

SUNCOAST FARMERS MARKET GUIDE

GETTING STARTED

Welcome! As a valued vendor at the SunCoast Market Farmers Market, we want to be sure you are set up to succeed! Our goal is to create a vibrant market that is fun, safe, and creates value to your business and our community.

A DIFFERENT KIND OF MARKET

This market is sponsored by SunCoast Market Co-op. Our Imperial Beach community is working to open a 100% community owned cooperative grocery store. As we prepare for opening the full-service grocery store, we want to provide the community an opportunity to learn, shop, and to test products that people might want to see in the future store through a farmers market experience. SunCoast is made up of "owners," these are households and businesses that purchase shares in the grocery store and can then participate in the democratic process of grocery ownership. You are invited to become a SunCoast owner and be a part of building something amazing. SunCoast owners get 10% off vendor fees. Learn more at www.suncoastmarket.coop

SunCoast Market partners with [Stephanie Alexander to act as our market manager](#), organizing the details of our monthly market. All vendor applications and communications should be made by emailing hello@makersoutpost.com. If you would like to speak with a SunCoast Market board member, email Shannon Ratliff, Board Vice President and Outreach Manager, at info@suncoastmarket.coop



PARTNERS IN SUCCESS

Our market is important to us and our community. To provide an enjoyable day for all, we provide volunteers to assist set up and breakdown. Ultimately, we are offering a space and support for you to conduct business, it is your responsibility to engage in good business practices. We are always looking to grow our vendor list and to market the event. We hope you refer other vendors to join and to share marketing materials on your social media accounts. This is a team effort!

Each market includes scavenger hunt style activities to get shoppers to your booths. We encourage you to participate but you reserve the right to decline. Someone from SunCoast will talk with you about participating or you can visit the SunCoast Market booth for more information.

SUNCOAST FARMERS MARKET

BUILD YOUR OWN GROCERY BAG PROGRAM

To serve community members experiencing financial hardship and support our food vendors, we offer credits for people to shop at grocery item vendors and reimbursement to participating vendors. Shoppers check in at the SunCoast booth and receive tickets to spend at grocery item booths. Each ticket is \$5. If you participate, you will have a sign on your booth alerting shoppers that you accept tickets. Shoppers exchange tickets for groceries but no change is given. Example: Jane has \$20 value of tickets to spend. She wants to purchase bread from your booth, your bread is \$12. Jane will give you 3 of her \$5 tickets in exchange for bread. You note \$12 on the ticket for reimbursement. You save all tickets during the day and then present them to SunCoast near the end of the market for reimbursement for your sales. **TIP:** consider offering a \$5 or \$10 item for these shoppers to make it easier.



YOUR MONTHLY MARKET CHECKLIST

There are health and safety guidelines along with market policies to follow each month. Use this checklist to stay on track:

<p>Send any permits and licenses to Stephanie at hello@makersoutpost.com Make sure your permits are up to date!</p>	
<p>Confirm your attendance for each market by responding to Stephanie's monthly event confirmation email.</p>	
<p>Pay your vendor fee via the invoice to your inbox within 1 week of event. \$10 late fee for past due payments.</p>	
<p>Complete the checklists from the Fire Department and County Health Department at the bottom of this document. Pack four tent weights in your car so you don't forget them!</p>	

MARKET POLICIES

We have policies that must be followed in order to participate in our monthly market. These policies protect our market, reputation, and your business. Please see Stephanie during market hours if you need assistance or have any questions.

