

# Everyone's Harvest

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## Everyone's Harvest Application Criteria for Markets

### Everyone's Harvest's Code of Ethics:

All Participants, Employees, Contractors and any Member of the Board shall conduct their professional lives in accordance with following statement: *"Be civil and respectful in professional interactions, avoiding discrimination based on race, gender, sexual orientation, religion, disability and age. Treat everyone fairly and with respect."*

Thank you for your interest in becoming a seller at one of the Everyone's Harvest (EH) Farmers' Markets. Everyone's Harvest currently operates 5 weekly farmers markets. We are proud to serve as an incubator for farmers, small food businesses and food entrepreneurs and to expand public access to fresh fruits and vegetables.

**Everyone's Harvest is not bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse anyone as an Everyone's Harvest market seller. The following are factors that may be used to evaluate new sellers:**

For farmers and ranchers, all products must be grown in California, and we tend to give preference when:

- Applicant farms organically.
- Applicant produces excellent quality products.
- Applicant's revenue is mostly derived from direct sales channels.
- Sellers of locally grown produce (Certified Farmers) will be prioritized over other vendors. Sellers of healthy foods will be prioritized over other Vendors (Arts & Crafts, Less Healthy Foods, etc.)
- Seller of prepared foods incorporates farmers' market produce in their offerings.

**When reviewing a potential seller for inclusion, the following**

### **market characteristics and needs are also considered:**

- Product and Seller target profile for the relevant Market and Market day
- Space availability at Markets.
- Whether products are unique or unusual or are desired by Everyone's Harvest to create a more diverse shopping experience or increased consumer awareness.
- Whether products will enhance the overall product mix at Markets.
- Maintaining market access for farmers with value-added products versus food artisans and vendors with similar products.

EH market staff may put limitations on farmers or vendors in writing for items/products that are approved to sell.

We are currently only accepting applicants who sell locally-farmed produce or essential items like prepared foods, PPE, hand sanitizers, and soaps.

### **Process for applying as a Potential Seller at the EH Markets:**

Follow the instructions under the [Selling Info](#) tab at [www.everyonesharvest.org](http://www.everyonesharvest.org)

Based on information provided in your prospective application Everyone's Harvest will review and determine if your business is a potential fit for one of our market days and locations.

The markets serve diverse communities and low-income people. EH pioneered electronic benefits transfer (EBT) access for CalFresh benefits at its farmers' markets long before other markets in the region. Over the past ten years, Everyone's Harvest has distributed and redeemed more than \$750,000 thousand dollars' worth of Healthy Incentives to bridge the gap between healthy fresh produce and people in need of it. Its innovative approach of partnering markets with healthcare organizations, including hospitals, health clinics, and WIC, offers a model for healthy community-building.

If we determine that you are a good candidate for inclusion but no space is available, Everyone's Harvest will keep your application on file through the end of the calendar year and review your application again if/when a space does become available. Declined applications will be kept on file for the remainder of the calendar year. While we would love to chat with all prospective vendors individually, the high volume of interest forms we receive does not always allow for this.