



**SALT
& SOIL
MARKETPLACE**

**POLICIES
VENDORS AND MEMBERS**

Revised May 16, 2017

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ABOUT

Salt & Soil Marketplace aims to connect local fisherman, farmers, and harvesters with shoppers through a marketplace that combines online and brick-and-mortar shopping. This model supports local economies and provides high quality local foods to Southeast Alaskans. During the summer of 2017, the Marketplace will be operational in Haines and Juneau.

The Policy document shares the vision of the Advisory Committee, describe the operations of the Salt & Soil Marketplace, and defines the rights and responsibilities of the participating vendors and members.

People or businesses who sell goods through the Marketplace will be referred to as “vendors.” Customers who purchase food sold at the marketplace will be referred to as “members.” Salt & Soil Marketplace began as a project initiated by the Southeast Alaska Watershed Coalition, Spruce Root Economic Development, Takshanuk Watershed Council, and the Sustainable Southeast Partnership. Development of the Marketplace began in January 2017. Special thanks go to the Kenai Peninsula Food Hub for their support in developing the Salt & Soil Marketplace Policies, and to the participants of the Salt & Soil Marketplace Advisory Committee.

Salt & Soil Marketplace has been developed with input from vendors and members, and organizers anticipated the questions, issues, and concerns that may arise as we begin operations in 2017. The Salt & Soil Marketplace will respond to issues by referring to these Policies. Policies may be adapted and amended to resolve issues in a sustainable and timely manner. We thank you for your patience as we develop this new marketplace.

For questions, please contact Colin Peacock, the Market Coordinator at colin@sawcak.org or (520) 270-6605.

VISION

Southeast Alaska where every community has access to local food.

MISSION

To build a vibrant local food economies by connecting and empowering local food vendors and members, making Southeast Alaska a more resilient place.

GOVERNANCE

The Salt & Soil Marketplace is a program of Southeast Alaska Watershed Coalition. The Salt & Soil Marketplace policy and management decisions are advised through an Advisory Committee representing farmers, fishers, members, and other vendors.

ORDERING CYCLE

Salt & Soil Marketplace connects Southeast Alaskan consumers with farmers, fishermen, foragers, gardeners, and other vendors through a community marketplace that merges the best of online and brick-and-mortar shopping.

- Each week Salt & Soil Marketplace vendors, farmers, growers, fishermen, foragers and gardeners post their crop or catch to the online marketplace.
- Members go to the online marketplace to select their products for the week. For example, one head of lettuce, a dozen oysters, two onions, three bunches of basil, a bar of handmade soap. Members pay online for their order.
- Each vendor is notified and is subsequently paid for items purchased and sends all the purchased items to the central aggregation sites in Juneau and Haines.
- The Marketplace sorts products so each order is assembled for convenient pick-up. Members come to the central pick-up point on a specified day and time with a bag or box to collect their order.

WEEKLY

Vendors Enter Products

Vendors can post their products to the Salt & Soil Marketplace each week. Vendors may add more items or alter quantities at any time during the cycle. The products available may vary from week-to-week according to what vendors have in season and available.

If a product becomes unavailable (i.e. a vendor accidentally posts a quantity of product that they don't have available or a product goes bad), please contact the Market Coordinator.

Each vendor sets their own prices, sells under their brand or label, and has their own page on the Salt & Soil Marketplace that describes their practices and information that is important to share with customers.

Shopping Cycle Open to Members

All members and vendors receive a weekly reminder email when the shopping cycle is open. Members can browse through the Salt & Soil Marketplace and make orders.

Pick-tickets and Order Confirmations

When the shopping cycle closes, vendors who have had goods purchased on the marketplace will receive an email detailing the products ordered, called a "pick-ticket." Vendors will use the pick-ticket to determine what to wash, pack, and prepare for delivery at the next distribution day.

Members who have ordered items through the Salt & Soil Marketplace will receive an email reminding them when and where to pick-up their order on distribution day.

Distribution Day

On distribution day, vendors will deliver products to one of the Salt & Soil Marketplace pick-up centers (in Juneau or Haines). With the help of volunteers or staff of Salt & Soil Marketplace, vendors are responsible for sorting their products into member orders:

- Each member will have a designated bin on a table, each member bin will have a complete order list.
- Vendors will place ordered item(s) into each member's area, checking off each item on the member lists.

