



2018 Farmers Market 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 food and agricultural products.

II. SCHEDULE

A. The South Lansing Farmers Market is held every Thursday from May 14 to October 18 in the parking lot of St. Casimir Catholic Parish, 800 West Barnes Ave, Lansing, 48910

May 24	June 7	July 5	August 2	September 6	October 4
May 31	June 14	July 12	August 9	September 13	October 11
	June 21	July 19	August 16	September 20	October 18
	June 28	July 26	August 23	September 27	
		August 30			

B 3 p.m. – 7 p.m. (October Market days end at 6:30 p.m.)

III. APPLICATIONS

- A. Applicants must fill out the vendor application form that best represents the majority of products they intend to sell at the market.
 - 1. Agricultural/Value-Added Food Vendors sell fresh and packaged edible items: fruits, vegetables, herbs, honey, syrup, jams, fruit pops, baked goods, cheese, butter, eggs, meats, etc. These foods may be purchased using SNAP benefits.
 - 2. Non-Food/Arts & Craft Vendors sell non-edible items: cut flowers, candles, lotions, jewelry, ceramics, fiber crafts, wood crafts, etc. These may NOT be purchased using SNAP benefits.
 - 3. Hot Food Vendors sell prepared foods intended for on-site consumption. These items may not be purchased using SNAP benefits.
- B. Applications for full- and part-time vendors must be completed, signed, and submitted with payment by April 30, 2018.
- C. Applications for daily vendors must be received by 5 p.m. on Friday before the first market they wish to attend. Payment is due by 3 p.m. of each market attended.
- D. The Market Manager and South Lansing Community Development Association Board of Directors will review and approve vendor applications as they are received. Preference is given to returning vendors and those who grow/produce their own agricultural/value-added products locally.
- E. Vendor placement will be prioritized based on seniority (years with the market), payment status (full-time prepaid vs part-time prepaid vs daily), and electrical needs.

IV. FEES

- A. Vendors are classified as full-time, part-time, or daily.
 - 1. Full time vendors pay \$220 for the entire season (22 markets), prepaid by April 30, 2018.
 - 2. Part time vendors reserve specific dates at a rate of \$12 per booth per market, prepaid by April 30, 2018.
 - 3. Daily vendors pay as they go: \$15 per booth per market, due before 3 p.m. of each market they attend. To the extent possible, we ask that dates be reserved in advance. This helps us plan for market set-up and promotion.
 - a. Daily fees must be paid with cash or check (not market money, EBT, or DUFEB coins) before 3 p.m. of each market attended.
 - b. Daily fees cannot be deducted from vendor reimbursement checks.
 - c. Vendors who fail to pay (this includes fee for no call/no show) may not attend future markets until prior fees are paid.
- B. Booth fees cover 10'x10' space and signage only. Vendors may reserve and prepay for more than one space, or pay the daily rate to add additional booth space later in the season.
- C. Vendors are expected to provide their own canopies, tables, chairs, additional signage, and other equipment needed. The Market has a limited number of canopies, tables, and chairs available for rent on a first come basis. Check with Market Manager for rates.
- D. The booth fee for non-profit, 501(c)(3) community organizations may be waived once per season. If the group is engaged in a pre-approved fundraising activity, the daily rate applies.

V. ATTENDANCE/CANCELLATION

- A. The Market is open rain or shine. In cases of rain, high wind, and extreme heat, the Market will be inside the gymnasium.
- B. Only approved vendors who are on the schedule may attend. Drop-in vendors are not permitted.
- C. Approved daily vendors who have not reserved specific dates must notify the Market Manager by noon on Wednesday prior to each market they wish to attend.
- D. Vendors are expected to attend all markets indicated on their applications. This includes daily vendors who schedule specific dates. If cancellation is necessary, vendors are required to notify the Market Manager by 10 a.m. on market day.
- E. "No call/no-shows" are NEVER permitted. Empty booth spaces compromise the content and appearance of the market. "No call/No-shows" will face disciplinary measures (see VII.E).
- F. Pre-paid vendor fees are not reimbursed for no-shows or late cancellations. Daily vendors who are scheduled to attend but don't show must still pay for their booth space (see IV.A.3.c).

VI. MARKET DAY LOGISTICS

- A. Vendors must check in with the Market Manager for booth assignment each week. Vendors may check in as early as 1 p.m., but no later than 2:30 p.m.
- B. We make every effort to maintain a consistent vendor placement during the season, but there are certain weeks when placement may change. Anyone not in their assigned space must move before the market opens.
- C. For safety reasons, vehicles are not permitted in the interior area of the market after 2:30 p.m.
- D. Vendors must be in place no later than 2:30 p.m. and ready to sell when the market opens at 3 p.m.
- E. Sales are not permitted before the market opens, and vendors must stay until the market closes unless permission has been granted in advance by the Market Manager.
- F. Canopies/tents can sail away on windy days. Vendors must provide materials to securely anchor their canopies/tents at all times. Concrete blocks are available behind the market shed for those who need additional weights.
- G. Vendors who rent (canopy, table, chairs) or borrow (bungee cords, blocks/weights) any items from the Market are responsible for returning items before leaving.
- H. Vendors requesting electrical hook-up must provide their own power cords (50 foot minimum). Electrical hook-ups are limited, and vendor placement may change to accommodate access.
- I. Vendors are required to display a chalk sign provided by the Market identifying the name of their farm or business, payment methods accepted, and weekly offerings.
- J. All signage, displays, products, and equipment must be contained within the booth space reserved and may not restrict access to or visibility of another vendor.
- K. Vendors are responsible for keeping their booth space and the adjacent parking lot clean. Vendors are responsible for removing all boxes, bags, trash, and food waste. Extra produce may be donated to the Southside Community Kitchen (onsite at St. Casimir). Dumping of any kind is prohibited.
- L. Vendors may not sublease their space without prior consent of the Market Manager.

VII. PRODUCTS

- A. The Market strives to maintain a 3:1 ratio of agricultural/value-added food vendors to non-food/arts & crafts vendors, in other words, vendors who accept SNAP benefits versus those who cannot. Vendors who sell prepared foods intended for on-site consumption are not included in this equation.
- B. Only Michigan agricultural/value-added products may be sold at the market. The Market gives preference to agricultural/value-added products GROWN OR PRODUCED LOCALLY by VENDORS.
- C. It is essential that the Market maintains a healthy balance of products to meet our customers' needs and to support the growth and prosperity of vendors. 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 selling 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 products purchased from wholesale distributors or third-party brokers 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.
 - 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 which items are brokered, the name of the farm or business that produced them, and the Michigan city where they were grown or made.
 - 5. Vendors of brokered items must be familiar with the conditions under which foods/items were produced.
- E. Prices must be clearly displayed for all products; collusion and price gouging are strictly prohibited.
- F. Vendors who are certified organic must clearly label which products, if any, are not organic.
- G. Products must be clean, wholesome, free from spoilage, free from adulteration and misbranding, 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 must submit samples of items to be sold during application process. This does not apply to returning vendors.

VIII. PROMOTION

- A. South Lansing CDA promotes the Farmers Market via weekly email updates, street banners, yard signs, posters, ads and articles in neighborhood newsletters and church bulletins, online social networking and continuous word-of-mouth.
- B. We ask that vendors on Facebook “like” the South Lansing Farmers Market 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 should all do our part to cast a wide net to attract customers.
- C. Customers stay interested in markets that advertise new offerings each week, so vendors are highly encouraged to send the Market Manager an updated list of products they plan to sell by Tuesday for inclusion in our weekly Market Update each Wednesday.
- D. Vendors are encouraged to display signage promoting unique aspects of their wares, e.g., locally grown produce, fresh picked or baked that day, certified organic or using organic practices ...

- E. Raffle drawings.
 - 1. Vendors are encouraged to donate items typically sold at their booth for each raffle.
 - 2. Winners are announced hourly throughout each Market, which encourages shoppers to stay longer and provides exposure to vendors who donate prizes.
 - 3. Vendors who donate receive 6 tickets for the drawing. Vendors can purchase more.
 - 4. Proceeds from the raffles are used for additional market promotion.
- F. Each month, the Market hosts themed festivals with special performances, free recipe booklets, featured sponsors and activities, and raffle drawings.

IX. LICENCES AND INSURANCE

- A. Vendors are expected to know and comply with all applicable city, state, and federal health regulations and certification requirements related to the products they sell.
- B. Each vendor must submit to the Market Manager, a valid copy of any and all licenses and permits required to comply with Michigan Department of Agriculture & Rural Development (MDARD) 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.

X. SALES REPORTING AND REIMBURSEMENT

- A. Vendors are required to accept EBT coins, Double Up Food Bucks (DUFEB) coins, WIC Project Fresh and Senior Market Fresh coupons for all eligible items. The Market Manager will provide instruction on all requirements and distribute vendor agreements at the annual orientation meeting.
- B. Vendors are required to report total sales from all sources (cash, credit card, Market Money coins, EBT coins, DUFEB coins, WIC Project Fresh and Senior Market Fresh coupons) at the end of each market day. Sales are not reported to any taxing entity. Sales figures track the economic impact of our Market within the community.
- C. Vendors who receive EBT coins as payment from customers are prohibited from spending them with other vendors or trading them with anyone for cash.
- D. Vendors who receive Market Money coins as payment from customers are welcome (encouraged) to support the market by spending them with other vendors.
- E. Reimbursement checks for Market Money, EBT, DUFEB, WIC Project Fresh, and Senior Market Fresh sales are cut within seven days of the final market of each calendar month. Vendors who are not at the following market when reimbursements are distributed are expected to make arrangements with the Market Manager.

XI. COMMUNITY CONSIDERATIONS

- A. Vendors are expected to be honest, courteous, and professional at all times.
- B. The South Lansing Farmers Market is a safe and welcoming space for all. 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. Discrimination of any kind will not be tolerated.

- C. Applicable local, state, and federal laws must be followed all times (e.g., animal leash laws).
- D. Smoking is strictly prohibited within the Market and surrounding parking lot.

XII. NON-COMPLIANCE

- A. The Market Manager walks the market each week to insure all vendors are in compliance with these policies and procedures. Please tell the Manager if you witness or suspect potential violations.
- B. The Market Manager reserves the right to investigate any and all reported or suspected violations. This includes, but is not limited to, broker verification, license verification, and farm visits.
- 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.
 - 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 referred directly to the Board for disciplinary measures.
- 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 violations are related to non-payment), or dismissal from the market for the remainder of the season. Suspensions and dismissals are treated as no shows/late cancellations (see V.F).
- 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. Decisions after appeal are final.

Thank you for your participation in the 2018 South Lansing Farmers Market. Please don't hesitate to contact me with any questions or concerns. I pledge to do everything I can to support you in making this a successful year.

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