Market Operator Guide to Farmers' Markets in Philadelphia

photo courtesy of The Food Trust

Office of Food Protection
Philadelphia Department of Public Health
321 University Avenue, 2nd Floor
Philadelphia, PA 19104
215-685-7495

www.phila.gov/health/farmersmarkets

Table of Contents

	page
The Importance of Food Safety	3
Farmers' Market Operator Registration Form	3
Food Safety Best Practices	4
Food Sampling Guidelines	4
Cooking Demonstration Guidelines	6
Food Safety Vendor Requirements by Food Type	6
Other City Of Philadelphia Requirements	7
Glossary	8
Farmers' Market Operator Registration Form	9
Farmers' Market Cooking Demonstration Form	14

Handouts for Vendors:

- Food Safety at Farmers' Markets
- Food Sampling Guidelines at Farmers' Markets
- Tips for a Temporary Hand Washing Station

WELCOME AND THANK YOU!

The City of Philadelphia values the wonderful farmers' markets that provide fresh, nutritious food to Philadelphians. Farmers' markets provide an important setting for local farmers to sell food they raise directly to customers. The markets also provide an opportunity for consumers to ask questions, learn more about where the food is grown, and discover new produce to try.

PURPOSE OF THIS GUIDE

The purpose of this guide is to provide essential rules and guidelines to help market operators make sure that the food sold at a farmers' market is safe. It includes information on best practices for food safety at farmers' markets, sampling guidelines and information on doing cooking demonstrations. Definitions of some key terms are listed at the end of the guide *(Glossary, page 8).*

THE IMPORTANCE OF FOOD SAFETY

Many people believe that food safety problems come only from dairy, tainted meat, or processed food. They often think that fresh fruits and vegetables, especially if locally grown, are safe. That is not always true, and there have been outbreaks of serious food-borne illnesses from fruits and vegetables.

As a market operator, you share responsibility with your vendors for the safety of the food sold and served at the market. We recognize that you and your vendors work hard to provide the best quality product to your customers. It is in everyone's interest to ensure the food is sold and served safely.

It is your obligation to: 1) ensure that all farmers' market vendors are aware of the food safety best practices and procedures outlined in this document, 2) ensure they are appropriately licensed if required, and 3) share market and vendor information annually with the Philadelphia Department of Public Health, Office of Food Protection (OFP).

As the market operator, you must:

- ✓ **Ensure that all vendors know and follow food safety best practices.**
- ✓ **Ensure that all vendors that do sampling or on-site cooking demonstrations follow the sampling guidelines.**
- ✓ **Know and comply with other City requirements for farmers' markets.**
- ✓ **Provide information about each market and each vendor annually to the Philadelphia Department of Public Health, Office of Food Protection.**

FARMERS' MARKET OPERATOR REGISTRATION FORM

Before the beginning of each year, every farmers' market operator must complete and submit a Farmers' Market Operator Registration Form to the OFP. The market operator is required to update the OFP whenever there are changes to the information submitted.

A copy of the form is at the end of this guide. You can also download it here: www.phila.gov/health/farmersmarkets.

For more information, contact Dawn Kiesewetter, Program Manager, at 215-685-7490 or dawn.kiesewetter@phila.gov.

FOOD SAFETY BEST PRACTICES

As a farmers' market operator, you have a responsibility to ensure that all of your vendors are aware of and implement the best practices below.

- All food items should be transported in a sanitary manner. All pre-cut food items or products to be sampled should be transported and stored in clean, sanitized containers (including coolers).

- Potentially hazardous items must be transported and stored at or below 41°F at all times. It is not acceptable to have a cooler full of food and only a few ice packs placed on the top or in melted ice water. Potentially hazardous items include whole shell eggs, meat, dairy and some pre-packaged products such as tofu. Use a thermometer to monitor their temperature.

- Any packaged foods sold at the market must be properly packaged and labeled. The following must be listed on the label: name of product, ingredients, name and address of the manufacturer or distributor and net contents/weight. Products should be sourced from a business that has good food safety practices and all appropriate licensing.

- No products made in an unlicensed home kitchen are allowed. All processed food items must be made in a licensed facility.

FOOD SAMPLING GUIDELINES

Samples may be provided as long as safe food handling practices are followed. **However, due to food safety concerns, fruit and vegetable vendors cannot cut/sample tomatoes or melons of any kind.**

Food Handling Guidelines

Food prepared for immediate consumption at the market must be prepared using proper precautionary measures. Cutting produce, preparing samples, and handling baked goods are all considered food handling. Food must be protected during every stage of the preparation and handling process. Anyone who handles food, utensils, napkins or single service paper goods must follow these guidelines:

- **Ensure that no food handlers are ill**. No one with symptoms of an illness should handle food products, utensils, napkins or single service paper goods. Individuals with symptoms of illnesses should not be working at the farmers' market. This includes people with symptoms that include nausea, vomiting, diarrhea, fever, sore throat, jaundice, or a diagnosis of salmonellosis, shigellosis, *E. coli* infection, hepatitis A, or norovirus infection.

- **Avoid bare hand contact with ready-to-eat foods.** All employees should avoid bare hand contact with ready-to-eat foods, including bread, bagels and baked goods. Suitable utensils, such as deli paper, napkins or gloves, should be used. Wash hands and change gloves when switching tasks or handling non-food items.

- **Promote effective hand washing by food handlers.** Hand washing is the best way to avoid spreading food-borne illnesses. Everyone working at a farmers' market should wash hands in a properly equipped hand washing station by vigorously rubbing together the surfaces of the lathered hands and arms and thoroughly rinsing with clean water. Hand washing should be done frequently including when starting work and after changing tasks, touching face or hair, touching money, using the restrooms, or before donning gloves.

- **Hand washing station requirement**
  All vendors that are preparing, sampling, or handling food must have access to clean warm water for hand washing. An acceptable hand washing station includes an insulated container with a spigot that can stay open (no push buttons) and dispenses warm water (100° –120°F). Soap, paper towels and a container to collect the waste water must also be provided. A sample of a cost-effective hand washing station is on page 8 of this guide.

- **Sanitize utensils and cutting boards**
  Vendors should have an adequate supply of clean, sanitized utensils and cutting boards and change utensils every four hours. Vendors should store single service, disposable items such as cups and napkins off the ground and in a manner that prevents contamination.

Food Sampling Guidelines Based on Type of Food Sampled

- **Whole fruits and vegetable samples may be cut and sampled on-site.** All fruits and vegetables that are to be sampled must be rinsed thoroughly in clean water prior to sampling. Rinse the products to be used for sampling in advance and store in disposable food bags. Fruit and vegetable sample servings must be protected from contamination at all times. **Please note: No cutting of tomatoes or melons of any kind is permitted on-site.**

- **Processed foods include bakery items, breads, crackers, jams, jellies.** The best practice is to prepare samples at a licensed facility prior to arriving at the market. For example, a vendor that operates a licensed bakery can cut baked goods into pieces at that bakery, place them on a tray, insert a toothpick in each piece, and keep the tray covered with plastic wrap, or a glass or plastic dome.

- **Potentially hazardous foods including whole shell eggs, meat, dairy, cheese and some pre-packaged products such as tofu-soy** are permissible only if they are pre-cut at a licensed facility. They cannot be cut on-site. All pre-cut samples must be stored in cleaned and sanitized food grade containers. Foods that require refrigeration must be kept below 41°F at all times.

- **Canned items (e.g. jelly and salsa)** may be opened one jar at a time and supplied with a disposable utensil for customers to use. Temperature control must be maintained for items needing refrigeration after opening. Home-canned and home-prepared foods are not allowed.

COOKING DEMONSTRATION GUIDELINES

Cooking demonstrations are permitted and food may be prepared on-site. The Office of Food Protection (OFP) must approve all on-site food preparation prior to the cooking demonstration. Food items must be purchased from licensed vendors. **Please note: No cutting of tomatoes or melons of any kind is permitted on-site.**

Farmers' market operators are asked to submit the **Cooking Demonstration Form** to the OFP at least two weeks before the demonstration. The OFP will review and contact the farmers' market operator with any food safety issues identified. A copy of the form is on page 14 and available for download at www.phila.gov/health/farmersmarkets.

FOOD SAFETY VENDOR REQUIREMENTS BY FOOD TYPE

Farmers markets that sell ready-to-eat agricultural products do not have to license as a food facility. This includes markets that permit food sampling or a cooking demonstration. If, however, prepared food is sold on-site, the vendor is required to have a Philadelphia Retail Food License.

Farmers' Market Vendor License and Inspection Requirements				
Type of Products Sold	**Philadelphia Retail Food License**	**OFP Inspection**	**Food Safety Certificate**	**OFP Farmers' Market Registration**
Ready to Eat Agricultural Products Only (whole fruits and vegetables)	No	No	No	Yes
Potentially Hazardous Foods (poultry, meats, seafood, dairy/cheese, eggs)	No	No	No	Yes
Pre-packaged, Prepared Foods (jams, jellies, breads, cakes, pastries)	No	No	No	Yes
Sampling or Cooking Demonstrations (NOTE: sampling of tomatoes or melons is never permitted)	No	No	No	Yes
Preparing Foods On-site for Sale (NOT including sampling or cooking demonstrations)	Yes Permanent Special Event Permit or Mobile Vending License. Call the Office of Food Protection at 215-685-7495 for information.	Yes	Yes	No

OTHER CITY OF PHILADELPHIA REQUIREMENTS FOR FARMERS' MARKETS

In addition to OFP food safety requirements, farmers' market operators may also be required to have appropriate licensing and approvals from other City departments for parking, location approval, and conducting business in the City.

Commercial Activity License

Except non-profit organizations, all farmers' market operators and every vendor must have a valid Commercial Activity License (formerly Business Privilege License) with the City of Philadelphia. For information and an application go to www.phila.gov/li, visit the Municipal Services Building Lower Level Concourse (1401 John F. Kennedy Blvd), or call 311.

Location Approval

Depending on the location of the farmers' market, there may be additional requirements**:**

- **Public Property** (sidewalk, or street): Farmers' markets located on public property are only permitted on locations approved by City Council as farmers' markets and listed in Philadelphia City Code Section 9-213(7). To learn if your site is approved, or to seek City Council approval, contact the appropriate City Council office. A list of City Council members is available at www.phila.ogv/citycouncil.

- **Parks and Recreation Property**: Markets located on the Philadelphia owned parks or recreational property must obtain a (free) Farmers' Market Permit from Philadelphia Parks and Recreation. For more information, contact Marc Wilken, Park Concessions Manager, at marc.wilken@phila.gov or 215-683-0232.

- **Private Property**: Markets located on private property must have zoning approval and official approval of business or property owner. For further information contact the Department of Licenses and Inspections online at www.phila.gov/li or visit the Municipal Services Building Lower Level Concourse (1401 John F. Kennedy Blvd).

Parking and Loading or Unloading

To determine if a parking permit is needed, contact the Streets Department: Shawn McKeown, Right of Way Unit, at (215) 686 5501 or shawn.mckeown@phila.gov.

GLOSSARY

Farmers' market: An area where on designated days and times, growers and producers of horticultural and agricultural products sell those products directly to the public.

Farmers' market operator: an individual or organization who manages the farmers' market and selects, manages, and coordinates farmers' market vendors.

Farmers' market vendor: Any person who exhibits, displays, offers for sale or sells any horticultural or agricultural product, baked good or handmade product from any stand while at a Farmers' Market.

OFP: Office of Food Protection, Philadelphia Department of Public Health

Potentially hazardous foods: These are foods that must be kept at safe temperatures because they harbor pathogenic microorganisms and permit the growth of harmful toxins. These foods generally contain: protein and moisture (a water activity greater than .85) and have a slightly acidic to neutral pH (4.6 to 7.5).Examples include: all animal and fish products including eggs and milk, cut melons and tomatoes, tofu and soy protein, and cooked vegetables.

For Office Use Only
Date Application Received: _____
Date of Approval: _____
Registration Number: _____

FARMERS' MARKET OPERATOR REGISTRATION FORM

Prior to operating a farmers' market, all market operators must register with the Philadelphia Department of Public Health, Office of Food Protection (OFP), by submitting this form annually. To register, complete this form and submit to the OFP at the address below. The form includes three sections: 1) Market Operator Information, 2) Market Information, and 3) Vendor Information. This form can be downloaded at www.phila.gov/health/farmersmarkets.

Email or mail the completed form to:

Dawn Kiesewetter, Program Manager, Philadelphia Department of Public Health, Office of Food Protection, 321 University Avenue, 2nd Floor, Philadelphia, PA 19103, at 215-685-7490 or dawn.kieswetter@phila.gov. You will receive an email confirmation within five business days of receipt.

I. MARKET OPERATOR INFORMATION

Use this section to provide information about your organization.

Name of Organization:		**Non-profit 501 3(c) Business, Commercial Activity License #:**
Contact Name and Title:		
City:	**State:**	**Zip code:**
Phone:	**Email:**	**Website:**

II. MARKET INFORMATION

Submit information for each market you will be operating in the 2014 calendar year. If the market is located on public property, it must be on a location deemed permissible by the Philadelphia City Council (see Philadelphia City Code – Section 9-213 (7). If on private property, you must have zoning approval and permission of the business owner for operation.

Name of Market Operator:_____					**Date form submitted:** _____ **page**_____**of**_____**pages**	
Market Name	**Market Address**	**Days and Times**	**Opening Date**	**Closing Date**	**LOCATION APPROVAL**	
					If on Public Property Provide City Code citation number	**If on Private Property** Indicate zoning approval

II. MARKET INFORMATION *(continued)*

Name of Market Operator:_____					Date form submitted:_____ page_____of_____pages	
Market Name	**Market Address**	**Days and Times**	**Opening Date**	**Closing Date**	**LOCATION APPROVAL**	
					If on Public Property Provide City Code citation number	**If on Private Property** Indicate zoning approval

City of Philadelphia
LIFE • LIBERTY • AND YOU™

III. VENDOR INFORMATION

Submit information for each vendor participating in any farmers' markets you operate in the 2014 calendar year. This information is needed to ensure that all vendors are properly licensed and to gather key information that might needed in the event of a food- borne illness.

Name of Market Operator:_____				**Date form submitted:** _____ **page**_____**of**_____**pages**	
Business Name	**Address and Email**	**Participating markets (list all)**	**Products Sold**	**Permit or Lic~~ense #~~**	**Issuing Agency**

III. VENDOR INFORMATION *(continued)*

Name of Market Operator:_____				Date form submitted: _____ page _____of_____pages	
Business Name	**Address and Email**	**Participating markets (list all)**	**Products Sold**	**Permit or License #**	**Issuing Agency**

Farmers' Market Cooking Demonstration Form

Please complete and submit this form at least two weeks before a cooking demonstration is scheduled to: Dawn Kiesewetter, Program Manager, Philadelphia Department of Public Health, Office of Food Protection, 321 University Avenue, 2nd floor, Philadelphia, PA 19104 or dawn.kiesewetter@phila.gov. You will receive an email confirmation within three business days of receipt.

1. Today's Date: _____

2. Cooking Demo Operator:

Name:_____ Phone:_____

Alternative Phone:_____ Email:_____

3. Market(s) Name & Address:

4. Date(s) & Time(s) of Cooking Demonstration:

5. Please describe your source of available clean warm water and hand washing station:

6. Will the food prepared at the demonstration be served to the public? Y or N

7. Food Information: Pre-approval from the Office of Food Protection is required prior to on-site food preparation. **Please note: No cutting of tomatoes or melons of any kind is permitted on-site.** In addition to information below, please provide: menu, list of ingredients, prep description, list of equipment and specifications.

Food item to be prepared	**Ingredients**	**Where is food purchased? (name & address)**	**Where is food prepared? (name & address)**

For more information, contact Dawn Kiesewetter, Program Manager, at 215-685-7490 or dawn.kiesewetter@phila.gov.

Farmers' Market Cooking Demonstration Form *(continued)*

Food item to be prepared	Ingredients	Where is food purchased? (name & address)	Where is food prepared? (name & address)

For more information, contact Dawn Kiesewetter, Program Manager,
at 215-685-7490 or dawn.kiesewetter@phila.gov.

Food Safety at Farmers' Markets

The City of Philadelphia values the wonderful farmers markets that provide fresh, nutritious food to Philadelphians. Farmers' markets provide an important market for local farmers to sell food they raise directly to customers. They also provide an opportunity for consumers to ask questions, learn more about where the food is grown, and discover new produce to try.

Food Safety Guidelines for all Farmers' Markets

Every operator of a food stand and the farmers' market operator share the responsibility for the safety of the food sold and served at the market:

- All food items sold must be made or purchased from a licensed facility.
- All food items should be transported in a sanitary manner.
- All pre-cut food items or products to be sampled should be transported and stored in clean, sanitized containers (including coolers).
- Potentially hazardous items transported and stored in ice or ice packs should be completely covered to ensure temperatures of the items are below 41°F at all times. It is not acceptable to have a cooler full of food and only a few ice packs placed on the top. Potentially hazardous items include whole shell eggs, meat, dairy, and some pre-packaged products such as tofu-soy. Use a thermometer to monitor their temperature.
- Any packaged foods must be properly packaged and labeled. The following must be listed on the label: name of product, ingredients, name and address of the manufacturer or distributor and net contents/weight. Products should be sourced from a business that has good food safety practices and all appropriate licensing.
- No homemade products may be sold or sampled.

ATTENTION FARMERS' MARKET OPERATORS

Farmers' Markets Operator Registration

Each year, every farmers' market operator must complete and submit a Farmers' Market Operator Registration Form to the Philadelphia Department of Health, Office of Food Protection (OFP). The market operator is required to update the OFP whenever there are changes to the information submitted. A copy of the registration form is available for download at www.phila.gov.health/farmersmarkets.

For more information, contact Dawn Kiesewetter, Program Manager,
at 215-685-7490 or dawn.kiesewetter@phila.gov.

Philadelphia Department of Public Health, Office of Food Protection, 321 University Avenue, Philadelphia, PA 19104

Food Sampling Guidelines at Farmers' Markets

Some vendors may want to provide samples of their food at farmers' markets. Samples may be provided as long as safe food handling practices are followed. In order to safely sample your product, a temporary hand wash station must be provided for each vendor that is sampling. An approved hand wash station is an insulated container with a spigot that can stay open (no push buttons) and dispenses warm water (100°–120°F). Soap, paper towels and a container for waste water must also be provided.

General guidelines for all vendors that allow sampling of their products:

- All employees should practice good personal hygiene. Exclude any workers with symptoms of illness from handling food.
- No bare hand contact of ready-to-eat foods is permitted. Acceptable practices include using a napkin or gloves.
- All foods are from a licensed facility.
- Promote effective and frequent hand washing.
- Store pre-cleaned cutting boards and utensils in clean containers and replace them every four hours.

Sampling processed foods including bakery items, breads, crackers, jams, jellies, canned items:

- Pre-cut samples at an approved facility.
- Store pre-cut samples in cleaned and sanitized food grade containers.
- Keep all disposable items used to sample products (cups, napkins, etc.) off the ground and in a manner that prevents contamination (original packaging, clean containers).
- Potentially hazardous foods that require refrigeration must be kept below 41°F at all times.
- No homemade products may be sold or sampled.

Sampling fruits and vegetables:

- Samples may be cut and sampled on-site.
- No cutting of tomatoes or melons (any kind) on-site.
- All fruits and vegetables to be sampled must be rinsed thoroughly in clean water prior to sampling.
- Rinse products to be used for sampling in advance and store in disposable food bags.
- Fruit and vegetable sample servings must be protected from contamination at all times.

Sampling packaged, potentially hazardous foods including cheese, meet and seafood:

- Must be pre-cut at a licensed facility. Cannot be cut on-site.
- All pre-cut samples must be stored in cleaned and sanitized food grade containers
- Food that requires refrigeration must be kept below 41°F at all times.

Cooking demonstrations on-site:

- All food is from a licensed source. On-site food prep is permitted and must be pre- approved by the Office of Food Protection.
- Menus, list of ingredients, prep description and equipment specifications are needed for all on-site food prep. Some restrictions may apply.
- Follow all above food sampling guidelines.
- Complete and submit the Farmers Market Cooking Demo Food Handling Form to the Philadelphia Department of Public Health, Office of Food Protection, at least two weeks before the cooking demonstration is scheduled. The form is available at www.phila.gov.health/farmersmarkets.

For more information, contact Dawn Kiesewetter, Program Manager,
at 215-685-7490 or dawn.kiesewetter@phila.gov.

Philadelphia Department of Public Health, Office of Food Protection, 321 University Avenue, Philadelphia, PA 19104

Tips for a Temporary Hand Washing Station

You Will Need:

1) Insulated water container with a spigot that can stay open (like a coffee urn or Cambro unit). The spigot should not have to be held open by the person to dispense water.

2) Liquid soap

3) Paper towels

4) Container for the waste water

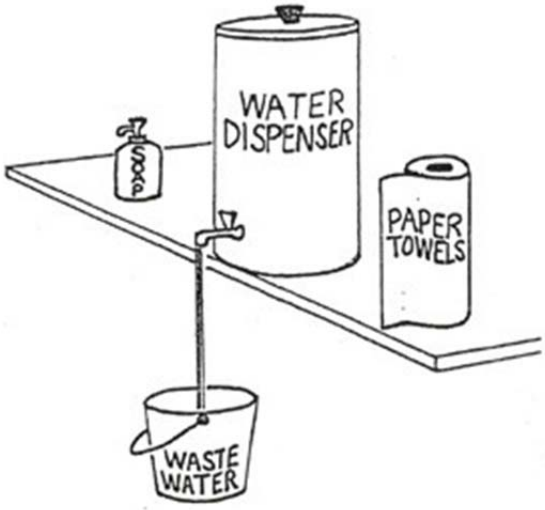
5) Container for soiled paper towels and waste.

Steps to Set Up the Station:

1) Fill the insulated container with warm water. The temperature should be at least 100°F.

2) Place container for waste water on the ground so it can catch the water after the hands are washed.

3) Place liquid soap and paper towels alongside of the insulated container.



For more information, contact Dawn Kiesewetter, Program Manager,
at 215-685-7490 or dawn.kiesewetter@phila.gov.

Philadelphia Department of Public Health, Office of Food Protection, 321 University Avenue, Philadelphia, PA 19104