



Eastern Ingham
Farmers Market

EASTERN INGHAM FARMERS MARKET

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2021 VENDOR RULES and REQUIREMENTS MANUAL

The EIFM strives to provide a venue for consumers to access the produce and product offerings of local farmers, artisans, and small businesses from the Williamston area. Quality of life in the Williamston community is enhanced by the opportunity for area residents and visitors to engage in sustainable commerce and social interaction with local farmers, entrepreneurs, and community members while supporting the local economy.

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WELCOME TO THE 2021 MARKET SEASON!

Thank you for choosing to apply to become a new vendor or to become a returning vendor at the Eastern Ingham Farmers Market. Please familiarize yourself with the information in this document and get clarifications if you have questions. We value our vendors at the Eastern Ingham Farmers Market and the commitment you each make to inform yourself and your staff about the Market rules and requirements and to ensure that they are followed.

For questions, please contact Market Manager, Tom Cary at 616-916-9823 or EasternInghamFM@gmail.com.

The Market is a mid-May to mid-October open air market in Williamston, Michigan, that operates on Sundays from 10 a.m. to 2:00 p.m. It is sponsored and operated by the nonprofit Sowing Growth, also located in Williamston. For the most recent background demographics on the Market, including vendors, customers, volunteer support, programs and activities, and economic impact please see the Market website at www.easterninghamfarmersmarket.org and the Sowing Growth Annual Reports for the last two years.

CONSIDERATIONS AND REQUIREMENTS FOR THE EASTERN INGHAM FARMERS MARKET

1. **Liability insurance** (OPTIONAL at Eastern Ingham Farmers Market). Many markets will require their vendors to carry a liability policy that names the market, its sponsors and/or property owners as additionally insured. Limits of coverage are most often \$1 million in both general and product liability. It is often a good idea to carry some amount of liability insurance, even if not required, to protect your business, especially if you vend food.
2. **Who is Eligible to be a Vendor at the Eastern Ingham Farmers Market?** Vendor eligibility for selling at Eastern Ingham Farmers Market will be based upon:
 - a) History: Priority each year will be given to returning vendors who have reliably and respectfully attended the Market within the last 3 years.
 - b) If a NEW vendor, your addition to the market will be prioritized as follows: 1) farmer that grows the products sold, products are unique and/or high demand product and/or help fill gaps in offerings at the market; 2) food vendor providing a unique and/or high demand product and 3) artisan/craftsperson with a unique and/or high demand product. Note: If the number of vendors offering the same or similar products is deemed excessive, duplicate products may be denied entry.
 - c) Submission of a completed vendor application (with proof of required licenses) and deposit to the Market Manager for seasonal booths.
 - d) Attendance at the annual spring Vendor meeting, generally held in March, is strongly encouraged!
3. **Permits and Licensing in Michigan**

Vendors are responsible for being informed of and in compliance with federal, state and local permits and licensing applicable to the sale of their products and for the display of any such permits and licenses. Applicable taxes are the sole responsibility of the vendor.

For a very broad overview of what typically requires licensing (or does not) at the Market look at this slide: https://www.michigan.gov/documents/mdard/FM_Food_Licensing_Guide_483429_7.pdf

See below for a general guide to what you will need for some of the most common food and plant items sold at farmers markets. NOTE: It is the vendor's ultimate responsibility, however, to stay informed of all applicable federal, state and local licensing and permit requirements and to follow up with the Michigan

Department of Agriculture and Rural Development (MDARD) or your County to make sure you are in compliance.

