

South Lansing Farmers Market 2023 Summer Policies & Procedures

I. MISSION

The South Lansing Farmers Market supports a sustainable local food system by providing a vibrant community gathering space where consumers establish relationships with the small-scale local producers from whom they purchase fresh, affordable, locally-grown produce and hand-crafted products.

II. SCHEDULE

- A. The Market is open **Thursdays, May 18 thru October 19, 2023**, in the parking lot Soldan's Pet Supplies, 5016 S. MLK (corner of Jolly and S. MLK), Lansing, 48910.
- B. Market hours are **3-7pm (October markets end at 6:30pm)**.

III. APPLICATIONS

- A. Applications for **prepaid full- and part-time** vendors must be **submitted by May 1, 2023**, and **paid in full within 14 days of approval**.
- B. **Early bird discounts** are available for full-time vendors who **pay in full by February 28, 2023**.
- C. **Daily vendors** must submit applications **by 5pm on the Friday before** the first market they wish to attend.
- D. The Market Manager and SLCDA Executive Director review vendor applications as they are received. We make every effort to provide a response within 72 hours.
- E. Preference is given to returning vendors, those who grow or produce items locally, and those offering agricultural/value-added items not already represented at the market.

IV. VENDOR CATEGORIES

Applicants must choose the vendor category that best represents the majority of products and services they intend to sell or promote at the market.

- A. **Agricultural/Value-Added Food** Vendors sell food-producing plants, fruits, veggies, herbs, mushrooms, eggs, cheese, butter, beef, pork, poultry, fish, lamb, goat, jerky, baked goods, caramel apples, candies, jams, pickles, honey, syrup, spices, seasonings, sauces, chips, salsas, dip mixes, bottled craft beverages (e.g. kombucha), rice flour, roasted coffee beans, frozen foods, etc. These vendors accept SNAP benefits.
- B. **Sweets/Baked Goods** vendors sell yeast breads, quick breads, cookies, pies, cakes, cupcakes, cobblers, brownies, sweet rolls, coffee cakes, cheesecakes, muffins, scones, turnovers, chocolates, candies, cotton candy. These vendors accept SNAP benefits.
- C. **Hot Food/Ready to Eat** Vendors sell hot meals, a la carte items, salads, fruit cups, and hot or cold beverages poured onsite and intended for immediate consumption. Requires proper licensing. These vendors CANNOT accept SNAP benefits.
- D. **Non-Food Arts & Craft** Vendors sell items designed and created by the vendor's own hand, but not for human consumption. These include pet snacks, soaps/scrubs/bombs, lotions/balms/tinctures, candles/scents, jewelry, knit/crochet items, embroidery, sewn/quilted

items, wood/glass/metal/leather items, houseplants/macramé, home goods, clothing and accessories. This category is also for massage, energy healing, and henna. These vendors may NOT accept SNAP benefits.

- E. **Nonprofit Vendors** share their mission, programs, and services with shoppers. The booth fee for approved non-profit organizations is waived once per season. For additional dates, or if the group wishes to use their booth for sales or fundraising activities, the daily rate applies.
- F. **Day Sponsors** are individuals, businesses, government agencies, etc., who choose up to three (1-3) dates per season to financially support and be recognized by South Lansing Farmers Market. Day Sponsors are featured in digital marketing materials, market day signage, and hourly announcements during the market. Day Sponsors receive a free booth, canopy, table, and chairs, and the opportunity to share their products and services with 500+ shoppers at each market and over 5K market followers on social media.