	POLICY
RAIN OR SHINE	Event will be held regardless of weather. No refunds. All tents must be properly weighted, no exceptions and regardless of weather.
UNLOADING AND PARKING	We provide drop-off zones and volunteer assistance for each market. You can temporarily unload your car at 1075 8th Street and then park in the Boys & Girls Club (847 Encina Ave) or the St James Lutheran Church (866 Imperial Beach Blvd) parking lots (see map below). Avoid street parking to allow space for shoppers to park. Do not use library parking spaces. All vendor vehicles must be moved by 7:30 a.m. Please abide by these rules.
SET UP AND BREAKDOWN	Set up will be permitted to start at 6:00 AM and must be completed by the event begin time of 8:00 AM. All vehicles must be out of the unloading area by 7:30 AM. You will be assigned your vendor space location upon arrival. No changes to spaces can be made on market day. Any requests to change spaces must be made in writing 2 weeks prior to the market. Requests may not be accommodated. To ensure a successful and safe event for all, vendors must set up on time and remain completely set up until 2 p.m., no exceptions, even if you sell out of items.
MARKET EXPECTATIONS	Since this event will be held on public property, vendors are expected to be polite and respectful. We reserve the right to have you remove products or displays that violate this policy. If in doubt, ask. We also aim to maintain a positive environment. We ask that you represent SunCoast Farmers Market and the Imperial Beach Community well when you are attending. You must clean up after yourself. If you play music, please maintain an appropriate volume for nearby vendors to converse with their customers.
ELECTRICITY AND WATER	Not available (there is a drinking fountain and bathroom sinks only). You must bring your own if required.



MARKET POLICIES

PRODUCT SALES AND INVENTORY	<p>You may sell approved locally grown or handmade products, no buy and re-sell items allowed. Only items that you were approved to sell in your application are permitted, any changes must be requested <u>and approved</u> via email prior to event day. You must remain open for the entire market, so plan inventory accordingly. Many vendors sell out. If you sell out, you must remain fully set up and in attendance at the market until 2 p.m.</p> <p>We make efforts to minimize competition among vendors but this does not mean you will be the only vendor for your product type. Example: we will have more than one soap vendor to ensure community needs are met at every market.</p>
APPEARANCE	<p>Booths should be tidy and entice visitors to your booth. Be sure to keep your booth well stocked for the entire event. We strongly advise you to interact with shoppers as booths without interaction see lower sales. SunCoast is not responsible for your event sales, it's up to you to attract people to your booth. Any signage required by the health department is mandatory (see list below). Keep displays within your booth space. If you have questions, just ask! No smoking or vaping in the market area.</p>
CANCELLATIONS	<p>Reliability is essential. Cancellations must be made within 72 hours of the event so that we can attempt to fill your space, refunds will not be given. Because we need to fill our market spaces, failure to cancel in time will require you to reapply to the market and does not guarantee future participation. If you have repeated cancellations, we will assume this market doesn't work for you and will remove you from vendor communications, you must reapply.</p>
FEES AND CONFIRMATION	<ul style="list-style-type: none">• \$50 per space; \$75 for food truck vendors. Produce vendors and non profits (non sales) incur no fees at this time.• 10% discount for SunCoast Market Co-op owner-members.• Payment is due no later than 1 week prior to the event in order to participate or a \$10 late fee applies. If payment is not received, we will attempt to fill your space with another vendor and your space is not guaranteed. We may request up front payment for the next market if this is an ongoing issue.• There will be no refunds issued once funds are received.



MARKET POLICIES

PERMITS AND INSPECTIONS	<ul style="list-style-type: none">• Prepared Food & Drink Vendors MUST HAVE Temporary Food Facility Permit and/or Cottage Food Registration; Food Safety Certification; Food Handler's Permit; Business General Liability Insurance and follow all guidelines for your business type. You must supply us with updated permits in order to participate. No exceptions.• Sampling is only permitted for those with appropriate permits.• Expect inspections for every market, including weighted tents and proper safety equipment. Use the self-checklists at the bottom of this document before each market.• We are not a certified farmers market at this time. Backyard, non profit, and Community farms do not need separate permits, all other farms will need a TFFP per the County.
TENT AND SPACE REQUIREMENTS	<ul style="list-style-type: none">• Bring your own 10 x 10 weighted pop up tent and tables (CA Seal Approved Fire Retardant tents required for those using flames). NO EXCEPTIONS.• Displays must be kept within the boundaries of your assigned space. If it doesn't impede traffic flow or neighboring vendors, we will permit a small sign out front. We reserve the right to have you modify your display, and/or move parts of your display we deem to be an issue in this regard.• Use the self inspection checklist at the bottom of this document before each market.• Two vendors may share a space but it must be approved in advance and both vendors must have applied and been accepted.
REALISTIC EXPECTATIONS	<p>The market is held in a beautiful public park. You may be setting up on grass which can be damp in the mornings. The ground is fairly even but not guaranteed. An ocean breeze should be expected. Plan accordingly.</p>
NON PROFIT ORGANIZATIONS	<p>All policies apply to non-profits, including set up and breakdown times, cancellation policies, and communications. You must confirm participation each month. We are pleased to offer no cost spaces for non-profits but we must adhere to our policies for all participating. If you would like to sell products, please contact Stephanie to discuss discounted vendors fees and specifics of items you wish to sell.</p>