Product Quality

Vendors are responsible for product quality. Products are checked on Distribution Day by Salt & Soil Marketplace staff or volunteers to ensure that products match the description posted online. Products damaged, or of poor quality will not be accepted. Vendors are solely responsible for their products and descriptions.

- Members will receive a credit to their account for the items not delivered. The Vendor will not be paid for items not accepted for the reasons described above.
- Vendor will not be paid for items that differ significantly from the description posted online, products that are damaged, or products of poor quality.

Failure to deliver due to uncontrollable issues with weather (ferry, plane delay, etc.) will be addressed on a case-to-case basis with the Marketplace Coordinator.

Payment

Payment is made online with credit card. Payment completes the order process.

JUNEAU

Vendors may add more items or alter quantities at any time during the cycle. Members can place orders between noon on Friday and Tuesday at midnight. On Tuesday, pick-tickets go out to vendors and members receive order confirmations. Thursday is Distribution Day.

Friday	Shopping cycle open to members at noon
Saturday	Shopping cycle open to members
Sunday	Shopping cycle open to members
Monday	Shopping cycle open to members
Tuesday	Shopping cycle open to members until 11:59p Pick-tickets sent to vendors Order confirmations sent to members
Wednesday	Vendors prepare products for drop-off
Thursday	Distribution Day 2:30p - 4:30p Vendors deliver items purchased to Hooked Seafoods

	4:30p - 6:30p Members pick up orders at Hooked Seafoods
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Location of Juneau Distribution Site

Hooked Seafoods
 2315 Industrial Blvd
 Juneau, Alaska

HAINES

Vendors may add more items or alter quantities at any time during the cycle. Members can place orders between noon on Sunday and Thursday at midnight. On Friday, pick-tickets go out to vendors and members receive order confirmations, Saturday is Distribution Day. If members can't pick up their items on Saturday, they can pick them up on the following Monday.

Sunday	Shopping opens at noon
Monday	Shopping opens *Member pick-up (from previous cycle) at Takshnauk Watershed Council 4:30p – 6:30p
Tuesday	Shopping open
Wednesday	Shopping open
Thursday	Shopping cycle open to members until 11:59p Pick-tickets sent to vendors Order confirmations sent to members
Friday	Vendors harvest, wash, and package products
Saturday	Distribution Day 9:00a - 10:00a Vendors deliver items purchased to Haines Farmers Market 10:00a - 12:00p Members pick-up orders*

Location of Haines Distribution Site

Haines Farmers Market
 296 W Fair Drive
 Haines, Alaska

OR

Takshanuk Watershed Council
 425 Sawmill Rd. (A.K.A. Jones Point or former Klukwan Inc. office)
 Haines, Alaska

MEMBERS

By becoming a member of Salt & Soil Marketplace, you can buy locally produced foods and goods, supporting local businesses and families around Southeast Alaska. Membership allows you unlimited and convenient access to the goods and wares of Southeast Alaska's producers. Membership is open to non-commercial customers in 2017. Membership is good for one year after the date of purchase. Annual Membership will be \$40 annually. In 2017 Salt & Soil Marketplace will waive the membership fee. Memberships renew annually at the date of enrollment.

Scholarships are available for those who need assistance paying membership fees. Anyone who finds the price of local food a barrier to entry should contact the Market Coordinator for scholarship and discount opportunities.

Members are responsible for ensuring they receive all items ordered and for carefully checking their invoices. All product orders must be paid at the time of ordering by credit card.

Members are responsible for paying for all items ordered, even if they do not pick them up.

Members are expected to pick-up orders during the set pick-up times. If members do not pick-up orders, their items will be donated to a local non-profit organization, such as the Glory Hole Soup Kitchen, the Haines Senior Shelter, or the Alaska Food Bank.

Members must follow all labeling and permitting procedures governed by federal, state, and local policy.

Register to become a member by visiting www.saltandsoildmarketplace.com.

VENDORS

Every vendor is eligible to buy products from, and sell products to, every member. Each vendor maintains their own identity, advertises their own brand, and sets their own prices. Vendors will pay an annual fee of \$40 to sell through the Salt & Soil Marketplace. This annual fee will be waived in 2017.

