



A Letter from the Executive Director of Saticoy Food Hub

Dear Producer,

Saticoy Food Hub is a community food aggregator focusing on strengthening the middle of the supply chain through sales to businesses and institutions and providing services and education from pre-production (Transitioning Organic technical assistance) to waste (composting & delivery) to food producers like you. We believe everyone deserves access to fresh, local food and that the people who grow and make that food should earn a fair, dignified living. Through programs like Saticoy Farmers Market, Saticoy Community Fridge, and the Saticoy Kitchen Collective, we work at the intersection of **economic justice, community health, climate action, and food sovereignty**.

Our strategic plan focuses on building an equitable local food system where small-scale farmers, food producers, and community members all thrive. We do this by creating direct sales opportunities that **keep more revenue in the hands of farmers**, strengthening local food economies. **Farmers markets** are one of the most effective tools for this: compared to traditional retail, where farmers often receive as little as 10–25% of the retail price, direct-to-consumer markets allow producers to retain **70–100% of each sale**, dramatically increasing their profit margins and long-term sustainability.

By reducing barriers to entry, supporting culturally diverse producers, and reinvesting in community food access initiatives, Saticoy Food Hub ensures that local farmers and food makers can build thriving businesses, while Saticoy families gain greater access to affordable, healthy, locally grown food. Together, we're cultivating a food system that centers people over profit, values over volume, and community over competition. Thank you for being part of our community and making Saticoy Farmers Market the incredible gathering space and accessible market it is.

Heartfully,
Sierra Doehr
They/She
Executive Director

About Saticoy Farmers Market

A program of the Saticoy Food Hub

Vision: a food system for us, by us

Mission: to create equitable economic opportunities for food producers while increasing access to fresh, local produce for community members

Location: Saticoy Park, 11321 Violeta St, Ventura, CA 93004

Dates: 1st Sunday of each month

Time: 10:00 AM – 2:00 PM

Contact:

Sierra Doehr, Market Manager

sierra@saticoyfarmersmarket.org

info@saticoyfarmersmarket.org

SECTION 1 — RULES & EXPECTATIONS

(Please read carefully. You will sign at the end acknowledging that you agree to all policies.)

1. Vendor Commitment & Attendance

We build community through consistency.

- Vendors are strongly encouraged to commit to **all 12 markets** to be accepted.
- You may provide reasons for absences on your application.
- Additional absences require at least 48 hours advance notice and approval.
- A **\$35 no-show fee** is charged if you miss the 48 hour advanced notice.
- You may send a representative (family or friend) to staff your booth.

2. Vendor Fees — Sliding Scale

To support economic equity, the 2026 vendor season uses a **sliding scale**. Our operating costs are upwards of \$10,000 and your fees help us cover these costs.

- Vendors choose their rate based on income, stability, or community need.
- All tiers are treated equally and receive the same market support.
- Your chosen tier is confidential.

Suggested tiers for the full 2026 season:

1. **\$10/market** – For vendors who live in Old Town Saticoy, identify as QTBIPOC, BIPOC woman, BIPOC, or LGBTQ+
2. **\$20/market** – For vendors earning moderate sales and willing to contribute a bit more to support the market.
3. **\$40/market** – For vendors who are thriving and able to give back to sustain the market's operations.

3. Market Day Requirements

Setup & Breakdown

- Setup begins at **8:00 AM**; all vehicles must be moved by **9:45 AM**.
- Vendors must clear and clean their space by **3:00 PM**, including packing out trash.
- All tents must be **fully weighted** for safety.

Booth Operations

- No electricity provided. Electric generators allowed, but NO gas generators.
- Food must be displayed **6 inches off the ground**.
- Certified and uncertified products must be clearly separated on display.

4. Product Guidelines

- All products must comply with Ventura County Environmental Health & Agricultural Commissioner regulations.
- You may only sell products listed and approved in your Certified Producer Certificate or correlating paperwork for your business.
- Please send updated certificates proving your new products are approved by the appropriate department.
- Bring enough product for the full market day.
- Vendors are encouraged to reduce food waste by trading with other vendors or donating or selling unsold product to Saticoy Food Hub's **Saticoy Community Fridge**.

