



Presents

How to Sell at a Farmers' Market

A Step-by-Step Guide

About This Guide

You are living in a city that loves food, in an area where the large majority of the country's greens are produced and in a place where producers themselves are adored. It is a unique setting for food—a locale that encourages us to celebrate in the act of eating as well as that of producing. But given all that, entrance into this community is often difficult, and the regulations and laws surrounding formal entry are often times intimidating. This guide will provide you with a step-by-step look at ways in which small businesses can grow through farmers' markets.

What You Will Find In This Guide

- I. Types of Market Vendor Opportunities
 - a. Hot Food Booths and Specialty Foods
- II. An outline of the costs and benefits of an outdoor vending location;
 - a. Equipment Costs
- III. The permitting process
 - a. San Francisco Health Department
 - b. San Francisco Fire Department
 - c. Permitting Costs
- IV. Setting Up Shop
 - a. Sign, Menu, Costs, Line, Mis-en-Place
 - b. Step-by-Step
 - c. A Checklist for Going to Market
- V. Appendices
 - a. Department of Public Health (DPH) Farmers' Market Chart
 - b. DPH Fee Worksheet
 - c. DPH Temporary Food Facility Application (for Hot Foods)
 - d. DPH Certificate to Operate Application (for Packaged Foods)
 - e. DPH Retail Guidelines
 - f. DPH Operations Checklist
 - g. Additional Operations Guidelines
 - h. Farmers' Market Calendar

Hot Food Booths and Specialty Foods

There are 2 types of vendors that will sell at farmers' markets. Each of these business types will offer significant advantages and disadvantages, and it is important to weigh those costs against the particular event that you are considering.

Hot Food Booths: Hot food booths are popular attractions at markets. They are also the most expensive to establish and provide the most difficulty in terms of permitting, equipment and so forth. People often look forward to eating at markets while they get their shopping done, or as lunchtime option. It is incredibly important that your customers know what it is they you are selling; samples, signs, and visual indicators are all essential aspects of a successful food booth. You want to keep your menu limited, but exciting, and be careful to choose menu items that will be easy to produce and serve. For some examples of successful hot food booths see: Primavera and Namu at The Ferry Building Farmer's Market (Saturdays, San Francisco Embarcadero), El Huarache Loco (Alemany Market, Saturdays and Sundays), etc.

Specialty Foods: The sales of specialty foods at markets can provide an excellent chance for producers to reach a very specific target market. Fresh and seasonal products often find a consistent home in farmer's markets. Finally, and perhaps the most important benefit, the cost for a specialty food producer in a market is often quite low, allowing the vendor a little more flexibility in terms of the quantity of their sales. For some examples see; Bay Breads (Farmer's Markets throughout the city), Happy Girl Kitchen (Ferry Building Farmer's Market), the honey vendors at Alemany Farmer's Market, and so forth.

Very Basically What You Will Need

- An Idea: All of this, of course, begins with an idea. What are you going to be selling, will you benefit from selling directly to customers, who are your customers? If you have not written this process into your business plan, does it work with your business plan?
- A Commercial Kitchen: Any market (or fair, festival and retailer, for that matter) will want to know, immediately where you are cooking. In order to sell legally, you must be producing your food in a commercially licensed kitchen. That could be a restaurant that rents or leases you space, a church with a commercial kitchen, a rental facility, or, of course, a commissary like La Cocina.
- Commercial liability insurance.

- A Business License: As a seller, you are required to have a business license and a business name at the very least. Depending on your business you may also need a seller's permit or some other form of permitting. This will be addressed in your business plan.
- A Booth: You will need the physical structure from which to sell.
- A Location: Finally, you will need a place to set up this business. And that is where this guide begins!

Farmers' Markets

Special events, like street festivals, farmer's markets and weekend fairs provide an excellent, low-capital option for entrepreneurs to expand their market. There are over 100 flea and farmers' markets in the Bay Area. It is important for a vendor to keep in mind several key questions when researching which of these many opportunities may prove beneficial.

When approaching a potential market, take a week or two and visit the market as a consumer, ask yourself a set of questions that will allow you to assess how you think your product will sell in that particular market. Very basically, the following list will give you an idea of the sorts of information that may prove useful;

- I. What are the hours of the market?
 - a. When is the market busiest/slowest?
 - b. What time do the vendors show up/break down?
- II. How busy is the market?
 - a. Is it consistent or seasonal?
 - b. Is it affected by the weather?
 - c. Are the shoppers there to browse or to buy specific things?
- III. Vendor Competition
 - a. Is someone else selling something similar to your product?
 - b. Does there seem to be room in the market for your product?
- IV. Consumer Base
 - a. Who are the customers at the market?
 - b. What are they spending their money on?
 - c. Is there expendable income?
 - d. Do the customers match your target clientele? Will they be familiar with your product?
- V. Technical Details
 - a. Is electricity available?
 - b. Trash? Running water?
 - c. Who is the market manager? Is he/she involved in the market?
 - d. Can you get to and from the market? Can your customers?