V. FEE STRUCTURE

- A. Vendors are classified as full-time prepaid, part-time prepaid, and daily pay-as-you-go.
 - 1. **Full-time prepaid** vendors reserve the entire season (16-23 markets) for **\$276 per booth**, paid in full within 14 days of approval.
 - 2. **EARLY BIRD discount** - pay only **\$250 per booth** for the entire season (16-23 markets) if paid in full by February 28, 2023.
 - 3. **Part-time prepaid** vendors reserve up to 15 dates at a rate of **\$18 per booth per market**, paid in full within 14 days of approval. (# dates X # booths X \$18)
 - 4. **Daily** vendors pay as they go: **\$25 per booth per market**, due before 3 p.m. each day they attend. Daily vendors are not “drop in” vendors. **Dates must still be reserved on the vendor application.**
 - a. Daily fees may not be paid with SNAP benefits.
 - b. Daily fees cannot be deducted from vendor reimbursement checks.
 - c. **Daily vendors are responsible for paying vendor fees for all dates reserved**, even if they fail to attend (see Section VI.E below).
 - 5. **Day Sponsorships** are **\$500 per market** (maximum 3 dates per season).
 - 6. Vendor and sponsor payment options include:
 - a. CashApp (\$SouthLansing)
 - b. Venmo (@SouthLansing)
 - c. PayPal (admin@southlansing.org)
 - d. MSUFCU M2M (admin@southlansing.org)
 - e. credit card (4% service fee)
 - f. cash
- B. Booth fees cover a **10’x10’ space (no canopy, table, or chair)**. Additional space can be added for the daily rate as needed during the season.
- C. **Vendors provide** their own **canopies, tables, chairs, weights, and signage**. The Market has a limited number of canopies (\$20) and tables (\$10) available for rent on a first come basis. Must be reserved in advance.
- D. The cost to access **electricity is \$5 per day**. Access is limited and not guaranteed.

- E. The **booth fee for approved non-profit organizations may be waived once per season.** Nonprofits provide their own canopy, table, and chair. For additional dates (up to one per month), or if the group engages in sales or fundraising activities, the daily rate applies.
- F. **Vendor fees are non-refundable.**

VI. ATTENDANCE/CANCELLATION

- A. The Market is **open rain or shine.** We cancel only in cases of extreme temperatures, torrential downpour, high wind, and lightning.
- B. Only approved vendors on the schedule may attend. **Drop-in vendors are not permitted.**
- C. Vendors are expected to attend all markets indicated on their applications. **If cancellation is necessary, vendors are required to notify the Market Manager by 10am on market day.**
- D. **“No call/no shows” are NEVER permitted.** Empty booth spaces compromise product diversity and appearance of the market. “No call/no show” vendors may face temporary suspension from the market.
- E. **Daily vendors who fail to attend their reserved markets must pay** the daily fee for each market missed before returning.

VII. MARKET DAY LOGISTICS

- A. Vendors may **arrive as early as 12:30pm to set up. Vendors must check in with the Market Manager by 2pm**
- B. Vendor placement is prioritized based on seniority (years with the market), attendance (full-time vs part-time), payment status (prepaid vs daily), and electrical needs.
- C. **We make every effort to maintain a consistent vendor placement** for our full-time vendors, but there are weeks when placement may change.
- D. It’s possible that on some days, not all vendors will be able to park behind their booths. Those who cannot may drive their vehicle to their booth space to **unload before 2pm.**
- E. **Vehicles are not permitted in the market center after 2pm.**
- F. Booths must be set up and vendors **ready to sell by 2:45pm.**
- G. We’re done fighting sales before the market opens. We have dozens of 2nd shift workers who stop to shop before we officially open. **If you’re set up and ready to sell, you may do so as early as 2pm.** The EBT “bank” is not guaranteed to open until 3pm.
- H. **Vendors are responsible for their own credit card transactions.** We do not have wifi in the parking lot, so please be prepared to use data or set up a hot spot.
- I. Vendors must **stay until the market closes** unless permission has been granted in advance by the Market Manager.
- J. **Vendors must provide weights to securely anchor their canopies** at all times.
- K. Vendors who rent (canopy, table, chairs) or borrow (bungee cords, blocks/weights) any items from the Market must return those items before leaving.
- L. Vendors requesting electrical hook-up **must provide their own extension cords and power strips** (50 foot minimum). Electrical hook-ups are limited, and vendor placement may change to accommodate access.
- M. Vendors are required to **display signage** identifying the **name of their farm or business** and **payment methods accepted.**

- N. Signage, displays, products, and equipment must be contained within the booth space reserved and not restrict access to or visibility of another vendor.
- O. Vendors are responsible for keeping their booth space and the adjacent parking lot clean. Vendors must remove all boxes, bags, trash, and food waste. Dumping is prohibited.
- P. **Vendors may not share or sublet their booth space** without prior consent from the Market Manager.