- a) **Fresh Fruits and Vegetables**- If you are selling only whole, unprocessed fresh fruits and vegetables, you DO NOT need any kind of license or permit.
- b) **Baked Goods – [shelf stable]** If you sell or plan to sell baked goods you may be able to produce them under Michigan’s Cottage Food Law. This law allows you to produce at your home (or designated location) any baked goods that DO NOT require refrigeration. (For example, apple pie is OK, but cheesecake is NOT, whole wheat bread is OK, but focaccia is NOT). Products brought to market under the Cottage Food Law require very specific information on each label and a label on each item. Find information for the Cottage Food Law at https://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html
- c) **Baked Goods – [NOT shelf stable]** If you sell or plan to sell baked goods that contain any of the following kinds of items, you will need to obtain a Michigan Food Establishment License **AND** make your product(s) **IN** a licensed kitchen – someone else’s or your own. For more information and a license application go to https://www.michigan.gov/mdard/0,4610,7-125-1569_16958_16974---,00.html
 - i. Pies or cakes that require refrigeration to assure safety like banana crème, pumpkin, lemon meringue or custard pies; cheesecake;
 - ii. Cakes with glaze or frosting that require refrigeration (e.g., cream cheese frosting)
 - iii. Confections that contain alcohol, like truffles or liqueur-filled chocolate
 - iv. Focaccia style breads with fresh vegetables and/or cheeses
- d) **Canned Fruit Jams and Jellies** – If you plan to sell CANNED fruit jams and jellies (not freezer jams/jellies or vegetable jams/jellies) you will be able to produce them under Michigan’s Cottage Food Law. This law allows you to produce these products at your home (or designated location). Products brought to market under the Cottage Food Law require very specific information on each label and a label on each item. Find information for the Cottage Food Law at - https://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html
- e) **Other Canned Goods (NOT fruit jams/jellies)**. If you sell or plan to sell canned goods that contain any of the following kinds of items, you will need to obtain a Michigan Food Establishment License **AND** make your product(s) in a licensed kitchen – someone else’s or your own. For more information and a license application go to <https://www.michigan.gov/mdard/0,4610,7-125-1569-161495--,00.html>
 - i. Vegetable jams/jellies (e.g., hot pepper jelly)
 - ii. Canned fruits or vegetables like salsa or canned peaches
 - iii. Canned fruit or vegetable butters like pumpkin or apple butter
 - iv. Canned pickled products like corn relish, pickles, or sauerkraut
 - v. Sauces and condiments, including barbeque sauce, hot sauce, ketchup, or mustard.
 - vi. Salad dressings
 - vii. Garlic in oil mixtures
- f) **Prepared/Processed Ready to Eat Foods** (Hot or Cold). These foods come to market in three ways:
 - i. **If you already have an establishment** (e.g., restaurant or deli) and you want to bring your already prepared and packaged products (no on-site cooking) to the market to be sold by your employees – You DO NOT need a license.
 - ii. **If your market stand IS your establishment**, you will need a Michigan Food Establishment License. The food needs to be cooked/prepared in a licensed kitchen, but may be able to be assembled (e.g., nachos with veggies and cheese) on-site. You will also need to have an annual inspection by the Health Department. If you are selling

prepared or processed foods that you did not make (and you have the Market Manager's permission), you may also need a Retail Food Establishment License. For more information and a license application go to <https://www.michigan.gov/mdard/0,4610,7-125-1569-161495--,00.html>

- iii. **Food Truck.** If you have or plan to have a **food truck** at the market you will need to apply for a "Special Transitory Food Unit" (STFU) License and have an annual inspection. For more information go to <https://www.michigan.gov/mdard/0,4610,7-125-1569-161495--,00.html>

g) **Honey or Maple Syrup** – If your operation sells less than \$15,002 in gross annual sales you are exempt from licensing and are permitted to bring your product to the Market under the Cottage Food Law if it is properly labeled. Find information for the Cottage Food Law at https://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html

h) **Eggs** – Whether you plan to bring chicken, duck or goose eggs, if it is your flock of animals and you collect the eggs and package them – NO LICENSE is required. However, you must follow the labeling requirements that includes: your name/business, address and contact info, and label them "ungraded eggs" if appropriate. If you are packing your eggs in an unlicensed facility, it is required that your label include the statement "Packaged in a facility that has not been inspected by the department." The eggs must go into a clean (but can be re-used) egg carton, and it is recommended (but not required) that they be washed and they must be kept at refrigeration temperature while at the market.

i) **Meat** – All meat sold at the market must be processed in a USDA or MDARD inspected facility and bear that information on the label. No license is required to sell meat processed and packaged at these facilities for resale. Any meat products bearing "Not for Resale" on the label CANNOT be sold at market.

j) **Coffee** – How you plan to sell your coffee makes a difference.

