



DOWNTOWN DEWITT FARMERS MARKET RULES



Prior to becoming a vendor each vendor must read these market rules, submit the signature page, submit photo copies of current certifications, licenses, product pictures, as well as seed, plant, and transplant receipts and copies of seed packets, and submit the 2017 Application. **There will be a Vendor Information/Potluck Monday, April 10, 2017 at 6:30pm at DeWitt City Hall. Please RSVP by calling 517-624-0285 or email assistdda@dewittmi.org.**

OPERATIONAL TIMES AND LOCATION FOR THE MARKET

The market will open at 4:00pm and close at 7:00pm, Tuesdays, June 6 through October 10, 2017. **There will be no market on Tuesday, July 4, 2017 in observance of Independence Day.** Vendors must arrive in time to be ready in place and within the Market boundaries by 3:15pm. The outdoor market takes place just North of the traffic light on Bridge Street, in the middle of the street. No vehicular traffic will be allowed within the Market Boundaries between 3:15pm and 7:15pm. The market area will be closed to public traffic starting at 2pm. If a vendor arrives late, his/her vehicle must be parked outside the Market Boundaries, and items for sale, stall equipment, supplies, etc. must be hauled into the Market Space. Vendors that need to leave early are discouraged from participating in the Market on that particular day. If it is a special circumstance, please contact the Market Manager for approval and instructions. This Market operates rain or shine, but will not operate in stormy or hazardous conditions! See the weather policy for information on emergency weather situations. Every reasonable effort will be made to hold markets on scheduled dates and times.

TYPE OF PRODUCTS

Products that vendors may sell include; fruits, vegetables, flowers (fresh or dried) and foods (licensed or covered by the Cottage Law- see Cottage Law link below). **Downtown DeWitt Farmers Market will give preference to vendors that have at least 75% of their products grown from the vendor's/farmer's own Michigan garden/farm.** Michigan agriculture and other products are preferred. Products may come from other farms, providing you are familiar with the farm practices and place the appropriate signage and or/labels on/near those food items, **EACH time those items are sold. Seed, plant, and transplant receipts and copies of seed packets are required to verify produce grown by farmer.** Farm visits by the Downtown DeWitt Farmers Market Management may occur to verify farm products authenticity and origin. Manufactured products are prohibited, unless written approval is received from the Market Manager. Handmade arts and crafts items may be sold according to the guidelines below.

QUALITY OF PRODUCTS

Vendors are required to comply with all Michigan Department of Agriculture and Rural Development (MDARD), from now on referred as MDARD, rules and regulations. **If you are unclear on regulations or the Cottage Law, please visit the MDARD website.**

http://www.michigan.gov/mdard/0,1607,7-125-1568_2387_46671_46672-169336--,00.html

The Food Law – MCL 289.1101 (Michigan Cottage Foods Law)

http://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html

QUALITY OF PRODUCTS (continued) Selling overripe, old, spoiled or unusable produce is not permitted. Vendors selling food products must provide a copy of their license to verify their product is prepared and cooked in a licensed kitchen, except those covered under the Michigan Cottage Law. **It is up to you to know what you need for YOUR business.** If you are required to have a license, you must display a copy of your MDARD permit at your stall during your hours of operation. You **MUST** also provide a copy of your license and or/registration with your Vendor Application. Most items (non-produce) **MUST** be properly labeled, even if a license is not required. Michigan Cottage Food Law, requires specific language on labels and includes specific detailed information.

Hand-printed labels are acceptable if they are clearly legible, written with durable, permanent ink, and printed large enough to equal the font size requirements listed above. Here is an example of a label from the MDARD website you may use for reference:



If improper labels are used, the Market Management will ask you to remove the items from your inventory of saleable items. If labels are not used, the Market Management will not allow your products to be sold.

REQUIREMENTS FOR EGG VENDORS

Vendors must comply with State regulations for egg production and selling including licensing, labeling and packaging. There are no specific requirements for egg producers selling directly to a consumer or a first receiver. Maintaining eggs at 45°F for safety, cleaning eggs and packing eggs in clean, properly labeled containers is recommended.

Michigan food laws require that egg processors (i.e. those that clean, grade or break eggs) be licensed by MDARD. The Food Code, section 3-202.13 requires food establishments to receive eggs that are clean and sound and be grade AA, A, or B. Eggs must be held at refrigeration temperatures. Egg cartons or other packaging materials must be clean and properly labeled.

ARTS & CRAFTS SALES

Vendors selling artisan crafts will be assigned stalls based on availability as determined by Market Management. Applications with photograph or sample **are required for review and approval** of handmade arts and crafts prior to sale at the market. Preferences for space at the Downtown DeWitt Farmers Market is given to local farmers and local producers of hand-crafted foods, prepared and ready-to-eat foods, value-added agricultural product producers and vendors with gourmet-type packaged foods. Therefore, a very limited amount of vendor spaces will be allotted for this category of saleable items.