VIII. PRODUCTS

- A. Only Michigan-grown agricultural, value-added, handmade, and homemade products may be sold at the market.
- B. The Market strives to maintain a **60/40 ratio of agricultural/value-added food vendors to non-food arts & crafts vendors** (i.e., vendors who sell SNAP eligible items versus those who do not). Vendors who sell hot foods intended for on-site consumption are not included in this equation.
- C. It is essential that the Market maintains a **healthy balance of products to satisfy customer interest and demand**. In some cases, when products are not sufficiently available at the market, vendors may be allowed to sell produce or value-added products GROWN OR PRODUCED by OTHERS in MICHIGAN. This practice is known as **“brokering.”** This Market defines brokering as **“the sale of products bought or traded directly from another farmer or producer.”**
- D. Approval of brokered items is granted at the sole discretion of the Market Manager based on the following considerations:
 - 1. Resale of produce and other items purchased from commercial retail establishments or wholesale distributors is strictly prohibited.
 - 2. **Brokered items may not duplicate locally grown or produced items already offered** at the market. Rare exceptions may be granted by the Market Manager to meet shopper demand.
 - 3. **Vendors must disclose all anticipated brokered items on their application**, including the name and address of their source. If a change in products or their origin occurs mid-season, vendors must submit a written amendment to their application and receive approval from the Market Manager before selling.
 - 4. Vendors of brokered items must **display signage clearly identifying brokered items**, the name of the Michigan farm or business that produced them, and the city where they were grown or made.
 - 5. Vendors of brokered items must be familiar with the conditions under which foods were grown and items were made.
- E. **Prices of all items sold at your booth must be clearly displayed**. Collusion and price gouging are strictly prohibited.
- F. Vendors with **organic certification must clearly label which products, if any, are not organic**.
- G. Food products must be clean, wholesome, free from spoilage, properly identified, and safe for human consumption.
- H. All arts and crafts must be an **individual’s own creative effort** and be sold by the artist or representative thereof.
- I. Arts and crafts vendors who do not have pictures available for review online (website, Facebook, Instagram, Etsy, etc.) must email photos of items to be sold for review during the application process. This does not apply to returning vendors.

IX. PROMOTION

- A. South Lansing CDA promotes the Farmers Market via weekly email updates, street banners, yard signs, flyers, ads and articles in neighborhood newsletters and church bulletins, online community calendars, social media sites and continuous word-of-mouth.
- B. Vendors on Facebook are encouraged to **like and follow** the [South Lansing Farmers Market](#) page (personally and from your business page) so we can feature links to your pages and cross promote. We know many of our vendors have loyal fans who follow them from market to market, and we ask everyone to cast a wide net to attract customers.
- C. Please **invite your customers and fans to like and follow our FB page**, so they see weekly market and vendor promotions. We like and follow all your pages.
- D. Customers stay interested in markets that advertise new offerings each week. Please post on the market page any new items you'll be bringing the following week. Tag South Lansing Farmers Market in posts with photos and descriptions to entice shoppers.
- E. Vendors are encouraged to **display signage promoting unique aspects** of their wares, e.g., locally grown, fresh picked or baked that day, certified organic or using organic practices

X. LICENSES AND INSURANCE

- A. Vendors are expected to know and comply with all applicable city, state, and federal health and safety requirements related to the products they sell.
- B. Each vendor must submit to the Market Manager a **valid copy of all licenses and permits** required to comply with United States Department of Agriculture (USDA), Michigan Department of Agriculture & Rural Development (MDARD), and Ingham County Health Department (ICHHD) rules and regulations.
- C. Products exempt from licensure under the **Cottage Food Law** must be labeled with "Processed in a facility not inspected by the Michigan Department of Agriculture & Rural Development."
- D. Vendors are highly encouraged to obtain their own insurance against all liabilities.