-If you plan to sell only beans you roast and package (whole bean or ground) you are exempt from licensing and can sell under the Cottage Food Law. Find information for the Cottage Food Law at - https://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html

-If you plan to sell brewed coffee (hot or cold) you will need to get a Food Establishment License, find that information here - <https://www.michigan.gov/mdard/0,4610,7-125-1569-161495--,00.html>

k) **Crafts, Art, Cut Flowers and other Non-food Items** – Should you plan to sell something like cut flowers, soap, candles or wood crafts at the market, that you grow or fabricate yourself, you will need a Michigan Sales Tax License.

l) **Annual Plants** – If you plan to sell vegetable starts or annual plants that DO NOT overwinter, you are not required to have any additional licenses in addition to a Michigan Sales Tax License.

m) **Perennial Plants** – If you plan to sell perennial plants at the market you will need to get a Nursery Stock License. For information about what licensing is required go here - https://www.michigan.gov/documents/mdard/Nursery_Stock_Licensing_FAQ_11-6-15_505488_7.pdf

If items are on the list below...you probably DO NOT need a license from the Michigan Department of Agriculture and Rural Development (MDARD).

- Breads
- Baked goods
- Cookies
- Cakes, including celebration cakes (birthday, anniversary, wedding)
- Quick breads and muffins (e.g., pumpkin or zucchini bread, blueberry muffins)

- Cooked fruit pies, including pie crusts made with butter, lard, or shortening.
- Fruit jams and jellies (as defined in 21 CFR part 150) in glass jars that can be stored at room temperature (except vegetable and other non-fruit-based jams/jellies)
- Confections and candies (made without alcohol)
- Granola
- Dry herbs and dry herb mixtures
- Dry baking mixes
- Dry dip mixes
- Dry soup mixes
- Dehydrated vegetables or fruits
- Popcorn
- Cotton Candy
- Non-potentially hazardous dry bulk mixes sold wholesale can be repackaged into a Cottage Food product. Similar items already packaged and labeled for retail sale cannot be repackaged and/or relabeled
- Chocolate covered pretzels, marshmallows, graham crackers, Rice Krispies treats, strawberries, pineapple, bananas, or other non-TCS foods
- Coated or uncoated nuts
- Dried pasta made with or without eggs
- Coffee beans or ground roasted coffee
- Vinegar and flavored vinegars

4. Equipment Needs for the Eastern Ingham Farmers Market

BOOTHSPACE (Bold items are required at the Eastern Ingham Farmers Market)

___ **Booth covering.** Vendors selling prepared foods and baked goods are required to have a covering over the entire prepared food area. This may be a tent (i.e., a canopy over a metal frame sitting inside the booth), a canopy or an umbrella. A reliable, rain-proof tent (10' x 10' "straight leg") is preferred.

___ **Securing Weights.** Vendors using tents, canopies, umbrellas, etc., in their booth space **MUST** have them secured and weighted down sufficiently to hold them down during sudden high winds. Sandbags, weighted pipe, cement blocks, and commercial canopy weights are commonly used for this purpose. It has been our experience that 4 weights of at least 10 lbs. each are required to secure tents.

___ **Sign/banner with business name** of 3" high or larger lettering identifying the farm or business by name and the location (village, town, or city postal address) of the farm or business.

___ **Table(s) and chair(s)** as needed.

___ **Product display** – baskets, bins, racks, shelves, pictures or props of items you cannot display, etc.

___ **Copies of all licenses** (preferably laminated, posted for customer visibility)

___ Simple handwashing station (**REQUIRED** for licensed food vendors, suggested for all food handlers)

___ Coolers and Ice OR freezers – **REQUIRED** for frozen and refrigerated products)

___ Hot boxes, food warmers or chafing dishes – **REQUIRED** for hot foods) – *coolers are inadequate.*

___ Extension cord (commercial grade 100' long) – **REQUIRED** for using electricity at the vendor's booth.

Note: Mats or duct tape **REQUIRED** to cover all portions of extension cord that lie in any area used for pedestrian traffic.