- All items must be handcrafted by the vendor; no products may be commercially manufactured.
- All products and artwork must be family friendly. The general rules would be no profanity, no violent images, and no nudity or pornographic images.
- Your crafts or artwork must be tastefully presented and of artisan quality. We are not intending to become a flea market that also has vendors of produce. The vision of this market is one of quality and uniqueness. A tasteful display is required - use of a table covering is preferred.

TYPES OF VENDORS

The Downtown DeWitt Farmers Market allows local vendors, within the State of Michigan. Preference is given to vendors who are in Clinton, Ingham, Gratiot and Eaton counties. No out-of-State products or vendors are allowed.

Seasonal Vendor – is a vendor who agrees to participate in the whole Downtown DeWitt Farmers Market 2017 Season, which is 18 Markets. Once approved, this guarantees a vendor an assigned spot for the entire season, providing the vendor is compliant with Market Rules. A refund of up to 30% will be issued to vendors in good standing and compliance with Market Rules and who have attended 15 out of 18 Markets at the end of the season. See REFUNDS section below for criteria.

Daily Vendor – is a vendor who participates in the Downtown DeWitt Farmers Market on a once a week basis. A \$12 Fee is collected weekly, in advance of the market date. Vendors **MUST** notify of participation to the Market Management by the Wednesday preceding the market date. Daily Vendors are subject to approval – the first come/first serve rule applies, as well as overall vendor mix, to assure product diversity at each market. Daily Vendors are not guaranteed specific stall assignments. Daily Vendors are not guaranteed a weekly space.

RATES

There are 18 markets this year. The Single Stall Daily Market Vendor fee is \$12.00 per market, which equals \$216 for 18 weeks. The Single Stall Seasonal Market Vendor discount rate will be \$185 for the season. If you sign up to be a Seasonal Vendor and pay for the entire season by May 1, 2017 and attend 15 of the 18 markets, we will refund up to 30% of your fee. If you would like to be a Seasonal Vendor, and it is after May 1, the Seasonal Vendor Rate will be \$200, pending availability, and we will do our best to guarantee you a specific location.

REFUNDS

Refunds will be mailed out on Nov. 17, 2017. Refunds will be determined based on attendance, as well as cooperation and adherence to the Vendor Rules.

STALL SIZE AND STALL LOCATIONS

Each stall is 12 feet in width and approximately 17-20 feet in depth. A vendor selecting and paying for the entire season may request their location for the entire season. Seasonal vendor stall assignments will be awarded on a first come first served basis, previous Market longevity, previous Market compliance with Rules of the Market and product mix/diversity. Longevity alone, does not guarantee a stall. Daily Vendors submitting applications for less than a complete season will be assigned a stall location among what is available after seasonal vendor spaces have been assigned. Market Stall Locations are identified by a Numerical System. Please see diagram for Vendor Stall Locations.

Vendors must be checked in with the Market Coordinator at or before 3:15 PM on the day of the Market or may lose their stall locations. Vendors are required to bring their own canopy tent, tables, chairs, umbrella, etc. All pop up tents **MUST** be weighted down, to prevent injury or damage. Vendors are responsible for the cleanliness of their stall during Market and at the end of each Market day. Dumping of produce in the trash cans is forbidden. Each vendor must take everything they brought to Market, including boxes, bags, etc. Smoking is not permitted in the stall area. Vendor pets are also not allowed.

Vendors (or representatives) are REQUIRED to be present the ENTIRE TIME of the market. If you (or your representative) are/is unable to be at the market until 7:15 PM, do not participate in the market that day. For the safety of the other vendors, customers, children, volunteers and market staff you are **NOT** allowed to tear down and leave during the hours of operation. **Vendor vehicles shall not be moved from 3:15pm until 7:15pm if parked within the Farmers Market area.** Our Farmers Market is open until 7pm, and we will often have customers walking in our Market Space. For the safety of all, this rule will be strictly enforced.

- *Vendors are encouraged to provide clean table coverings for their tables.*
- *Vendors or representatives are expected to be at their designated stall throughout the operational hours.*
- *Selling directly from vehicles is prohibited.*
- *Vendors must provide weights to hold down canopy/tent, for safety purposes.*
- *Vendor Tents/Canopies are to be in alignment with each other – place accordingly.*
- *Vendors may ask questions, provide feedback or get more information about Market Operations by emailing assistdda@dewittmi.org or calling 517-624-0285.*

VENDOR PARKING

Vendors are allowed to park in the market space – providing the vehicle fits perpendicular to the sidewalk, and the tent/canopy as shown in the chart below. Vendors may NOT move vehicles, trailers, wagons or tents/canopies between the hours of 3:15-7:15pm. If a vendor arrives late for Market Day, he or she may park his/her vehicle and haul items into the market space using a trailer or wagon. Only one vehicle per vendor is allowed in the Market Space. See chart below.

