

2011 Vendor Guidelines

This is to provide guidelines and procedures in the operation and management of the NorthWest Initiative's Westside Farmers Market. The guidelines are not intended to burden participants, but to ensure the smooth operation of the market.



Purpose

NorthWest Initiative's Farmers' Market, with support from Ingham County Health Department, Michigan Department of Community Health, Michigan Fitness Foundation/Michigan Nutrition Network, and MSU Extension, has organized the NorthWest Initiative's Westside Farmers' Market to:

- ❖ provide residents with easy access to fresh, locally grown produce
- ❖ provide northwest Lansing residents with the knowledge of where their food comes from and how it is grown.
- ❖ promote health and wellness by providing nutrition education displays and taste testing.
- ❖ help the environment by reducing carbon dioxide emissions and use of packing materials.
- ❖ provide a weekly event that strengthens our local sense of community.

Schedule

1. **Days:** Every Monday, July 18, 2011 through September 19, 2011
2. **Time:** 4 p.m. – 7 p.m.
3. **Location:** 829 W Saginaw St, Lansing, MI 48915 (Shanora's parking lot)

Applications

- ❖ The NorthWest Initiative's Westside Farmers Market Committee will review and approve vendor applications to ensure a diverse and quality market.
- ❖ **All vendors must submit a completed application prior to participation in the Market and must verify, upon request, that they are the actual grower or producer of the specific items they intend to sell at the Market.**

Attendance and Cancellation

- ❖ The Westside Farmers Market will be open rain or shine.
- ❖ Vendors must be checked in by 3:30 p.m. and be ready to sell by 4:00p.m.
- ❖ Vendors are required to cancel by 5:00 p.m. the Friday before market day. That would give me time to find a vendor to fill the space.
- ❖ Vendors who may need to be tardy on rare occasions and with a valid reason may be excused by the market manager

Conduct

- ❖ **Children of Vendors:** We care about your children. Vendors need to closely supervise and keep a watchful eye on their children at all times on the premises during the Market day. Set-up and take down are especially dangerous when vehicles are moving within the Market area.
- ❖ Vendors are not allowed to have pets/animals in their booth/selling space.
- ❖ Smoking is prohibited in any booth/selling space.

Assignment of Space

- ❖ Vendor must check in with Market Manager prior to setting up market space each week. Space will be assigned by the Market Manager each week. Anyone not in their assigned space will be asked to move before the market opens.
- ❖ Vendors will be provided with a tent and two tables. Other equipment is the vendor's responsibility. Please ensure that tents are securely anchored.
- ❖ Each vendor is responsible for keeping their market area clean and leaving it as they found it upon entering.

Products

- ❖ Vendors are expected to know and comply with all applicable city, state, and federal regulations and certification requirements.
- ❖ To maintain the integrity of the "Farmers" Market", a **minimum** of 51% of all vendors must be farmers, with at least 70% of what they sell having been produced on their own farm. **Vendors found to be reselling produce purchased at the Food Terminal will be suspended from the Market.** The produce and value added products must be grown and/or produced in Michigan.
- ❖ Products must be fairly priced and clearly marked.
- ❖ Products are to be displayed in a sanitary and attractive manner and shall be clean, wholesome, and free from spoilage, free from adulteration and misbranding, and safe for human consumption.
- ❖ The resale of products purchased from wholesale is strictly prohibited.
- ❖ Arts and Crafts: individuals wishing to sell arts and crafts must fill out the appropriate application and submit a sample of goods to the Market Manager for review. All arts and crafts must be an Individual's own creative effort and be sold by the artist or representative thereof.

Promotion

- The Westside Farmers' Market will be promoted throughout Lansing via weekly emails, Craig's list, face book, street banners, posters, newsletter publications, and continuous word-of-mouth announcements.
- Individual vendors are encouraged to promote their market participation.

Licenses and Insurance

- Each vendor must submit to the Market Manager, a valid copy of any and all licenses and permits required to comply with all Michigan Department of Agriculture (MDA) Rules and Regulations. Contact the MDA with questions at 800-292-3939 (processed food) or 517-373-1087 (plants).
- Vendors are highly encouraged to obtain their own insurance against all liabilities.

Sales Reporting and Reimbursement of Project FRESH, EBT, and Market Money Coins

- Vendors are required to report their sales figures at the end of each market day. This will help NorthWest Initiative's track the economic impact the market has on the northwest Lansing residents and community.
- Vendors are required to participate in Project FRESH and EBT sales when appropriate. The Market Manager will provide an orientation of all requirements, agreement forms to be signed each year, and will be available for any questions or concerns.
- Vendors will be reimbursed for Project FRESH, EBT and Market Money coins by check, at the following market. Vendors are encouraged to spend the Market Money coins within the market for their own purposes. However, **EBT coins cannot be used as payment between vendors under any circumstances.**



Please return this page to Market Manager. Keep the Vendor Guidelines for your records.

I have received a copy of the **NorthWest Initiative's Westside Farmers Market Vendor Guidelines** and agree to comply with all guidelines.

Signature Date

Printed Name

Thank you!

Please return completed Vendor Application and Vendor Guidelines forms to:

Carolyn Drake
NorthWest Initiative
530 W Ionia St. Suite D
Lansing, MI 48933
(517) 999-2894 (telephone)
(517) 999-2897 (fax)
www.nwlansing.org