ADDITIONAL POLICY INFORMATION

A. Ongoing participation

If you plan to attend the market each month, you must follow the above guidelines. Failure to follow these guidelines may result in a request to re-apply for the market, acceptance is not guaranteed. While we attempt to make it easy for anyone to participate, we have policies in place for a reason. These policies allow us to continue to use public property, maintain low market fees, spend time on marketing, and create a vibrant and reliable market experience each month.

B. Written communication

Any exceptions, requests, or feedback should be provided in writing to Stephanie Alexander, Market Manager, at hello@makersoutpost.com. We cannot accept verbal information and requests.

C. Questions and Concerns

If you have concerns that are not addressed by Stephanie Alexander, you may email info@suncoastmarket.coop

D. Health and Safety

All above policies are in place to assure a safe market. No exceptions will be made. While unlikely, if you feel unsafe at the market or notice an issue, please find Stephanie Alexander or a SunCoast Market representative. If it's urgent, dial 911.

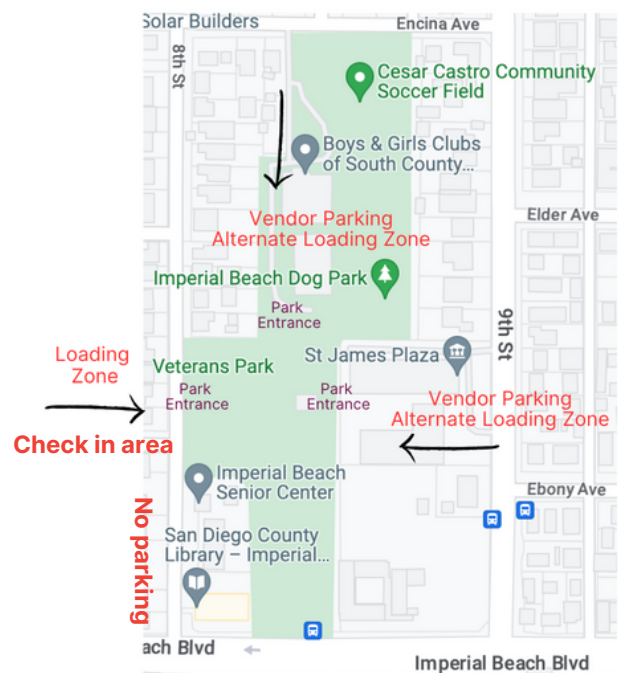
All guidelines for health and safety will be followed. If you are unsure about your requirements, please reach out the County of San Diego for more information about what is required for your business type. Expect inspections at every market.

EVENT LOADING AND PARKING MAP

You may unload at 1075 8th Ave (near the library) and then move to your parking spot. Volunteers can assist your unloading and loading if needed. **Your space will be assigned monthly, report to the check in area upon arrival.**

We have plenty of parking for our vendors and shoppers. We ask that you avoid street parking. Vendors must park at the following locations:

- Boys & Girls Club (847 Encina Ave)
- St James Church lot (866 Imperial Beach Blvd)



COMMON QUESTIONS

What if I am a monthly vendor but am out of town and cannot participate for one of the monthly markets?

If you notify Stephanie in writing about your plans in advance (when the monthly confirmation email is sent), your space will be guaranteed upon your return the following month. Failure to communicate, no shows, and late cancellations may result in your space being given to another business on the waitlist. We must fill the market each month and shoppers expect consistency so communication and personal responsibility is key.

Can I pay in cash or by check?

If you cannot pay your invoice electronically (strongly preferred), you must make prior arrangements with Stephanie to pay at the prior month's market (e.g. you must pay for October at the September market). We have too many instances of late or missed payments and are too busy to continue to accept payments on market day.