___ Table coverings as needed – laundered/sanitized since last use.

SALES TRANSACTIONS (Bold items are required)

___ **Cashbox** – with sufficient small bills for making change in cash transactions.

___ **Product signage**

- Packaging** – bags or other containers for packaging items sold.
- Certified scale** for items sold by weight - **REQUIRED if selling weighed items.**
- Phone and card reader if needed.
- Phone charger
- Thermometers for ensuring hot/cold food items are kept at proper temperature.**
- Extra/backup labels for products
- Food handling gloves as needed.

NOTE: The Eastern Ingham Farmers Market offers an “e-Commerce Ordering Platform”. If you would like information on this, please contact the Market Manager.

PERSONAL

- Water (gets hot on the parking lot). Note: The Market provides complimentary bottled water to its vendors.
- First aid kit. Note: The Information Booth at the Market has a First Aid Kit.

CHARACTER OF THE MARKET

1. Fair and Honorable Market Practices

- a) Vendors are discouraged from pricing products below the floor established by local supermarkets or local retail stores or undercutting potential sales of other Eastern Ingham Farmers Market vendors.
- b) All items for sale must be clearly marked with their retail price. Prices may be posted on each product with a label, or displayed on a large, clearly readable sign, listing prices.
- c) Vendors must accept United States currency, Market tokens and scrip (coupons) for nutrition assistance programs, in which the Market participates, and for which the vendor sells eligible products.

2. Workplace Violence Prohibited

- a) The safety of Eastern Ingham Farmers Market vendors, customers, visitors, staff, and volunteers is of utmost importance. Verbally or physically threatening behavior or acts of violence against vendors, customers, visitors, staff, and volunteers while attending Eastern Ingham Farmers Market, will not be tolerated.
- b) Any person who engages in this behavior will be removed from the premises as quickly as safety permits and shall remain off Eastern Ingham Farmers Market premises pending the outcome of an investigation.
- c) Subsequent to the investigation, Eastern Ingham Farmers Market Management will respond appropriately. This response may include, but is not limited to, suspension and/or termination of any business relationship, and/or the pursuit of criminal prosecution of the person or persons involved.

3. Appropriate Conduct

- a) All vendors, vendor helpers, volunteers and Market staff are expected to treat each other and Market visitors and shoppers in a respectful, courteous and professional manner. Any conflicts or disagreements with anyone occurring during the Market must be handled with utmost discretion.
- b) All vendors are responsible for their helpers and are responsible to advise them of Market policies. Vendor comments, complaints, and suggestions must be directed to the Market Manager and be discussed in private and not in front of other vendors and customers.

4. Enforcement of Market Rules and Requirements

Failure to follow Market Rules and Requirements as set forth in this Manual will result in the following consequences:

- a) First Occurrence: verbal warning
- b) Second Occurrence: written warning
- c) Each warning will include an explanation of which rule/requirement has not been observed, the steps that need to be taken to come into compliance, and the requested timeline in which those steps should be taken.
- d) Third Occurrence: Loss of chosen spot; one market day suspension; and/or \$100 fine.
- e) Market Management reserves the right to impose all disciplinary steps based on the severity of the violation, up to and including expulsion from the Market.