On the following page you will find a worksheet designed to map these questions and their answers;

The ideal answer indicates, in your mind, what the perfect selling conditions would be. Your observation will then be placed next to this ideal, and you will have an opportunity to assess the realistic feasibility of this project.

Question	Ideal Answer	Observation	Relevance	Score (1-10)
Market Hours				
<p>What are the busiest hours?</p> <p>What are the slowest hours?</p> <p>When do the vendors show up/break down?</p>	<p>What would you like the answer to be?</p>	<p>What is your actual observation?</p>	<p>How important?</p>	
Market Occupancy				
<p>Consistent or seasonal?</p> <p>Weather based? (Is it covered or open? Sunny or shaded?)</p>				
Vendor Competition				
<p>Is there any product similar to yours? (Also consider the neighborhood and community)</p> <p>Is there physical space for you in the market?</p>				
Consumer Base				
<p>What are the customers like? Do they match your target customer profile?</p> <p>What do they spend their money on? Are they browsing or shopping with a purpose?</p> <p>Is there expendable</p>				

income?

Technical Details

Is there electricity?

Is the market manager

on hand?

Can you get to and from

the market? Can your

customers?

Is there trash on site?

TOTAL

What You Should Know About Costs

While markets do offer a low-capital opportunity to gain new access to markets, they are not without their costs. Every business will require a different set-up, but in your preparation for your booth you should think carefully about what your costs will be so that you can minimize the costs and set realistic prices. This section will give you a general outline of the sorts of costs your business may encounter.

Equipment Costs

- I. **Booth;** all vendors will, at the very least, need a booth. Hot food vendors will, most likely, need two 10x10 booths and specialty food producers will need one. Health department requirements vary from county to county, however, the general requirements call for a 10x10 fire-resistant booth that closes on three sides.
 - a. Booths can be found at EZ-Up (www.ezup.com), Caravan Canopy (www.caravancanopies.com) Costco, Target and other larger supply stores.
- II. **Signage;** all vendors will also need, per health department regulations, a large sign. The sign must include the business name, address, and telephone number in typeface at least 3 inches high (per SF Health Department). For more information on booth regulations see Appendix G.
 - a. Banners can be made at Kinko's or specially ordered (www.halfpricebanners.com)
- III. **Hot Food Equipment;** hot food vendors must first consider whether they will be cooking using propane or electricity. Electricity will allow vendors to skip the permitting process with the SF Fire

Department, however, there must be an investment in a generator, and a quiet one at that.

Propane equipment will provide you with a better cooking surface and will relieve the need for a generator, but it will also require more work on the permitting process (more information later).

When researching your cooking equipment be sure to consider what you will be cooking, how you will transport the equipment and whether you will be able to get the piece approved by all departments.

- a. Examples; Big John Grills (www.bigjohngrills.com), A-1 Party Rental (www.a-1partyrental.com)

- IV. **Temperature Control;** hot food vendors will also need to maintain the temperature of their food, either hot or cold. Vendors can consider a cooler, a convection oven, or a steam table. Coolers are the least efficient, but the cheapest. Ovens and steam tables are expensive and will require a generator.
 - a. For storage ideas see www.cambro.com. Coolers can also be found at Economy Restaurant Fixtures and other larger stores.
- V. **Transportation;** vendors will need to keep in mind that they will need to travel to and from the site. These costs include both the vehicle itself as well as the gas costs.
- VI. **Storage;** vendors will need to store their equipment, should they use a large amount of equipment.
- VII. **Labor;** Keep in mind that you will not be able to work your booth alone. Factor in your labor costs when considering an event. Think about roles as well. Who will be doing what? When will you give them their job description? The Health Dept also requires a Workers' Compensation declaration form.
- VIII. **Permits;** The permitting process will vary based on the county, the event itself, and the vendor. You will find a chart for permitting costs in the chapter on permits.
- IX. **Proper Signage (Menus);** Beyond the initial sign stating your business name you will need to present signs that list your menu items clearly and largely, and pictures can certainly help your cause. Chalkboards, magnets and banners.

You can use this worksheet to estimate your cost per event. Use the first column (your cost) to calculate total cost, then divide that by the days of the event.

Item	Average (estimated) Cost	Your Cost	Cost per Day
10x10 Booth	\$150.00--\$250.00		
Banner (3x10 foot)	\$100.00		
<i>Hot Food Equipment</i>			
	<i>Purchase</i>	<i>Rental</i>	
Mobile Gas Griddle (36")	\$1,100 + \$70 propane tank	\$63.00 + delivery	
Mobile Gas Grill (54")	\$1,900	\$130.00+delivery	
Gas Steam Table	\$270.00	N/A	
Electric Steam Table	\$200.00	N/A	
Temperature Control			
Transportation			
Storage			
Labor	\$10/per hour x # of hours		
Permits	See permit sheet		
Menus			
TOTAL			



Permits

What You Will Need to Operate

At the end of this section you will find a worksheet that will give you a start in understanding the permit process here in San Francisco. It is important to keep in mind that permits are different in every county, and every vendor should research the necessary permits before investing too heavily in their location. In general, food vendors will need a health department permit to operate. If food is being prepared on-site vendors will generally work with the Special Events staff, though if the food needs no temperature control, a one-time permit is usually available through the Department of Public Health. The Fire Department monitors the use of any open flame, be it gas, candles or charcoal. Should the vendor use electricity (so long as the generator fueling the electricity is smaller than 20 gallons), the Fire Department will not be involved.

San Francisco Health Department

It is important to look at the information that they provide ahead of time, and to follow the clear rules that they establish. Most of their staff work out of the office, so it's a good idea to call early and to make appointments.

Contact: Environmental Health Section

Attn: Food Safety Program

1390 Market Street, Suite 210

San Francisco, CA 94102

(415) 252-3800

<http://www.sfdph.org/dph/eh/Food/CertFarmMkt.asp>

Melinda Tyler

Office: (415) 252-3800

Fax: (415) 252-3842

Email: Melinda.Tyler@sfdph.org

San Francisco Fire Department

The San Francisco Fire Department does not make appointments, though their office is open for most of the day during the week (they do close daily for one hour at lunch). Most permits will need at least five business days, if not more, to clear.

Contact: San Francisco Fire Department

Permit Section of the Bureau of Fire Prevention

698 Second Street

San Francisco, CA 94107

(415) 558-3303

www.sfgov.org/site/fire_index.asp?id=4460

Business Type	Health Department (DPH) Permit	Fire Department (SFFD) Permit	Total Cost
Hot Food Vendor	1) Application Fee for High Hazard =\$99 2) Permit Fee=\$250/quarter	You will need to get your equipment approved by SFFD. Once approved a yearly permit will cost \$330.	<i>For more costing help see Appendix B.</i>
Specialty Food Vendor	1) Application Fee for High Hazard =\$38 2) Permit Fee=\$250/quarter	Most likely you will not need a permit from the Fire Department.	
Mobile Cart Vendor "Mobile Food Facility"	1) Annual "MFF" Permit to Operate available through DPH (\$452-\$1387).	You will need to get your facility approved by SFFD. Once approved a yearly permit will cost \$330.	

For Additional Permit Information by County

County	Health Department
San Francisco	(415) 553-1115 www.sfgov.org/police
Alameda County (Oakland, Berkeley, etc.)	(510) 567-6700 Fax (510) 337-9134 www.acgov.org/aceh
Marin County	(415) 499-6907 Fax (415) 507-4120 www.co.marin.ca.us/ehs

Setting-Up Shop

Your Booth:

Every booth begins with a 10x10 space, enclosed on three sides. But once you have this structure itself you've only really created a shell for your business. Your business will not begin until you've filled in the shell.

Outside the Booth:

Signage: Your signs are incredibly important. For an example of just how important take note at any festival the direct relationship between the size and clarity of a business' signs and their occupancy. In your sign you want to make clear what the food is that you are offering and, if at all possible, you want to draw people in. Think about the placement of your signs, the height, the colors and so forth.

Menu: Your menu is your first and most important chance to convince your customers to eat your food. For food booths your menu should be concise, consciously priced and well-organized. Menus should be clear about everything that comes with your food, the portion size and the price. In a busy situation you want to minimize the inessential and potentially time-consuming details. Also consider the placement of the menu, the size of the text, and even the legibility.

Inside the Booth:

Tables: You will need at least three tables. In front of you will be your counter, to the side your prep table, and in back a miscellaneous table that will be used to suit your individual business.

Counter: You should consider everything about your counter, including the height. This will be the face of your business and for that reason you will want it to be clean and organized. Your counter should include your *promotional materials, napking and cutlery, any condiments that your customers may want,* and plenty of personal touches.

Prep Table: We will talk about mis-en-place (where things go) below, but think carefully about your prep table. At a busy moment it is this area that will be hit the hardest in terms of disintegration. Plan accordingly.

Miscellaneous This table will allow you storage room, more working space, or whatever use you deem necessary. Use it wisely.

Mis-en-Place

Mis-en-place is a fancy French word that, essentially, means where things go. It is the concept that a cook can have things in order. Cooking is, at its heart, a messy science filled with unpredictability. Mis-en-place is the effort to harness and organize that essential disorganization to minimize the impact of high-pressure cooking as much as possible. Thinking hard about where things should go, in order to facilitate movement in a small-space, in order to shorten prep times, and so forth will help a business tremendously. The more you think about these moments ahead of time, the easier your job will be when it matters the most.

Cash Register

Think carefully about this most important piece of equipment. Choose a place to put your money where it is easily accessible, easily organized and safe. It can be a lockbox, an electronic machine, or a belt that you where. The more organized your cash register is, the less likely you are to make the easy mistake of giving someone the wrong change, or misplacing your money. When you begin your day, count the money in your register, and do what you can to make sure that you begin everyday with plenty of change; \$1s, \$5s, and coins. These days more and more vendors are accepting credit cards via Square and other iPad POS systems.

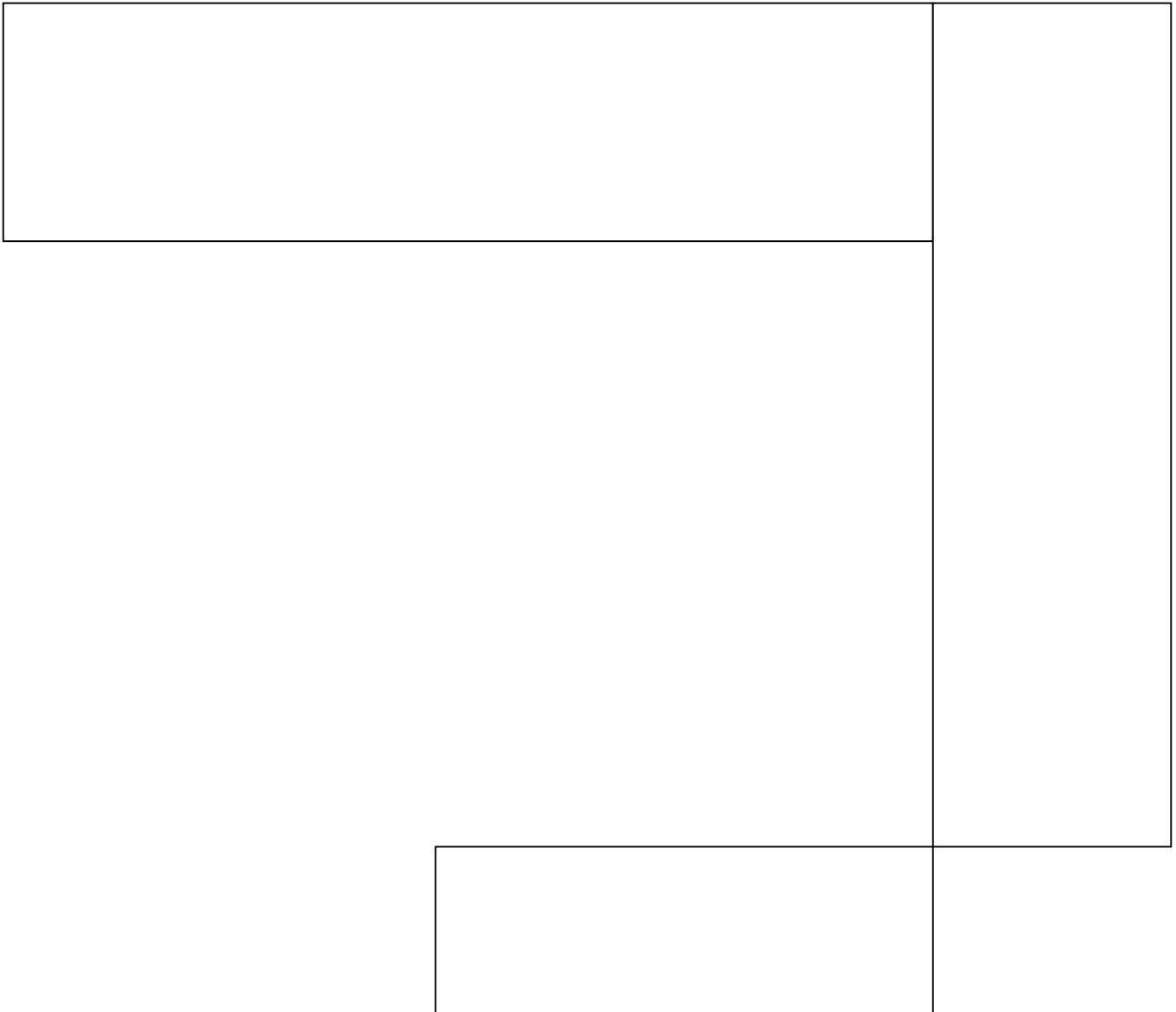
Other Booth Requirements

Things like hand-washing and dish-washing stations are addressed in Appenix A.

Booth Set-Up

Use these drawings to sketch out what you think your booth might look like. Be as detailed as possible in the space provided.

All sides are 10 Feet Long. Remember to include your cooking equipment, your staff, and so forth.





Mobile Food Facilities

Vendors selling prepackaged or non-prepackaged non-potentially hazardous foods or preparing, processing, and/or cooking potentially hazardous foods from a vehicle.

- **Mobile Food Facilities**
 Pushcarts, Prepackaged Food Truck, or Enclosed Mobile Preparation Unit:
 - Hot Dog Cart
 - Catering Truck
 - Taco Truck
 - Waffle Truck
 - Coffee Cart

- **Annual Permits from SFDPH**
 - Vendors

Public Property: SFDPW – pending
 Private Property: SFDPH
 Consumer Protection

Imelda Reyes
 imelda.reyes@sfdph.org
 (415) 252-3825

SFDPW: pending

Certified Food Vendors

Specific Farm or Retailer

Vendors selling prepackaged or whole foods.

- **Retail Food Vehicles**
 (Consumer Protection)
 - Pre-Packaged Foods
 - Open-Air Seafood
 - Live Animals
 - Bakery Items
- **Certified Producers or Farmers**
 (Agriculture)
 - Flowers
 - Honey
 - Nuts
 - Fruits or Jams
 - Cheese (FDA)

- **Annual Permits**
 - Market Manager and Vendors

Melinda Tyler Consumer Protection melinda.tyler@sfdph.org (415) 252-3852	Rhodora Lino Agriculture rhodora.lino@sfdph.org (415) 252- 3832
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Carmen Kern
 Weights & Measures
 carmen.kern@sfdph.org
 (415) 252-3851

Temporary Event Vendors

Vendors cooking or selling prepackaged or non-prepackaged foods from a booth/tent/truck/cart.

- **Onsite assembly of food**
 - Popcorn
 - Falafel
 - Fresh Juice
 - Smoothies
 - Hot coffee
 - Pizza
 - Empanadas
 - Cheese (if portioned on site)
 - Mobile Food Trucks/Carts
- **Quarterly Permits:** valid for up to 25 days of operation during the quarter (90 day period). Re-apply at least 2-weeks before every quarter start – January, April, July, and October.
 - Market Manager and Vendors

Alicia Saam
 Consumer Protection
 alicia.saam@sfdph.org
 (415) 252-3811

SFFD: (415) 558-3300



Adjunct Food Facilities at Farmers Market Fee Worksheet
 (Two Tiers)

I. APPLICATION FEE:

		<u>On time</u>		<u>Late</u>		<u>Totals</u>
A)	Sponsor	\$138.00		\$276.00		_____
B)	High Hazard Facility	_____ x \$99.00				_____
				_____ x \$198.00		_____
C)	Low Hazard Facility	_____ x \$38.00				_____
				_____ x \$76.00		_____
					Total =	_____

Note: application fees charged once for initial processing or changes

II. INSPECTION/PERMIT FEE: nonrefundable flat fee per facility (truck/booth/cart)

A)	High or Low Hazard Facility	_____ x \$250.00 per quarter	_____
			Total = _____

Grand Total (Application Fee + Inspection/Permit Fee) check payable to SFPDH = _____

PLEASE SEND CHECK TO SFPDH:

Federal Tax ID#: 94-6000417

From: _____

Fax: _____

Event Name: _____

Attn: Alicia Saam
Department of Public Health
Temporary Events Coordinator

Date: _____



San Francisco City and County
Department of Public Health
Environmental Health Section
Consumer Protection Program

Edwin M. Lee, *Mayor*
 Barbara A. Garcia, MPA,
Director of Health
 Rajiv Bhatia, M.D., M.P.H.
Director of Environmental Health

Farmers Market Concessionaire Application

This application is to be completed by each Temporary Events Food Facility adjunct to Farmers Markets.
 The sponsor shall collect all the applications and submit them as a packet **at least two weeks prior** to the event.

Name of Farmers Market: _____

Location: _____ Date(s): _____

Time food concession will be ready for inspection: _____

Applicant/Company Name: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Number of food vendors: _____ Number of 10' x 10' booths: _____ Number of carts: _____

On-site representative: _____

Name of facility for equipment cleaning and sanitizing, equipment storage, and food storage (commissary):

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Travel time from off-site preparation to event location: _____

Hand Washing Facilities: plumbed sink: _____

Warm H₂O gravity flow station: _____

Utensil Sanitizing Method: (3) compartment sink: _____

Other method approved by SFDPH: _____

Temperature Control Methods: Hot (135°F or above): _____

Cold (45°F or below): _____

Food Item	Off-Site Prep.	Cooking Procedures	Holding Temp. Methods
<i>Example: raw chicken</i>	<i>yes</i>	<i>grill to internal temp= 165°F</i>	<i>sterno chafing dishes</i>

I have read and understood the Concessionaire Operating Requirements & Checklist attached to this form _____ (initial).

Applicant signature: _____ Date: _____

Printed name: _____

FARMERS MARKET FACILITIES & TEMPORARY EVENTS PROGRAM



**CITY AND COUNTY OF SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH
ENVIRONMENTAL HEALTH SECTION
1390 Market St., Ste 210, San Francisco, CA 94102**

**APPLICATION FOR PERMIT TO OPERATE
OR CERTIFICATE OF SANITATION**

Type Of Business: _____ **Date of Application:** _____
 Ownership Change New Installation Reclassification Record Purpose

BUSINESS NAME AND ADDRESS: CROSS STREET:	BUSINESS PHONE NO.(S): MAIN CONTACT:
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Sole Owner Partnership Corporation LLC

Permit to be Issued in Name(s) of: Specify Business Name, Business Owner or Principal Officers. (Print)	Owner/Corporation Mailing Address (Print)

Emergency Contact & Phone No.: _____ Owner Phone. No. _____
 Alternate Phone .No. _____
 No. of Toilets: _____ Sq.Ft. of Establishment: _____

*** SIGNATURE(S) OF APPLICANT(S)**

 X

 X

* If Partnership, all partners must sign. If Corporation, authorized Officer must sign.

FOR OFFICE USE ONLY

Special Notes: _____

laundry machines

total no.:	washers:
dryers:	extractors:

Food Safety Certificate Required: Yes No **Certifying Agency:** _____

Certificate No.: _____ Certified person: _____ Exp. Date: _____
 Filing Fee _____ Advertising and Posting Fee _____ Fire Department Referral _____
 Zoning Referral _____ DBI Referral _____ Out of Business Notification _____

INSPECTOR'S REPORT

To the Director of Public Health:
 After having made a careful inspection in the above case on _____, 20

I RECOMMEND the issuance of a New Permit to operate
 I DISAPPROVE the issuance of a New Permit to operate for the following reasons: _____

PRINCIPAL INSPECTOR	INSPECTOR

DISTRICT NO.	CENSUS TRACT	PERMIT NO.	TYPE OF PERMIT/CLASSIFICATION	LOC ID:



City and County of San Francisco

DEPARTMENT OF PUBLIC HEALTH

OCCUPATIONAL & ENVIRONMENTAL HEALTH

Gavin Newsom, Mayor

Mitchell H. Katz, M.D.

Director of Health

Rajiv Bhatia, M.D., M.P.H.

Medical Director

Certified Farmers' Market Sanitation and Operational Requirements for Retail Food Vehicles/Vendors

Structural Requirement:

- All pre-packaged food booths shall have overhead protection.

Operational Requirements:

- A. All pre-packaged foods shall be stored at least six inches off the ground,
- B. Approved toilet and hand washing facilities shall be available within 200 feet of the Market,
- C. No live animals, birds, or fowl shall be kept or allowed within 20 feet of any area where food is sold or held for sale,
- D. All garbage and refuse shall be stored and disposed of in a sanitary manner, and
- E. Food preparation is prohibited with the exception of food samples. Distribution of food samples may occur provided that the following sanitary conditions exist:
 1. Samples shall be kept in approved, clean covered containers.
 2. All food samples shall be distributed in a sanitary manner.
 3. Clean, disposable plastic gloves shall be used when distributing food samples.
 4. Clean water, soap and sanitizer shall be available for utensil washing and/or hand washing (example of sanitizer – Chlorine or Ammonia).

CONSUMER PROTECTION



TFF Concessionaire Operating Requirements & Checklist

As an event concessionaire, you are responsible for submitting the Food Concessionaire Application to the event sponsor. You are also responsible for ensuring food safety inside your booth. The checklist below will help you organize your efforts. Additionally, the Temporary Events Coordinator will answer any questions you have regarding requirements, regulations, and proper food handling at Temporary Food Facilities (TFF) in the City and County of San Francisco.

1. Food Booth Construction:

- Provide the name of the facility, city, state, ZIP Code, and name of the operator legibly and clearly visible to patrons. The facility name shall be in letters at least three inches high and be of a color contrasting with the surface on which it is posted. Letters and numbers for the city, state, and ZIP Code may not be less than one inch in height.
- Separate grills and barbecues or other approved cooking equipment from public access by using ropes or other approved methods to prevent contamination of the food and/or injury to the public.
- Provide overhead protection for all food preparation, food storage, and warewashing areas. Bring extra an umbrella or tenting if necessary to protect coolers or other tables near grill area.
- Provide enough tables or shelving to keep all food and food contact items off the floor.
- Provide floors constructed of concrete, asphalt, tight wood, or other similar cleanable material.

2. Food Handling & Sanitary Requirements:

- All food that is sold, given away, or dispensed from a Temporary Food Facility shall be from an approved source (e.g., licensed wholesale or retail food facilities). No food prepared or stored in a private home may be used, stored, served, offered for sale, sold, or given away to the public.
- Ensure refrigerator trucks are operational and holding food at or below 41°F.
- Ensure adequate ice is available throughout the event. Ice used for refrigeration/cooler purposes shall not be used for consumption in food or beverages. Elevate bulk bags of ice.
- Ensure grey water receptacles and adequate trash/recycling receptacles or services are provided by the event sponsor.
- Ensure all water used for food processing or food contact surfaces during the event is potable or from potable sources.
- Ensure adequate toilet facilities are provided with hand wash facilities equipped with warm water, liquid soap, and single use paper towels within 200 feet from the food vendors.



San Francisco City and County
Department of Public Health
Environmental Health
Consumer Protection

Edwin M. Lee, *Mayor*
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Director of Health

Rajiv Bhatia, M.D., M.P.H.
Director of Environmental Health

- All food that is sold, given away, or dispensed from a Temporary Food Facility shall be from an approved source (e.g., licensed wholesale or retail food facilities). No food prepared or stored in a private home may be used, stored, served, offered for sale, sold, or given away to the public.

3. Event Day & Set Up:

- Ensure your booth set up meets SFDPH's requirements: overhead protection for all foods and food contact surfaces; single use articles for use by the consumer; all foods and utensils stored at least 6-inches off the ground; foods are held, cooked, and reheated to approved temperatures. Facility and Food Handling Requirements can be found on SFDPH's website:
<http://www.sfdph.org/dph/EH/Food/Permits/permitSpecEvents.asp>
- **Hand wash station:** 5 gallon water container with dispensing valve to leave hands free, liquid pump soap, single use paper towels, and collection bucket under water container. Hand sanitizer is not a replacement for hand soap or hand washing but may be used after properly washing hands.
- **Utensil washing/sanitizing station:** label each container and adequately fill with potable water
 1. soap and water
 2. rinse water
 3. sanitizer
- **Wiping cloth sanitizing bucket** before beginning any food preparation.
- Food handlers must be in good health; wear clean outer garments; restrain hair; wash hand with soap and warm water prior to the start of food preparation activities, after using the toilet, after smoking, eating, and whenever necessary to prevent contamination of food; refrain from eating in food related areas; and not commit any act that may result in the contamination or adulteration of food, food contact surfaces, or utensils.
- Condiments shall be in pumps, squeeze containers, or have self-closing covers or lids.
- Ensure at least one bi-metallic probe thermometer with range of 0°F to 220°F is on-site and in proper working order. Recommend monthly calibration of thermometers during the event season.
- **Cold Foods** must be held at 41°F degrees or below OR during operating hours of the temporary event at 45 °F or below for up to 12 hours in a 24-hour period. At the end of each operating day, these foods held at 45 °F shall be destroyed in a manner approved by SFDPH.
- **Hot Foods** must be held at 135 °F degrees or above. At the end of each operating day, these foods shall be destroyed in a manner that is approved by SFDPH or may be donated to a local Food Bank or other non-profit charitable organization in accordance to Article 7 of the California Retail Food Code (CRC).

TEMPORARY EVENTS PROGRAM



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Rajiv Bhatia, M.D., M.P.H.
Director of Environmental Health

- Protect Displayed unpackaged food from possible contamination by one of the following:
 - Assemble customer plates/servings from a rear table
 - Use a sneeze guard to cover open food
 - Display any uncovered food platters, such as samples, at least 12 inches from the front table edge where customers have access
- Use tongs, disposable plastic gloves, or single use tissues while handling food.
- Foods may not be reserved in the food booth for the following day.
- Smoking is prohibited in food booths and food preparation areas.
- Mushroom species picked in the wild may not be offered for human consumption unless each mushroom is inspected and found to be safe by a mushroom identification expert approved by the Health Department.
- Raw oysters must be obtained from certified oyster beds, held at 45°F or below, and batches are kept separate. Shipping tags must be available on site during the event and kept for at least ninety days after harvest.

4. End of Day & Clean Up:

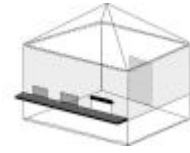
- Discontinue all cooking and food sales at the end of the event as directed by the event sponsor, SFDPH, SFFD, and/or SFPD.
- Discard waste water in proper receptacle provided by event sponsor or other approved method. Do not pour waste water down the storm drain.

If any of the items listed above have not been provided or historically problematic, please inform the Temporary Event Coordinator or Health Inspector present during the course of the event.

TEMPORARY EVENTS PROGRAM

A. Food Booths

Booths where cooking, portioning, or preparing of food occurs must be fully enclosed with walls, ceiling, and cleanable floors. Asphalt and concrete are acceptable floor surfaces for street fairs. Booths operating on grass or dirt must have plywood, tarp or similar material for floor surfaces. Walls may be constructed of plywood, canvas or fish-mesh fly screening. Construction materials must be fire resistive or flame retardant. Proof of fire resistive or flame retardant state must be available for inspection on site. Rental booths constructed as noted above may be used when approved by the Health Department and usually come with a state issued decal indicating fire safety.



Food service windows should have openings no greater than eighteen (18) inches high and twenty four (24) inches wide and have tight fitting closures. For food operations with adjoining BBQ facilities, a pass-thru window or door is recommended.

