

South Lansing Farmers Market

2022 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 19 thru October 20, 2022**, in the parking lot of the new AIM HIGH Basketball Academy, 800 West Barnes Ave, 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, 2022**, and **paid in full within 14 days of approval**.
- B. Early bird discount is available for full-time vendors who pay by **March 31, 2022**.
- C. Applicants must choose the vendor category that best represents the majority of products and services they intend to sell or promote at the market.
 - 1. **Agricultural/Value-Added Food Vendors** sell fresh and packaged foods: fruits, vegetables, edible plant starts, herbs, spices, dips, sauces, cheese, butter, eggs, meats, fish, jerky, breads, baked goods, honey, syrup, jams, fruit pops, caramel corn, caramel apples, candies, etc. These vendors may accept SNAP benefits.
 - 2. **Non-Food Arts & Craft Vendors** sell items they produce by hand: soaps, candles, lotions, balms, jewelry, ceramics, paintings, wood and metal crafts, knit and crocheted items, clothing accessories, stationary, home goods, etc. This category should also be used for houseplants, pet treats and services like massage, energy healing, and henna. These vendors may NOT accept SNAP benefits.
 - 3. **Prepared Food Vendors** sell ready-to-eat foods intended for on-site consumption. These include hot meals, cut produce (salads, fruit cups), coffee, tea, and other beverages prepared by the vendor. Requires licensing. These vendors may NOT accept SNAP benefits.
 - 4. **Nonprofit Vendors** share their mission, programs, and services with shoppers. The booth fee for non-profit, 501(c)(3) community organizations may be 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.

5. **Market Sponsors** receive a free booth (canopy, table, and chair included) to promote their products and services to shoppers as one of the benefits for sponsoring a market day.
- D. Applications for daily vendors must be received by 5pm on Friday before the first market they wish to attend.
- E. 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**.
- F. Preference is given to returning vendors and those who grow or produce items locally.
- G. 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.

IV. FEES

- 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 March 31, 2022**.
 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 V:E below).
 5. **Sponsorships** are available for \$500 per market (maximum 3 dates per season). Sponsors are featured in all promotional materials, multiple posts with links on social media, market day signage, and hourly announcements to shoppers.
 6. Vendor and sponsor fees may be paid by cash, check, CashApp (\$SouthLansing), Venmo (@SouthLansing), or credit card (with additional 3.5% service fee).
- 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 booth fee for non-profit, 501(c)(3) community organizations may be waived once per season. Nonprofits provide their own canopy, table, and chair. For additional dates, or if the group engages in sales or fundraising activities, the daily rate applies.
- E. **Vendor fees are non-refundable.**

V. ATTENDANCE/CANCELLATION

- A. The Market is open rain or shine. In cases of severe weather, the Market will move inside to the fellowship hall.
- 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**.

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 1pm, but no later than 2:15pm**.
- B. We make every effort to maintain a consistent vendor placement during the season, but there are weeks when placement may change. Anyone not in their assigned space must move before the market opens.
- C. Given the new market configuration, 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 2:30pm**. Vehicles are not permitted in the market space after 2:30pm.
- D. Booths must be **set up by 2:45pm**, and vendors must be **ready to sell at 3pm**.
- E. Vendors are responsible for their own credit card transactions. We cannot guarantee wifi, so please **be prepared to set up a hot spot**.
- F. Sales are not permitted before the market opens.
- G. Vendors must **stay until the market closes** unless permission has been granted in advance by the Market Manager.
- H. Canopies can sail away on windy days. **Vendors must provide weights** to securely anchor their canopies at all times.
- I. Vendors who rent (canopy, table, chairs) or borrow (bungee cords, blocks/weights) any items from the Market must return those items before leaving.
- J. 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.
- K. Vendors are required to **display signage** identifying the name of their farm or business, payment methods accepted, and weekly offerings.
- L. Signage, displays, products, and equipment must be contained within the booth space reserved and not restrict access to or visibility of another vendor.

- M. 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.
- N. **Vendors may not share or sublease** their booth space without prior consent from the Market Manager.

VII. PRODUCTS

- A. Only Michigan-grown agricultural, value-added, handmade, and homemade products may be sold at the market. The Market gives preference to items grown or produced locally in Lansing.
- B. The Market strives to maintain a 50% 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 prepared 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.
 - 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 were grown and items were made.
- E. Prices must be clearly displayed for all products; collusion and price gouging are strictly prohibited.
- F. Vendors with organic certification 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 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.

VIII. 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 social network 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 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. At the end of each market, vendors are asked to **provide an updated list of products** to highlight in the market update for the following week.
- 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

IX. 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 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.

- B. Vendors who receive food assistance as payment 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, DUFEB 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, 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 market when reimbursements are distributed are expected to make arrangements to pick up checks from the Market Manager.
- E. We encourage vendors to accept credit cards and various forms of e-payment (CashApp, Venmo, PayPal, etc.)
- F. The state requires prepared food and art/craft 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 FAQ's:
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

XI. COMMUNITY CONSIDERATIONS

- A. 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.
- 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.

XII. 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 and all 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.

XIII. 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) may not attend the market. Immediately call to notify the Market Manager.
- 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 each weekly market.
- C. Vendors will comply with all requirements set forth by the Market Manager.

Thank you for your interest in our 2022 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 you in making this a successful year.

Jean Aldrich-Simmons, Manager
South Lansing Farmers Market
800 W. Barnes Ave.
Lansing, MI 48910
517-374-5700 (office)
517-582-3388 (cell)
market@southlansing.org