



WLFC General Producer Guidelines

Wooster Local Foods Cooperative, Inc. (“WLFC”) operates the Local Roots Café & Market (the “Market”). Individuals or businesses that sell products at the Market through its commission-based sales model are referred to as a “Producer” or “Producers.” Before being accepted as a Producer, all individuals or businesses shall read and agree to the guidelines herein (the “Product Guidelines”). Product Guidelines clarify WLFC’s goal of creating a consumer-driven marketplace supporting locally-created products and/or sustainability.

Product Quality & Standards: The following guidelines emphasize a focus on locality and/or sustainability of products/companies. Products that align with any or all of the following will be given preference:

- Locally sourced/created/value added (within 200 miles) and with minimal inputs
- Regionally sourced/created/value added (within 500 miles) and with minimal inputs
- Products made by companies that operate with a public transparency report of sourcing/practices that promotes an ecological balance, fair labor standards, conservation of biodiversity, and does not encourage synthetic fertilizers, herbicides or pesticides.
- Products with human/environmental welfare certifications, including but not limited to: Organic, Non-GMO, Fair Trade, B Corporation, Humane, Ohio-Made.
- Producers are strongly encouraged to use compostable or locally accepted recyclable packaging. (WLFC Staff can help producers find these supplies if help is needed).

Membership Required for Producers: WLFC is operated as a nonprofit cooperative. Owing to such designation, Producers are required to be members of WLFC. However, membership in WLFC shall under no circumstances be considered to grant any individual or business any right and/or guarantee to sell any particular product at the Market.

Preference for Producer and Member Products: If WLFC desires to sell a product that is available from a Producer or existing member of WLFC applying to be a Producer, and such product is determined by WLFC, in its sole discretion, to be of sufficient quality and with consistent availability as may be needed by the Market, then WLFC shall give preference to such Producers and/or members of WLFC applying to be Producers.

Sales from Non-Producers: Notwithstanding the above membership requirement and preference for Producer and Member Products, WLFC reserves the right to seek out and offer products for re-sale that it, in its sole discretion, deems desirable, including products that are not offered by a Producer or an existing member of WLFC applying to be a Producer or such

products that are offered but that are not determined by WLFC to be of sufficient quality and with consistent availability as may be needed by the Market .

Compliance with Health, Safety and Related Laws: All products must comply with federal, state, and local health regulations, licensing, and labeling requirements. Producers are expected to inform themselves on issues governing the production, display, distribution, sampling and sale of their products. Anyone wishing to sell through WLFC should research the rules and regulations regarding the products they are wishing to sell prior to applying as a producer member.

Market Prioritization, Exclusivity, and Display

The amount of space given to each producer is at the discretion of the market staff and will be based on product mix and divided up to make the best overall experience for the shopper. To prevent overcrowding in the market, the market staff may assign priority spaces to certain vendors based on the following criteria:

- Quality and Sales History
- Human/Animal/Environmental Welfare Certifications and/or Impact
- Geographical Proximity

These criteria will be applied objectively, and priority will be assigned without compromising quality or safety of products. WLFC management will ultimately determine which products are for sale in the market.

The market will provide signage at the point of display to ensure transparency of product to our consumers. If producers want to provide additional signage and merchandising materials, they must be approved by the WLFC management.

Initial: 5/29/09

Revised: 2/24/10, Removed insurance requirement

Revised: 7/2010

Revised: 9/2011, Added ready to eat, main ingredient must be local

Revised: 7/2013, removed mushrooms from wild/forged, added "Producer Representative"

Revised: 4/2016, Streamlined product guidelines, explained disclosure, removed online references and policies section

Revised: 7/2020, Revised in response to the 2020 Strategic Plan to include products of consumer interest/support, quality, and ability to sell products and sustainable/environmentally friendly products/producers/companies. Edited for brevity.