



FARM-DIRECT PROCESSOR

Food Artisan, Bakery/Confection, Alcohol, Hot Food/Ready To Eat

Definition:

The Portland Farmers Market (PFM)'s definition of **Farm-Direct Processor** are those who create products made with ingredients sourced directly from farmers/fishers/foragers/ranchers in Oregon and Washington. This category may also be appropriate for farmers who sell value-added food/beverage products that are not made from a majority (51%) of ingredients that they grow/raise/catch/gather.

PFM separates Farm-Direct Processor into four subcategories. These are:

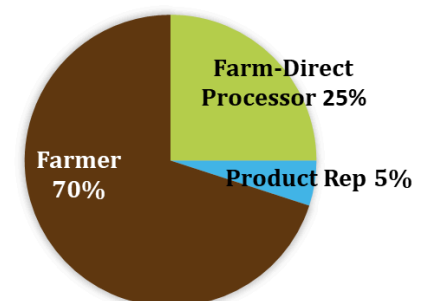
- **Food Artisan**
Those who produce and sell processed or value-added foods such as pickles, condiments, jams and charcuterie and source ingredients used in their product(s) directly from farmers/fishers/foragers/ranchers in Oregon and Washington.
- **Bakery/Confection**
Those who bake/create breads, pastries and desserts and source ingredients used in their product(s) directly from farmers/fishers/foragers/ranchers in Oregon and Washington.
- **Alcohol**
Those who sell, distill or craft alcoholic beverages and source ingredients used in their product(s) directly from farmers/fishers/foragers/ranchers in Oregon and Washington.
- **Hot Food/Ready To Eat**
Those who sell freshly made foods available for immediate consumption on-site and source ingredients used in their product(s) directly from farmers/fishers/foragers/ranchers in Oregon and Washington.

Vendor Selection Priorities:

We strive to curate balanced and diverse marketplaces that showcase our region's agricultural bounty, support returning & emerging businesses, and meet the unique interests of each market's customer base.

Our selection committee is tasked with curating successful markets with the **goal of supporting a vendor mix of approximately 70% Farmers,**

VENDOR CATEGORY BALANCE



25% Farm-Direct Processors and 5% Product Representatives at each market. PFM will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse any business or products.

Priorities for Farm-Direct Processor:

Priority for acceptance is given to local businesses showcasing our region's agricultural bounty by sourcing ingredients directly from farms in Oregon and Washington. Note that the PFM definition of local sourcing does not include local distributors, such as Bob's Red Mill and Glory Bee. In addition, we may prioritize:

- Business owners with a cultural connection to the products produced
- Businesses with an adaptive or rotating products or menu to support farmers through all seasons
- Startup businesses - those who do not have a brick and mortar
- Businesses with [SNAP eligible products](#)

Additional Priority for Vendors:

- A history of compliance with market rules, fair labor practices and all federal, state and local regulations
- A history of reliable attendance, owner involvement, knowledgeable staff and timely submission of payments, applications & market correspondence
- A connection with the community or neighborhood of the market in which they are applying
- Consistent high-quality, hand-crafted products, that add diversity to the marketplace
- Products that are unique or new to our markets