

2023 OPEN AIR FARMERS' MARKET GUIDELINES

City of Mt. Pleasant - Mt. