

# **Guideline criteria for accepting new applications into the SGA**

Updated 6/25/22

The Shasta Growers Association board decides who is accepted for membership. Faced with a huge increase of applications during 2007, the board worked with the membership to identify certain criteria for prioritizing new applications. These are guidelines, not rules, so if you feel that your product is unique but doesn't quite fit, please apply anyway. Also, there may be times when an applicant meets all the criteria but is rejected for some other reason. It is important to know: First agriculture applicants will be given priority over all other applicants. Second, these criteria only apply to NEW applicants. Third, decisions will always be made with an eye to the overall balance of types of vendors at the market, to try to bring in the greatest number of customers for the benefit of all vendors. Fourth, the first year of membership is "probationary" for all applicants and membership may be revoked without appeal, and finally, the SGA board always retains the right to revoke or refuse new renewal of membership from any vendor who does not follow the SGA's rules and regulations.

## **Priority criteria for agricultural (certified and non-certified) applications:**

1. Location - priority given to applicants from Shasta County first and then adjoining counties
2. Certified or registered organic (based on customer demand)
3. Uniqueness of product
4. Number of or location of market(s) at which vendor is willing to sell
5. Willingness of applicant to allow two or more SGA board members to visit the farm to verify that applicant is growing what they've claimed on their certificate

## **Priority criteria for crafters**

1. Crafter product is hand – made by applicant
2. Location (Shasta County first)
3. Does craft relate to nature/farming/gardening/food; i.e. relevance to "theme" of market
4. Uniqueness of product
5. Space available for non—Ag vendors in the market where applicant wants to sell

## **Priority criteria for food vendors**

1. Must have Environmental Health approval and meet standards
2. Location (Shasta County first)
3. Uniqueness of product
4. Availability of space for non—Ag vendors in the markets where applicant wants to sell  
(Note: a subset of three SGA board members may review CRAFT or FOOD applications and make recommendations to the whole board. )

## **Criteria for letting Non-Profits or other groups have the occasional free spaces:**

1. Availability of space, per Market Manager for a particular market
2. No partisan political groups, though the Board may decide to support information about a particular political issue, e.g. Fighting GMO's, Preservation of Farmland, etc.
3. No religious issues or groups
4. Local groups will be given priority
5. Government agencies offering public information are given priority
6. Groups must agree to stay in their booth space only (not prowl the market). A consultation of Market Manager and any two SGA Board members will serve for one-time approval/disapproval; a decision by a majority of Board members may revoke/give permission for that group to obtain a space in the future, based on the group's behavior, message, customer feedback, or other appropriate criteria.