



PRODUCT REPRESENTATIVE

Definition:

Portland Farmers Market (PFM)'s definition of **Product Representative** are vendors that sell products not otherwise available at the market and may be only admitted to sell on occasion. Examples of products may include alcohol, coffee, chocolate, nut butters, oils, and non-local spices.

There is limited space at our markets for vendors in this category because priority is to support businesses that showcase local products. Items that directly compete with regular market vendors' products are generally not allowed. Product Representatives' products must meet our sourcing requirements and align with the mission of PFM. All products are strictly at PFM's discretion.

A Product Representative vendor contributes to the market by one or more of the following:

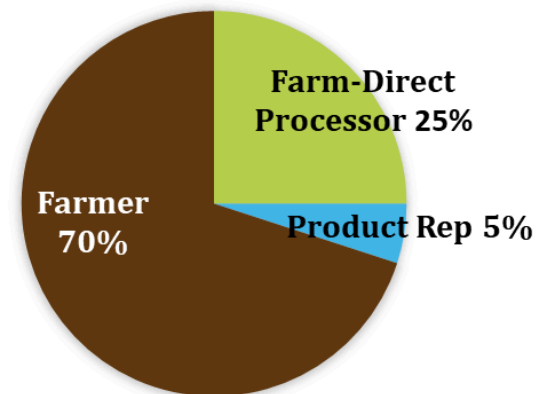
- Diversifying product offerings at market
- Displaying deep connections to the individual market's community
- Sharing culturally relevant and representative products

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, 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.

VENDOR CATEGORY BALANCE



Priorities for Product Representative:

Priority is given to local businesses offering unique, high-quality products that enhance the marketplace by adding diversity and creating a well-rounded shopping experience. In addition, we may prioritize:

- Business owners with a cultural connection to the products produced
- Businesses with farm-direct sourcing of products from regions outside of the Pacific Northwest

- 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