XI. SALES REPORTING AND REIMBURSEMENT

- A. **Vendors who sell eligible food items are required to accept all forms of food assistance**, including EBT coins, Double Up Food Bucks (DUFb) coins, WIC Project Fresh and Senior Market Fresh coupons. The Market Manager will provide instruction on all requirements. Vendor agreements regarding food assistance must be signed before vendors can accept payments.
- B. Vendors who receive food assistance from customers are prohibited from spending it with other vendors or trading with anyone for cash.
- C. At the end of each market, **vendors report total sales from food assistance and turn in payments received** (EBT coins, DUFb coins, WIC Project Fresh and Senior Market Fresh coupons). Market staff will verify that coins and coupons submitted match sales reported, and both parties indicate agreement by signing a receipt.
- D. **Reimbursement checks** for EBT, DUFb, WIC Project Fresh, and Senior Market Fresh sales are distributed at the first market of the month, for the amount accrued in the prior month. Vendors who are not at the market when reimbursements are distributed are expected to make arrangements to pick up checks from the Market Manager. Checks for October reimbursements are mailed to vendors in November.

- E. **We encourage vendors to accept credit cards and various forms of e-payment** (CashApp, Venmo, PayPal, etc.). You may lose sales if you don't have these platforms.
- F. The state requires hot food and non-food vendors to have a **Michigan Sales Tax License**. Vendors are responsible for collecting and submitting sales tax on all prepared food and art/craft transactions. Sales and Use Tax FAQs:
http://www.michigan.gov/taxes/0,4676,7-238-43519_43529-154427--,00.html
How to apply for a Michigan Sales Tax License (it's free):
https://www.michigan.gov/taxes/0,1607,7-238-43519_43521_44039-5922--,00.html

XII. COMMUNITY CONSIDERATIONS

- A. The South Lansing Farmers Market is a safe and welcoming space for everyone. We value the social, economic, political, religious, and cultural diversity of our vendors, volunteers, customers, and guests, and **we expect everyone to be treated with dignity and respect**.
- B. Vendors are expected to be honest, courteous, and professional at all times. Discrimination of any kind will not be tolerated.
- C. Applicable local, state, and federal laws must be followed all times.
- D. **Smoking is strictly prohibited** everywhere on the property.
- E. Pets are welcome at the market, including yours. Please keep your animal on a leash, in a crate, or otherwise under your control at all times.

XIII. NON-COMPLIANCE

- A. Market staff walk the market each week to ensure all vendors are in compliance with these policies and procedures. Please tell us if you witness or suspect potential violations.
- B. Market staff reserve the right to investigate any reported or suspected violations. This includes, but is not limited to, broker verification, license verification, and compliance visits to farms, kitchens, etc.
- C. Non-compliance will result in the following interventions:
 - 1. First offense: verbal warning with recommendations to become compliant.
 - 2. Second offense: written warning with compliance requirements, signed by Manager and vendor, and placed in vendor file.
 - 3. Third offense: referred to the South Lansing CDA Board of Directors for disciplinary action.
- D. **"No call/no shows" are not subject to warnings**. Vendors will be considered for suspension.
- E. Depending on the severity of non-compliance, disciplinary measures may include, but are not limited to, relocation of booth space, suspension from a certain number of markets, withholding of reimbursement checks (if violation is related to non-payment of daily booth fee), or dismissal from the market for the remainder of the season.
- F. Findings of non-compliance and disciplinary measures may be appealed to the Board in writing. The Board will render a decision within seven days of receipt.

XIV. CORONAVIRUS SAFETY PRECAUTIONS

- A. Vendors with known exposure to anyone with a confirmed case of COVID-19, or exhibiting symptoms (fever over 100.4F, persistent cough, shortness of breath) must notify the Market Manager immediately and make arrangements for someone else to staff their booth.

- B. The Market Manager will monitor all Federal, State, City and Local Health Officials recommendations specific to COVID requirements. Changes to safety recommendations will be shared with vendors prior to enactment at the market.
- C. Vendors must comply with all requirements set forth by the Market Manager.

Thank you for your interest in the 2023 South Lansing Farmers Market. Please don't hesitate to contact us with any questions or concerns. We pledge to do everything we can to support our vendors and shoppers.

Kathie Dunbar, Executive Director

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South Lansing Farmers Market is a program of
South Lansing Community Development Association