MARKET DAY OPERATIONS

1. Booth, Booth Assignment, Vendor Parking, Set-Up, Break-Down and Time Requirements

- a) Booth sizes: Each booth is 10' wide X up to 20' deep. Vendors may rent as many spaces as needed to accommodate their business.
- b) Fees: See the **2021 Vendor Application form**.
- c) Booth Assignments: Vendors with their booth assignments may occupy their spaces upon arrival. Those without space assignments need to obtain assignment from the Market Manager or designee before set-up.
- d) Set Up Time: Vendors must be set-up by 9:45 a.m. Set-up may begin at 8:00 a.m. or earlier if cleared with Manager.
- e) Late/No-show Vendors: Reserved spaces not occupied by 9:30 a.m. without contact, may be reassigned to another vendor for that day. Vendors arriving after 10 a.m. will have to load-in from the perimeter of the market.
- f) Selling Before Market Opening: Vendors are **not allowed to sell to customers before 9:45 a.m.** without Market Manager permission, but at their discretion, may sell to other vendors and market volunteers and staff prior to opening.
- g) Time Commitment: Vendors are expected to remain open 10 a.m. to 2 p.m. and may continue after 2 p.m. if needed. Leaving before 2:00 p.m. requires approval from the Market Manager/designee.
- h) Vendor Parking: You may park your vehicle(s) at your booth, on the street, or in the lot on the West side of Putnam St. ONLY.
- i) Transfer of Space: Vendors may not sublet booth space nor transfer prepaid fees to other market dates or other vendors. If a vendor sells his/her business, he/she may request to transfer his/her marketspaces to the new owner.

2. Attendance Policy and Cancellation

- a) Once a vendor's reservations for market dates have been approved, they are obligated to attend and pay for all reserved market days.
- b) Vendors needing to cancel are to contact the Market Manager 72 hrs. in advance at (616-916-9823).
- c) See EIFM Cancellation Policy below.

3. Vendor Identification

- a) Each vendor must prominently display a sign clearly identifying the farm or business by name and the location (village, town, or city postal address) of the farm or business.
- b) Vendor signs must be a minimum of 11" X 17" with lettering at least 3" high. (PLEASE contact us if you need help with this).
- c) All applicable Food Assistance Signage must be prominently placed.

d) Signs must be in place by Market opening time which is 10 a.m.

4. Product Labeling, Certification, Compliance with Health, Safety and Related Laws

a) Vendors and their employees are responsible for informing themselves about and complying with federal, state, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products. *Please refer to the “Permits and Licensing in Michigan” section as a starting point for requirements for your products.*

It is generally assumed by the local consumer public that each vendor grows/produces/manufactures the items that they sell at Eastern Ingham Farmers Market. Anything that is NOT grown/produced/manufactured by the vendor who is selling it, must be individually labeled or identified by prominent labeling or signage, indicating the origin of the product:

- i. Name of grower/producer/manufacture of the product.
- ii. Location of the grower/producer/manufacture.

NOTE: You will not be allowed to display or sell this product if not properly labeled.

- b) There is NO prohibition against bringing products you have not raised but have been raised or made by others. (Exception: You cannot sell other’s meat or eggs.). In fact, it often helps make market prices and product selection more diverse. We welcome it – HOWEVER - You MUST fill in a % in the Vendor Application and have proper labeling at the Market.
- c) Any Grower Producing 100% of what they sell may apply for a “100% Home Grown” sign to post at the market.
- d) Scales – Vendors must comply with licensing and identification, weights, measures and handling standards imposed by Federal, State and Local governments. If you are selling product by the pound, a scale must be present to make sure the customer is getting a pound. Misrepresentation will result in a violation and is a mark against your character as a vendor and reflects poorly on the Market as a whole.

5. Worker/Employee Practices

It is the vendor’s responsibility to assure that all persons working at their booth(s) are familiar with and adhere to all Eastern Ingham Farmers Market rules, regulations, and guidelines.

6. Booth Maintenance and Safety

- a) Vendors are responsible for keeping their space clean and attractive during market hours.
- b) Containers of produce or other items for sale may not extend into the common customer traffic areas without receiving prior approval from Market Manager.
- c) Vendors may place a sandwich board sign in the traffic area in front of their booth. The sandwich board must be weighted down sufficiently to hold it place during sudden high winds.
- d) Vendors whose products generate waste (e.g., hot food vendors, vendors providing samples, etc.) must provide a trash receptacle at their booths for customer use.
- e) Vendors are responsible for cleaning up their space before leaving the market, including sweeping up any debris and removing their trash.