5. Benefits Programs

Vendors selling eligible food items must accept scrip for EBT, Power-Ups, WIC (if certified), WIC Nutrition Incentives, and Kids Bucks.

Eligible foods include:

- Fruits & vegetables
- Meats, fish, poultry
- Dairy
- Bread, grains, cereals
- Seeds & plants that produce food

Non-eligible vendors may not accept benefits scrip.

6. Monthly Sales Evaluation - REQUIRED

ALL vendors are REQUIRED to complete a short confidential form after each market.

This data helps us:

- Improve marketing
- Complete grants reports
- Advocate for vendors
- Track community impact

7. Marketing & Communications

The market provides promotional support and may:

- Use vendor photos
- Use photos taken at the market
- Re-share social media content

A photo release permission checkbox is included in the application.

8. Licensing Requirements

All vendors must hold the appropriate permits for their business type:

- Certified Producer
- Cottage Food
- Mobile Food Facility
- Temporary Food Facility
- Seller's Permit

- Business License
- Food Handler Card (if required)

You will be asked to upload or attach copies in the application.

9. Accessibility & Language Equity

We strive to reduce barriers for vendors.

If you need:

- Spanish-language communication
- Form-filling support
- Disability-related accommodations
- Help navigating permits

...please let us know on the application.

10. Conduct & Community Values

We are a community-led market grounded in:

- Respect
- Solidarity
- Inclusion
- Anti-racism
- Justice

Harmful behavior, harassment, discrimination, or spreading misinformation may result in removal.

SECTION 2 — APPLICATION FORM

A. CONTACT + BUSINESS INFORMATION

Producer Name:

Business Name:

Mailing Address:

City / ZIP:

Phone Number:

Email:

Years in Business:

Number of Booths Requested (10' x 10'):

Preferred Language:

- English
- Spanish
- Both

Preferred Pronouns:

B. ATTENDANCE COMMITMENT

Dates You Commit to this 2026 Market Year:

- January 4
- February 1
- March 1
- April 5
- May 3
- June 7
- July 5
- August 2
- September 6
- October 4
- November 1
- December 6

of Markets:

Date(s) and Reason(s) You Cannot Attend:

C. SLIDING SCALE FEE (SELECT ONE)

Suggested tiers for the full 2026 season:

- \$10/market** – For vendors who live in Old Town Saticoy, identify as QTBIPOC, BIPOC woman, BIPOC, or LGBTQ+
- \$20/market** – For vendors earning moderate sales and willing to contribute a bit more to support the market.
- \$40/market** – For vendors who are thriving and able to give back to sustain the market's operations.

of Markets: _____ **X Tier \$:** _____ = **Annual Market Fee Due February 1:** \$_____

D. BUSINESS TYPE

- Certified Producer
- Cottage Food Operation
- Mobile Food Facility
- Temporary Food Facility
- Manufacturer
- Maker
- Other: _____

Required Permits Attached:

- Yes
- Pending (expected by: _____)

E. FARM VALUES & PRODUCTION PRACTICES

Please help us understand the values, practices, and commitments that shape your business. This information helps with marketing, seasonal planning, grant writing, and telling your story accurately.

What makes your business special?

(Examples: ancestral farming traditions, family recipes, culturally significant foods, sustainability practices, specialty crops, handmade methods, community impact, etc.)

Production Practices & Growing/Processing Values

(Check all that apply. You may clarify in the next section.)

