes, meat and/or vegetable pot pies, kebabs, pizza, sushi, poke, oysters, etc. Type 2-Serving prepackaged and non-potentially hazardous food with no need for refrigeration. Prepackaged sampling. A snack bar with bagged chips or prepackaged candy, jam, olive oil, beer, and wine. With no sampling.

3. BASED ON YOUR BUSINESS TYPE, COMPLETE THE CORRELATING SECTION:

Certified Producer: A business that sells products like fruits, nuts, vegetables, shell eggs, honey, and cut flowers. With a certificate by the County Agricultural Commissioner that ensures they are producing what they sell.

Certified Producer Certificate Number

Expiration Date

List products you plan on selling by the month below. If more space is necessary, please attach a document.

June	July	August	September	October

- [Certified Producer Certificate Checklist](#)
- Read [Small Farm Food Safety Guidelines](#)
- *[Certified Producer Certificate](#) \$80 via [Email](#)
- [License to Sell Nursery Stock](#) if selling plants, cut flowers, or other nursery stock. \$150 (\$0 if estimating less than \$1,000 in sales– just submit [State Exempt Form](#)) via [Email](#)
- [CA Seller's Permit](#) \$0 Instructions on where to apply [here](#).
- Home Occupation Permit(s)/Zoning Clearance(s)
 - County of Ventura: [Home Occupation Permit](#) to submit via [Email](#) \$81
 - Ventura Residents: [Zoning Clearance](#) to submit via [Email](#) \$0
 - Oxnard Residents: [Home Occupation Permit](#) to submit via [Email](#) \$84
 - Camarillo Residents: [Home Occupation Permit](#) \$212 single-family dwelling or \$118 apartment/multi-family to submit via [Email](#)
- Business License(s)
 - County of Ventura: [Business License](#) to submit via [Email](#) \$24
 - City of Ventura: [Business License](#) to submit via [Email](#) (If you have a certain income, you might be [exempt](#)) \$49
 - City of Oxnard: [Business License](#) to submit in-person to License Services located at 214 South C Street, Oxnard \$52
 - City of Camarillo: [Business License](#) to submit [Online](#). Cost TBD
- *[Food Handler License](#) \$15

* Indicates that a copy of that license is required along with your application.

Cottage Food Business: *A licensed in-home business that offers foods that do not need refrigeration and are deemed non-potentially hazardous.*

Cottage Food License # _____

Expiration Date _____

List products you plan on selling by the month below. If more space is necessary, please attach a document.

June	July	August	September	October

- [Approved Cottage Food List](#)
- [Cottage Food Operation Flowchart](#)
- *[Cottage Food Operation Class A Application](#) and Permit \$202.91 via [Email](#)
- [CA Seller's Permit](#): Instructions on where to apply [here](#). \$0
- Home Occupation Permit(s)/Zoning Clearance(s)
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Mobile Food Facility-Food Trucks: *A vehicle that sells or distributes food that comes from a commissary or other permanent food facility.*

MFF Type: 1,2,3, or 4

Health Dept. Permit #

Expiration Date

List the type of food to be offered.

- * [Health Department Permit](#) \$0 via [Email](#)
- [Commissary Agreement Letter](#)
- [CA Seller's Permit](#) \$0 Instructions on where to apply [here](#).
- Home Occupation Permit(s)/Zoning Clearance(s)
 - County of Ventura: [Home Occupation Permit](#) to submit via [Email](#) \$81
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- * [Food Handler License](#) \$15

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Temporary Food Facility-Food stall: A vendor booth that sells prepared food ranging from pre-packaged/non-refrigerated items to a temporary full-preparation kitchen.

TFF Type: 1 or 2

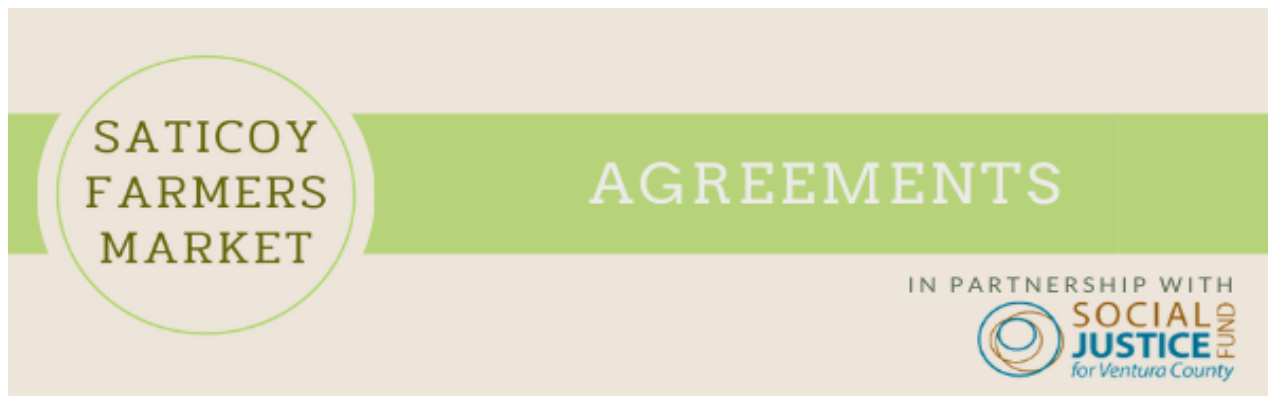
Health Dept. Permit #

Expiration Date

List the type of food to be offered.

- *Health Department Permit [Type 1](#) or [Type 2](#) \$0 to submit by mail or in-person to Environmental Health Division's service counter located at Hall of Administration 800 S. Victoria Ave., Ventura; between 8 am – 4 pm, Monday, Wednesday, or Friday. Mailing address is: 800 S. Victoria Ave., L #1700, Ventura, CA 93009-1700"
- The layout of the proposed stall with required equipment listed can be referenced here: [Requirements for TFF Operators](#)
- [CA Seller's Permit](#) \$0 Instructions on where to apply [here](#).
- Home Occupation Permit(s)/Zoning Clearance(s)
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I, _____ (Person/Business), agree to not indemnify or hold Saticoy Food Hub, Saticoy Farmers Market, and their officers, directors, volunteers, and agents free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees, or obligations, actions, proceeding or causes of action of every kind and character in connection with or arising directly or indirectly out of this agreement and/or the performance hereof.

I, _____ (Person/Business), further agree to investigate, handle, respond to, provide, defend any such claims, etc. at the sole expense and agrees to bear all other costs and expenses related thereto, even if it (claims, etc.) is groundless, false, or fraudulent.

I, _____ (Person/Business), agree that I have read the rules and regulations of the Saticoy Farmers Market and agree to comply with them. I agree to be fully responsible for all my actions & activities at the market & for those assisting me. I acknowledge the authority of the Saticoy Food Hub & the Saticoy Farmers Market to settle any disputes regarding product legitimacy and procedural and vendor conduct violations and to impose any penalties including suspension or removal from the market.

I, _____ (Person/Business), understand that the Saticoy Food Hub & the Saticoy Farmers Market may at any time in its sole discretion change the terms and rules set forth above. The Applicant understands and agrees to the above terms.

Applicant Name

Business Name

Signature

Date

Please submit your application (completed pages 6-12) with copies of applicable license requirements via [email](mailto:info@saticoyfarmersmarket.org) to info@saticoyfarmersmarket.org.