Each vendor will set up a profile where they can talk about practices used to grow crops, raise animals, harvest seafood, forage for wild ingredients, or make their own products. In this way, members can make informed purchasing decisions. Full disclosure of growing, farming and production practices forms the basis of trust between the vendor and members of the Salt & Soil Marketplace. Salt & Soil Marketplace reserves the right to verify, via physical inspection, the production claims and production location of vendors.

Vendors may only sell products they themselves have grown, processed, harvested, or crafted. A Vendor may not buy wholesale from someone else and then retail the product through the Salt & Soil Marketplace.

Each order made by a member is a legal contract that guarantees vendors will deliver a completed order to the member who purchased it in exchange for pay. If the product delivered is damaged, broken, or undeliverable the Market Coordinator will help negotiate a resolution with the vendor and member.

LIABILITY

Vendors are strongly encouraged to carry liability insurance for their products. The Salt & Soil Marketplace is not responsible for product safety, illness or health issues related to products, or product quality.

Vendors that produce products requiring food safety permitting will likely need liability insurance. Contact the Market Coordinator with any questions pertaining to the permitting required for products to be sold on the Salt & Soil Marketplace.

COMMUNICATION

Vendors are expected to have reliable access to the internet and email. All vendors use online software for listing products and printing packing lists. When vendors join the Salt & Soil Marketplace, they choose a username and password to access the vendors-only pages of the web site.

Additionally, email is the primary way to communicate with the Market Coordinator. Vendors should notify the Market Coordinator when of changes to contact information, particularly email address changes.

USING THE MARKETPLACE

Growing and producing food can be unpredictable. If a vendor finds that they have more or less of a product than initially thought, they may sign-in to the Salt & Soil Marketplace and update quantities they have available. If products are already oversold, vendors should contact the Market Coordinator with any changes or substitutes.

PRICING OF PRODUCTS

Vendors set their own prices. The Salt & Soil Marketplace takes the listed price and adds 25 percent. There are no additional fees charged to vendors beside the annual vendor fee. The mark-up fee will cover operational expenses, the Salt & Soil Marketplace is sponsored by a non-profit (501c3) organization, the Southeast Alaska Watershed Coalition. The Salt & Soil Marketplace will not generate any profit in 2017. The markup percentage will be re-evaluated annually by the Advisory Committee of the Salt & Soil Marketplace.

Members shopping through Salt & Soil Marketplace only see the final marked-up price (the price set by vendors plus the additional 25 percent).

Vendors that need help pricing products are welcome to contact the Market Coordinator for advice. Consider following [this useful guide by the University of Vermont for pricing agricultural products](#). It is applicable to other local food products and small business' as well.

SALES TAX

Sales through the Salt & Soil Marketplace are exempt from city sales tax due to the non-profit of the fiscal sponsor of the Marketplace, the Southeast Alaska Watershed Coalition (SAWC).

Vendors selling through the Salt & Soil Marketplace are exempt from adding sales tax to their prices, and members making purchases through the Marketplace will not pay sales tax on the products.

Vendors are responsible for reporting the SAWC sales tax exemption number on their quarterly sales tax filings.

PAYMENTS TO VENDORS

The Salt & Soil Marketplace will pay vendors via a mailed check or direct deposit after products are dropped off.

The Salt & Soil Marketplace reserves the rights to refuse products that are not what members ordered, or which are spoiled or contaminated, or otherwise not acceptable.

PRODUCTS ALLOWED

High quality Alaskan grown and harvested products, seafood, value-added foods, locally grown nursery plants, and handcrafted items are allowed. Crafts made from kits are not allowed. Crafts made from non-renewable resources are strongly discouraged. Vendors of the Salt & Soil Marketplace must comply with all applicable local, state, and federal regulations. Should any food safety issues arise around products, the Market Coordinator may remove vendor selling privileges until issues are resolved.

Please contact the Market Coordinator if there are questions as to what types of products are allowed to be sold through the Salt & Soil Marketplace.

Vendors must that the following considerations when selling their products through the Salt & Soil Marketplace:

FOODS

AGRICULTURAL PRODUCTS

Salt & Soil Marketplace encourages established farmers, hobby, and backyard growers to use the Marketplace to sell their harvests. All vendors selling food should adhere to the principles of GAP (Good Agricultural Practices), GHP (Good Handling Practices), and have an active Food Safety Plan in place.

Sprouts

Sprouts are considered a potentially hazardous food by the Alaska Department of

Environmental Conservation (DEC) and must be produced in a DEC approved facility in order to be sold on the Salt & Soil Marketplace.