Growing / Farming Practices

- Certified Organic
- In Organic Transition
- Chemical-Free / No Synthetic Pesticides
- Regenerative Practices
- Soil-Building / Compost-Forward
- Water-Conscious / Dry Farming / Conservation
- Biodiversity-Focused Farming
- No-Till or Low-Till
- Uses Cover Crops
- Pollinator-Friendly Practices
- Culturally Traditional / Ancestral Farming Methods
- Farmworker-Run or Family-Operated
- Small-Scale
 - Acreage:
- Medium-Scale
 - Acreage

Value-Added / Processed Food Practices

- Handmade / Artisanal
- Small-Batch Production
- Uses Local Ingredients
- Uses Ingredients from Saticoy Food Hub or its vendors
- Uses Organic Ingredients (not certified)
- Culturally Traditional or Heritage Recipes
- No Artificial Colors or Preservatives
- Vegan
- Vegetarian
- Gluten-Free
- Allergy-Friendly (specify):

Tell us more about your approach to quality, sustainability, or culture:

(Anything you want us to highlight on social media or in our market storytelling.)

F. MARKETING & STORYTELLING INFO

Short Business Description (40–60 words):

Social Media Handles:

Instagram:

Facebook:

Website :

Can we reshare your social media and digital photos or content for marketing?

- Yes
- No

G. INVOICE & ADMIN INFORMATION

Legal name for invoicing:

Mailing address for invoices:

Email for invoices:

Secondary emergency day-of contact:

H. BOOTH SETUP & SPACE NEEDS

Please tell us what your setup will look like so we can plan the market layout.

How many stalls/tents will you use?

(Each stall is 10' x 10'.)

- 1 stall
- 2 stalls
- 3 stalls
- Other:

Tent layout:

- Straight line
- L-shape
- U-shape
- I'm not sure yet

For food trucks only:

Truck length: _____ ft

Truck width (with service window): _____ ft

I. ACCESSIBILITY, LANGUAGE & SUPPORT NEEDS

We want all vendors to feel supported. Please check any needs that apply so we can plan accordingly.

Language Support

- I prefer communication in English
- I prefer communication in Spanish
- I need bilingual communication
- I would like help filling out forms or permits in my preferred language

Technology & Administrative Support

- I may need help navigating required permits
- I may need help submitting documents
- I would like reminders or checklists
- I prefer communication by text
- I prefer communication by email
- I prefer communication by social media

Physical or Disability-Related Accommodations

- I need a booth location close to parking
- I need extra space behind/around my booth
- I need assistance during setup or breakdown
- I use mobility supports (cane, wheelchair, walker, etc.)
- Other accessibility needs:

Market Support Services

- I need help understanding EBT/WIC/SNAP processes
- I would like help with signage or pricing tools
- I would like help with marketing or social media
- None at the moment

J. OPTIONAL SELF-IDENTIFICATION

(This helps us apply for funding and uplift underrepresented producers.)

- Women-owned
- LGBTQ+ owned
- BIPOC-owned
- Immigrant-owned
- First-generation entrepreneur
- Other:
- Prefer not to answer

SECTION 3 — AGREEMENTS & SIGNATURE

Vendor Agreement

By signing below, I acknowledge and agree to:

- Follow all Saticoy Farmers Market rules and expectations
- Sell only products approved by County of Ventura and Saticoy Farmers Market

- Maintain all required permits
- Follow all food safety guidelines
- Respect market staff, fellow vendors, and community members
- Allow photos to be taken of myself, anyone working my booth, and my products
- Accept Benefits Scrip if I sell eligible items
- Pay my selected sliding scale fee by February 1, 2026
- Complete monthly sales evaluations and submit it at the end of the market
- Accept penalties for rule violations

Liability Waiver

I agree to hold harmless and indemnify the Saticoy Food Hub, Saticoy Farmers Market, its staff, volunteers, and agents from any claims, damages, or losses arising from my participation in the market.

Signature

Applicant Name:

Business Name:

Signature:

Date:

Submitting this application does not guarantee acceptance. You will be notified if you are accepted for the 2026 Market Year. All remaining applications will be kept on file and you will be contacted when a space is available temporarily (just for the upcoming month) or permanently (for the remainder of the 2026 Market Year).

Please email completed applications to: info@saticoyfarmersmarket.org or drop off or mail to Saticoy Food Hub (1297 Los Angeles Ave, Ventura, CA 93004).