Sidewalk
Vehicle
Tent/Canopy
Middle of the Street

SIGNAGE & LABELS

1. Vendors are expected to provide signage for their stall/table or selling space. Signage should be legible and easy to read.
2. Prices should be displayed clearly for all items sold.
3. Labels as required should be clear and legible and in accordance with Local, State and Federal regulations.
4. **Vendors must label items they did not grow or produce indicating where the items came from at EVERY market.**
5. Vendor Licenses/Registrations/Certifications must be on display.
6. Vendors selling products under the Michigan Cottage Food Law – must provide approved labels for items sold. Please see page 2 for “sample label”.
7. ALL approved SNAP and other Food Assistance Programs Vendors must display a sign.
8. Certified Organic Vendors must provide copies of certifications and provide vendor space signage.
9. A vendor may use signs to indicate vendor specials or other information related to market day.
10. It is suggested that if a vendor accepts credit card payments, a visible sign should be used.

FOOD SAMPLES

Vendors are allowed to provide samples according to MDARD Guidelines for Providing Safe Food Samples at Farmers Market. Vendors are responsible for the safety of the food samples they offer. Food samples must be safely handled and displayed to prevent contamination. Please refer to guidelines using the link below. No samples may shall be prepared on-site. Serving alcohol is not permitted.

http://www.michigan.gov/documents/mda/MDA_FdSmpIngFarmMkts5-09_279110_7.pdf

VENDOR CONDUCT

Violation of Market rules, as determined by the Market Management, may preclude the vendor from future markets.

- No person shall use a stall/area not assigned to him or her.
- **No vendor may share a stall with another vendor.**
- No vendor may sell goods outside the parameters of the Official Market Space, which is defined by North Bridge Street from East Main Street to Jefferson Street.
- No hawking, shouting, bells, etc., methods may be used to attract customers to a particular vendor space.
- Vendors must be respectful of other vendors, customers and market staff and volunteers. Vendors may not smoke in stall areas or the Market Space.
- Vendors may not use foul language or conduct themselves in threatening ways. Vendors may not misrepresent products he/she intends to sell.
- Vendors accepting SNAP, Double Up Food Bucks, WIC and Senior Market Fresh Program benefits must strictly comply with rules and regulations for that program.
- Vendors in violation of any Market Rules will be subject to disciplinary action, including suspension from market participation.
- The general enforcement procedure will follow a “three strike rule”; 1.) First violation will result in verbal warning, 2.) Second violation will result in written warning, 3.) Third Violation results in suspension from Market participation (length of time will be in relation to the severity of the offense – there is no guarantee vendor will be allowed to return as a Vendor in Good Standing).

The Market Management is authorized to suspend a vendor without the “three strike rule” depending on the circumstances and other determining factors. Suspended Seasonal Vendors will forfeit any fees collected by the Downtown DeWitt Farmers Market, as well as any potential refund of fees.

MARKET OPERATIONS, INTERPRETATION AND ENFORCEMENT PROCEDURE

The Market Management has the authority to enforce all market rules to insure the success, safety and efficiency of the Downtown DeWitt Farmers Market. The Market Management may assign a designee to run the market operations and enforce rules, often this will be DDA or City Representative. Complaints or concerns about the Market should be submitted in writing to the Market Manager for awareness, consideration and resolution. Complex situations may be resolved at the City Administrator level or City of DeWitt Police Department level, as deemed necessary.

The Downtown DeWitt Farmers Market is run, sponsored and operated by DeWitt Downtown Development Authority. Community Members or Businesses as well as Vendors may also provide financial sponsorships.

KIDS’ ACTIVITY DAY AT THE MARKET, OTHER SPECIAL EVENTS AND WEEKLY ENTERTAINMENT

Kid’s Activity Day at the Market occurs on the first Market of each month, except in July, when the Kid’s Activity Day will be held on July 11. Specific themes and activities will be planned for children. The Downtown DeWitt Farmers Market is pleased to provide Live Weekly Entertainment for two of the three hours of each Market. There will be additional special events, attractions, community groups (a.k.a. non-profit organizations) participating throughout the season.

SHOPPING CARTS

Shopping carts are available for shoppers. A vendor may not use shopping carts to haul products or supplies. Carts are available and stored near the DDA tent/trailer and are to be kept and returned to that space. If a vendor needs to haul items, the DDA has a flat rolling cart and a wood/metal wagon to loan for that purpose.

ALL VENDORS ARE SUBJECT TO APPROVAL FOR PARTICIPATION. SUBMISSION OF THE CURRENT APPLICATION DOES NOT GUARANTEE PARTICIPATION IN THE DOWNTOWN DEWITT FARMERS MARKET. VENDORS WILL BE NOTIFIED OF THEIR ACCEPTANCE.

THE MARKET DOES NOT DISCRIMINATE AGAINST VENDORS OR CUSTOMERS DUE TO GENDER, RACE, CLASS, AGE, SEXUAL ORIENTATION, RELIGION, ETC.

THE MARKET MANAGEMENT RESERVES THE RIGHT TO DENY VENDOR PRIVILEGES TO ANY VENDOR THAT FAILS TO COMPLY WITH THESE VENDOR RULES OR FOR ANY VIOLATION OF CITY, COUNTY, STATE OR FEDERAL LAWS RELATED TO VENDOR ACTIVITIES DURING MARKET. VIOLATION OF THESE RULES FORFEITS YOU FROM ANY REFUND AND FUTURE PARTICIPATION FROM THE DOWNTOWN DEWITT FARMERS MARKET.