7. Sampling and Food Safety

- a) Vendors who supply samples are responsible for adhering to the Michigan Department of Agriculture and Rural Development (MDARD) guidelines for hand washing and food safety. Rules about sampling at Farmers Markets https://www.michigan.gov/documents/mda/MDA_FdSmpingFarmMkts5-09_279110_7.pdf or consult the Market Manager.
- b) Fresh fruits and vegetables may be displayed in open air, but they must be stored off the ground, per MDARD Food Safety Guidelines. Pumpkins and large squash are the only exceptions to this rule.
- c) Any questions regarding safe food handling should be directed to MDARD food safety specialists.(800-292-3939); MDA-Info@Michigan.gov, Michigan Department of Agriculture and Rural Development, Post Office Box 30017, Lansing, Michigan 48909.

WEATHER/PUBLIC EMERGENCY CANCELLATION POLICY

1. Open Rain or Shine.

The Eastern Ingham Farmers Market is open rain or shine. Market Management recognizes that there are some products that cannot be displayed on rainy or windy days. However, vendors selling products that are not sensitive to weather conditions are encouraged to attend the market on wet and/or windy days for the good of Eastern Ingham Farmers Market and as a courtesy to fellow vendors.

2. Severe Weather and Public Emergencies.

Since the Eastern Ingham Farmers Market is held in an open- air venue, the Market Manager or Manager Designee has the right to close the market if it is determined that severe weather, public emergencies, or other conditions or events could compromise the safety of vendors and shoppers. Decisions about closure are made in consultation with the local police department. Contact the Market Manager for more details about EMERGENCY PROCEDURES.

3. Notice of Closure.

Any time there is a National Weather Service Severe Weather Alert, Watch, or Warning in effect up to two (2) hours prior to the Eastern Ingham Farmers Market opening time, the Market will be cancelled. An email announcement will be sent to all vendors who have provided a valid email address. Closures will also be posted on the Eastern Ingham Farmers Market Facebook page. At least two (2) telephone attempts will be made to contact vendors who have not provided a valid email address.

MARKET METRICS

Vendors are required to participate in data collection including, but not limited to the following:

1. Vendor Profile Form: This form, distributed once annually, provides the Market Manager and Sowing Growth with helpful data about our vendors, e.g., distance travelled to the Market, category of products sold, number of employees, etc.
2. Daily Vendor Sales: Each Market Sunday you will be provided with a Daily Vendor Sales slip – Please fill out the date, amount of total sales (including tokens) for that day AND Market rating for that day (1 –5). We request but do not require you to put down your business name. Please submit this at the end of each Market day (or no later than the following week) to the Market Manager or place it into the “Anonymous Vendor” drop box maintained by the Market Manager.

RESTRICTIONS

1. **No Smoking. No one** is allowed to smoke anywhere in the Market or in the confines of its location in the McCormick Park Parking Lot at any time during Market Hours (between 10:00 a.m. and 2:00 p.m.). **ABSOLUTELY NO EXCEPTIONS.**
2. **Dogs**
 - a) Owners are solely responsible for all damage or disruption to Eastern Ingham Farmers Market or other vendors caused by their dogs.
 - b) Dogs must be kept under control, on a leash, and within the vendor’s booth at all times.
 - c) Dogs must be friendly with other dogs and humans – especially children.
 - d) Vendors are responsible for cleaning up and disposing of their dogs' excrement immediately upon occurrence.

The Eastern Ingham Farmers Market management reserves the right to direct vendors to remove pets from the Market area for any reason.

- 3) **Animals Other than Dogs** – The Eastern Ingham Farmers Market is an animal friendly Market. We believe that exposure to farm animals and some native animals are important to the Market experience. Permission must be sought and granted by the Market Manager before bringing any animals other than dogs to the Eastern Ingham Farmers Market.

ACKNOWLEDGEMENT

By my signature below I acknowledge that I

- have read the above 2021 EIFM Vendor Rules and Requirements.
- have had the opportunity to ask for and receive clarification on any points I did not understand.
- accept the 2021 EIFM Vendor Rules and Requirements as written and commit to following them.
- have submitted to the Market Manager a signed Vendor Application based on this Acknowledgement.

Name: _____ Name of Business: _____ Date: ___/___/20__

Please keep this signed copy of the Vendor Rules and Requirements Document with you on site when you are at the Market.

Please provide a signed copy of this Acknowledgement page to the Market Manager to accompany your Vendor Application form.