WILD HARVEST PRODUCTS

All products that contain ingredients from foraged items must follow the regulations (local, state, federal) for the harvesting of those products.

Wild harvest is often regulated to specific areas, at specific times, and in limited quantities. Often this information must be recorded to sell items that include wild harvested products. Vendors are solely responsible for following these regulations. Prior to selling any of these items you must clear it with the Salt & Soil Marketplace Coordinator.

Mushrooms

Wild harvested mushrooms are potentially hazardous. They can be sold through the Salt & Soil Marketplace with proper and thorough identification, quality control by the vendor, and sustainable harvesting practices.

Vendors wishing to sell cultivated mushrooms are recommended to adhere to the Mushroom GAP Standards, to learn more visit: <http://tinyurl.com/mushroomgap>

VALUE-ADDED PRODUCTS

Vendors may sell value-added products. Purchasing ingredients for value-added products is permitted. Simply changing the form in which the product is offered for sale, such as repackaging into a smaller size, is not permitted. Vendors must adhere to the food safety and labeling requirements that apply to their products.

We encourage all vendors to obtain a business license and carry liability insurance. It is the vendor's responsibility to comply with applicable food safety regulations.

Cottage Foods

Upon meeting certain conditions the DEC Alaska Food Code allows the sale of "non-potentially hazardous" foods sold directly to the consumer without food safety permitting. Foods that fall under this exemption are referred to as a "Cottage Foods."

A DEC approved kitchen is not required for the preparation of Cottage Foods which include baked goods including pastries, cookies, muffins, breads, pies and granolas, preserves, jams and jellies, honey, fruit syrups, dried herbs and teas, and herbal vinegars. This does not include items that require refrigeration like cream pies, cheese cake, or items with meats, fish, and poultry. All vendors must be familiar with and follow all aspects of DEC regulations. These regulations (Statute 18 AAC 31.012) can be found at: <https://tinyurl.com/lgqxq5y>

To read more on Cottage Foods visit: https://dec.alaska.gov/eh/fss/Food/Cottage_Food.html.n

In order for Cottage Foods to be sold through the Salt & Soil Marketplace, vendors must be present in person for a face-to-face interaction with the buyer. Payments for Cottage Foods may be transferred online through the Salt & Soil Marketplace.

Items that are not exempt by Cottage Food laws require vendors to follow applicable food safety compliance regulations (US Food and Drug Administration, and Alaska DEC).

SEAFOOD AND MEAT

The sale of seafood is regulated by the Alaska Department of Fish & Game and the DEC. Seafood and meat sold through the Salt & Soil Marketplace must be harvested in Alaska.

All other meat (i.e. pork, beef) must be inspected and bear the label of the State or Federally inspected plant where they were processed and must be in a completely frozen state when sold through the Salt & Soil Marketplace.

Upon request, providers of seafood and meat must be able to provide copies of their licenses, insurance, permits, and certificates.

All vendors of seafood and meat who require freezer and refrigerator space must contact the Market Coordinator in advance.

EGGS

Eggs produced in Alaska are exempt from the grading and labeling requirements only when the producer sells directly to the consumer. It is still necessary to ensure all information on the carton is correct. If reusing cartons, vendors must make sure to obliterate all information from the original producer/seller.

FROZEN AND REFRIGERATED GOODS

Products that need to be kept frozen or refrigerated should contact the Salt & Soil Marketplace Coordinator in advance. There is frozen and cold storage available at the distribution areas in Juneau and Haines.

PACKAGING AND LABELING

Products must be packaged and clearly labeled with its contents upon delivery to the Salt & Soil Marketplace. There are different local, state, and federal regulations to follow in labeling. Be sure to research what kind of labeling is needed for your product. This is particularly important for meat, dairy, shellfish, poultry, eggs, and value-added foods.

All goods must be clearly labeled so that staff and volunteers can help vendors sort product appropriately. For example, plant starts and lettuce mixes can be especially confusing for Market staff to sort.

For food safety and to ensure insurance coverage all products must be labeled in a way that is easily traceable to the vendor. This may be achieved in a variety of ways- twist ties, bags, food grade stickers and labels directly on produce, labels stuck to member order form are all acceptable. The Salt & Soil Marketplace encourages vendors to use labeling that also advertises their business information and differentiates their product. Presentation is important as these products are ordered sight-unseen.