All food booths shall have 4 sides, a ceiling and a floor as follows:

- **Floor** - surface within a food booth shall be durable and readily cleanable. Lawn, dirt and sawdust are not approved.
- **Walls and ceilings** - shall be smooth, durable and readily cleanable. Screening that is at least 16 mesh shall be acceptable wall material. Food service openings shall be constructed with tight-fitting closures to minimize the entrance of insects. Prepackaged food vendor shall have cleanable floors and overhead protection.
- **Signage** - The name, address, and the telephone number of the owner, operator, permittee, or business shall be legible and clearly visible to patrons. The name shall be letters at least 3 inches high and shall have strokes at least 3/8 inches wide, and shall be of a color contrasting with the food booth. Letters and numbers for the address and telephone numbers may not be less than 1 inch in height. *Non-profit charitable booths are exempt.*

B. Hand Washing Facilities-

The hand wash station must be set up before food preparation begins .

Hand washing facilities, separate from utensil washing sinks shall be provided inside each booth. Each hand washing facility shall be equipped with hot and cold running water, handwashing cleanser and single use sanitary towels. San Francisco Environmental Health Management (SFEHM) will allow a 5-gallon warm water container with a turn valve dispenser, a waste water collector, hand washing cleanser and single-use towels. Prepackaged non-potentially hazardous food booths may share a facility (up to four booths) if the facilities are centrally located are adjacent to the sharing facilities.

Food handlers must be able to wash their hands as often as needed and should always wash their hands after smoking, using the toilet or returning from breaks.

Provide a five (5) gallon water container with a dispensing valve to leave hands free for washing, a waste-water container, liquid soap dispenser and single service paper towels for hand washing in or near the food booth. Be sure that the hand wash station is in an accessible area, free of clutter. See the diagram below of an approved hand wash station.

C. utensil washing facilities

A stainless steel utensil washing sink with at least three compartments with two integrally installed stainless steel drainboards shall be provided at each booth. The sink compartments and drainboards shall be large enough to accommodate the largest utensil or piece of equipment to be cleaned in the sink. The sink shall be provided with hot and cold running water from a mixing valve. SFEHM will allow two 5-gallon containers for cleaning of utensils: one container with soap and water, one with sanitizer and water. (See appendix A)

D. water supply and liquid waste

potable water supply shall come from an approved source and protected by back flow or back siphonage device. Each food booth shall be provided with at least 20 gallons of potable water per day for utensil washing and hand washing. Liquid waste shall be disposed into an approved sewage system or a holding tank but NOT into the ground

E. toilets

At least one toilet facility for each 15 employees shall be provided within 200 feet of each food booth. Each toilet facility shall be equipped with hot and cold running water, hand washing cleanser and single-use sanitary towels in a permanently installed dispensers. Booths that handle only prepackaged foods may provide cold water with germicidal soap in lieu of hot and cold running water at the hand washing facilities.

F. garbage and refuse

Garbage and refuse shall be stored in leakproof containers to minimize odors and insect attractants. SFEHM recommends the use of plastic bags in each booth. Wastes must be disposed in a manner approved the SFEHM.

G. barbecues

Open-air barbecue facilities is permissible outside of the food booth. All other cooking equipment unless required by the San Francisco Fire Department (SFFD) must be inside the booth. Perimeter fencing shall be provided around cooking areas to prevent public entry. Disposal of coals and ashes must meet SFFD regulations.

H. food Contact surfaces and equipment standards

All food contact surfaces shall be smooth, nonabsorbent and easily cleanable. Food related and utensil related equipment used for service shall be approved by SFEH.

I. food serving

Tongs, disposable plastic gloves or single-use disposable tissue shall be used whenever practical.

J. condiments

Food condiments shall be protected from contamination and, where available for customer self-service, be pre-packaged or available only from approved dispensing devices.

K. food storage

All foods, utensils and related items shall be displayed, stored and served as to protect from contamination these items must be stored at least 6 inches above the floor. During hours of inoperation all food shall be stored in an approved facility.

L. employee personal effects storage

An area separate from food preparation, utensil washing, and food storage areas shall be provided for the storage of employee clothing or other personal effects.

M. janitorial facilities

Adequate janitorial facilities shall be provided for the cleaning of the food booth, restrooms, and all shared utensil washing and hand washing facilities. Janitorial facilities shall be provided with hot and cold running water from a mixing valve. The SFEHM may allow janitorial facilities other than those required by this section when it deems that the alternate facilities are adequate.

N. live animal prohibition

Live animals, birds, and fowl may not be kept or allowed within 20 feet of any area where food is stored or held for sale.

O. thermometer

An accurate easily readable metal probe thermometer suitable for measuring temperature of food shall be readily available. (See appendix A)

P. lighting

Adequate shatterproof lighting shall be provided.