What happens if I pay late?

If you do not pay on time, it is assumed you are not attending the market and we will offer the space to the next person on the waitlist. If you still show up on market day without paying by the deadline, your space may no longer be available and you may be turned away. If there is availability, do not expect to be in your usual space. We will also request pre-payment for the next market. A \$10 late fee applies to past due payments.

What if I want a different space location at the market?

You may only request a different location in writing to Stephanie. Please do not request to change your location on market day or with anyone except Stephanie, there is too much activity and room for confusion and requests cannot be accommodated. All spaces are thoughtfully designed prior to market day.

What is the consequence for arriving late or packing up early?

This negatively impacts your fellow business vendors and the community and we are firm on this policy. You will receive a warning the first time. Future violations will result in no longer being permitted to participate. This is a safety issue, we cannot have people setting up while shoppers are in the area. Also, shoppers expect the market to open at 8 a.m. and close at 2 p.m. It is bad for business to operate otherwise.

If I am a vendor at the farmers market, does this mean I can sell at SunCoast Market Co-op when it opens? No. While this is a test market for different grocery products that might be sold at the store, those decisions will be made by our General Manager and acceptance is not guaranteed. When we get to that point, there will be a vendor application process for the store. We encourage you to use this market to test, refine, and develop your products and to develop a relationship with shoppers.



Fire Department Requirements

All vendors must follow fire department safety codes. It is expected that you come prepared to each market and exceptions cannot be made for the following safety requirements:

1. CANOPIES AND TENTS **IMPORTANT**

All temporary structures including tents and canopies shall be secured to the ground at every point of contact using sandbags or similar weights; tent stakes are not permitted in any city park.

2. COOKING WITHIN A CANOPY OR TENT

No vendor is allowed to cook within a canopy or tent unless all of the material has labels stating "flame retardant" with the California State Fire Marshal registered seal or NFPA 701 compliant (equivalent). Consumer grade tents and canopies are made specifically to be compliant with CPAI-84 (a test standard for camping tents not commercial cooking tents) and this standard does not apply to open flame or cooking appliances in proximity to material; if your tent or canopy label states CPAI-84 compliant or "KEEP AWAY FROM HEAT" it is not flame retardant and cannot be used in proximity to open flame or cooking appliances.

3. FIRE DEPARTMENT ACCESS

Event permit does not allow for the blocking of sidewalks, disabled access ramps, fire lanes or fire hydrants at any time.

4. TEMPORARY POWER

Extension cords shall be secured and protected. No multi plug adapters are allowed without over current protection and outdoor use rating. Tread devices shall be used wherever cords may come into contact with pedestrians or other traffic. Power cords shall not be placed in gutters or standing water.

5. FOOD TRUCKS AND CONCESSION TRAILERS

Fixed automatic fire suppression systems within food trucks or concession trailers with shall be maintained every 6 months in accordance with California Code of Regulations Title 19 and shall have a current certification tag present. Cooking vendors with expired certification tags will not be permitted to operate, no exceptions. It is the responsibility of the event applicant to remove any noncompliant vendor. Non-compliant vendors shall be reported to the San Diego Department of Health.

6. FIRE EXTINGUISHERS

IMPORTANT

Each cooking vendor shall have a fire extinguisher for every applicable hazard below. If you have:

- Paper products, combustible liquids or electricity (2A:10B:C Fire extinguisher)
- Wok, fryer, kettle corn or cooking oil (Class K Fire extinguisher)
- Char coal or wood (4A:60B: C: Fire extinguisher)

You will not be permitted to cook without your required fire extinguisher(s)

7. ELECTRICAL GENERATORS

(1) 3A:40: B: C or higher rated portable fire extinguisher shall be provided for each electrical generator with a fuel capacity exceeding 2 gallons. Electrical generators regardless of size shall not be used within tents.

County Health Department Requirements

Use this self-inspection checklist prior to each market if you are serving food items. Expect inspections at each market.