ORGANIC LABELING AND OTHER CERTIFICATIONS

If you make a product and want to claim that it or its ingredients are organic, your final product needs to be certified. If you are not certified organic, you must not make any organic claim on the principal display panel or use the USDA organic seal anywhere on the package*.

You may only, on the information panel, identify the certified organic ingredients as organic and the percentage of organic ingredients. Some operations are exempt from certification, including organic farmers who sell \$5,000 or less.

For more information visit: <https://www.ams.usda.gov/rules-regulations/organic/labeling/>.

Vendors are encouraged to provide details such as "Alaska Naturally Grown Certified" or "no pesticides" or "all natural" or "grown with x practices". Any products that are certified will have a certification stamp on the product image and be searchable by certification.

CRAFTS

High quality and unique crafts made from Alaskan materials are strongly encouraged. Crafts made from kits are not allowed. Crafts made from non-renewable resources are strongly discouraged.

TERMS OF SERVICE

By using the Salt and Soil Marketplace, vendors are agreeing to the policies above. Vendors are solely responsible for their own products and descriptions; the Salt & Soil Marketplace only provides the marketplace for sales.

Every vendor is responsible to comply with the appropriate federal, state and local inspections, licenses, statutes and ordinances. Vendors must follow all labeling and permitting procedures outlined in the Salt & Soil Marketplace policy, and by federal, state, and local policy.

Vendors are expected to deliver all items ordered during the drop-off window on Distribution Day. The Salt & Soil Marketplace operates on a specific time schedule and it is crucial for each Vendor to be on time. If this schedule is a challenge for a vendor or member, please contact the Marketplace Coordinator and alternative times can be explored.

If a vendor is late more than 2 times, they will be suspended from selling during the following order cycle.

If a vendor is late more than 5 times, they will be barred from selling for the remainder of the calendar year, with no refund of membership fee.

Salt & Soil Marketplace reserves the right to reject any product sold through the Marketplace if it is delivered spoiled or contaminated, not packaged and/or labeled according to policy, or which does not fit the description of the item listed.

DISCRIMINATION AND HARASSMENT

All vendors and members of the Salt & Soil Marketplace shall not discriminate against any individual with regards to selling of products, discipline, or other matters because of age, sex, race, creed, national origin, sexual orientation, or the presence of any physical or mental disability. Vendors will behave toward all members, potential members, or other vendors free of harassment and discrimination.

Complaints can be taken to the Salt & Soil Market Coordinator, or the Executive Director of the Southeast Alaska Watershed Coalition. These complaints will be regarded with confidentiality.

MEMBER SATISFACTION

In the event of a dispute between a member and a vendor, the matter shall be referred to the Salt & Soil Marketplace Coordinator. If a mutually agreed upon solution cannot be found, the Advisory Committee will decide the outcome.

REFUNDS

Any member complaints or requests for refunds or returns will be referred directly to the responsible vendor. The vendor will handle the complaint directly with the member.

Vendors are expected to follow all policy outlined in the Salt & Soil Marketplace Policy. By signing the below form you are acknowledging that you have read, understood, and will abide by these policies. Please fill out and return the form below.

Fill out, detach, mail, or email a copy of the policy agreement to:

Colin@sawcak.org

Colin Peacock
1107 W 8th St, #4
Juneau, AK 99801

Please completed provide a W9 form:

[Completed Tax Form W9](#)

You are encouraged to provide:

Copies of business license
Required permits, licenses
Insurance

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VENDOR TERMS OF SERVICE AND POLICY AGREEMENT

I have read and agree to abide to the policies contained within the Salt & Soil Marketplace Policy and Terms of Service.

By signing below, vendor, and all agents acting on vendor's behalf, agree to defend, indemnify, keep and hold harmless the Southeast Alaska Watershed Coalition, its directors, officers, managers, employees, agents, representatives and volunteers from and against any and all claims, demands, administrative or legal proceedings, whether for injuries to persons, loss of life, damage to property, violations or fines, arising out of the use of the Salt & Soil Marketplace by vendor and vendor's agents.

This indemnification and hold harmless agreement applies to any kind of loss or expense, including but not limited to judgments, settlements, fines, and attorney's fees and costs.

A vendor must agree to this hold harmless agreement in order to submit a completed application, by signing below.

Signature

Date

Printed Name

Business Name

Address

Phone Number

Email Address