County of San Diego
DEPARTMENT OF ENVIRONMENTAL HEALTH AND QUALITY
FOOD AND HOUSING DIVISION
Phone: (858) 505-8809 | Fax: (858) 999-8920
www.sdcourthelth.com



Temporary Food Facility Vendor Self-Inspection Checklist				
Booth Name:	Event Name:	Date:		
CHECKLIST REQUIREMENTS	COMPLIES			REMARKS
	Yes	No	N/A	
Business Identifier (signs)				
Posted on or adjacent to booth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Includes name of facility, city, state and zip code.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have original permit available or receipt of payment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Booth Construction/Setup				
Floors are a smooth and cleanable surface (no rice hull, wood shavings, sawdust, grass, or gravel allowed).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wall and ceilings should be smooth and easily cleanable constructed of wood, canvas, plastic or similar material.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
All doors and openings fly-proof (closeable or screened).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
For pass-thru windows: maximum 216 square-inch opening and closes with tight fitting closure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Demonstration of Knowledge				
Food safety manager certification.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Food handler certificate/card.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Acceptable alternative approved by FHD.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Employee Health & Hygiene				
Employees in good health (not working while sick) no discharge from eyes, nose, and mouth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
No eating/tasting/drinking/smoking/vaping while in food prep area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Personal cleanliness and hair restraints.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Preventing Contamination by Hands				
Hands clean/properly washed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Handwash station setup inside booth				
1. Minimum 5 gallon insulated water container with hands free spigot/valve, waste water catch basin, pump soap and paper towels.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Warm water (100°F - 108 °F) provided for handwashing to prevent scalding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Time and Temperature				
Potentially hazardous food held hot at 135°F or above – shall be destroyed at the end of operating day.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Potentially hazardous food held cold at 41°F or below – If food is held between 42°F - 45°F shall be destroyed at the end of operating day.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Food is cooked to the proper temperatures.				
• Fruits & vegetables cooked for hot holding 135°F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• Shell eggs cooked for immediate service; fish;				

single pieces of meat 145°F for 15 secs				
• Comminuted meat; injected meats; raw eggs for later service 155°F for 15 secs				
• Poultry; comminuted poultry; stuffed items (fish, meat, poultry, pasta); stuffing containing fish; meat; poultry; ratites 165°F for 15 secs				
• Roasts (beef, pork, and ham) 130°F or as specified in the California Retail Food Code				
Food is properly reheated to 165 °F prior to hot holding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Probe thermometers provided for checking internal temperatures of food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Protection From Contamination				
Food safe/unadulterated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Food displayed is covered or protected with a sneeze guard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Fruits/vegetables washed prior to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
No trans fat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Food contact surface clean and sanitized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Food Source				
Food from an approved source.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
No foods prepared or brought from home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Warewashing Facilities				
Warewashing sink provided for open food preparation (no more than 8 food facilities per sink).				
1. Hot (minimum 120°F) and cold water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Potable water				
3. Sanitizer				
Waste Disposal				
Waste and wastewater disposed of properly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Vermin				
No rodents, insects, animals in or within 20 ft. of food booth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Open Air Barbecue				
Adjacent to approved food booth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Separated from public access by rope or other approved method to prevent contamination and injury to the public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sampling				
Samples kept in approved clean/covered containers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Clean/disposable plastic gloves used when cutting food samples.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Single-use sampling utensils, shaker containers or squeeze bottles, provided to limit cross contamination.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Prepackaged vendors are not allowed to portion at the booth and can only sample food product in its original manufacturer packaging and cannot remove food from original package to sample.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Obtain an unpackage food vendor permit if samples are portioned on site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Toilet and Handwashing Facilities				
One toilet for every 15 employees within 200 ft of food booth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Each toilet facility is provided with approved handwashing facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ensure hands are washed when returning to the booth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Good Retail Practices				
Food must be stored 6 inches above the ground and covered.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Toxics substances (dish detergent, bleach and insecticides) separated from food and food contact surfaces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Equipment in good repair.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wiping cloths properly stored/used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Proper garbage/refuse disposal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

[Click to download checklist](#)

- No water or electricity is available on site
- Drinking fountain and bathroom sinks are the only options
- A ware washing station is provided by SunCoast Market
- Cardboard is not an acceptable or safe floor to be used near flame
- Nearby dumpsters are available for trash. Do not use park trash bins!
- Please see Stephanie if you have questions during the event.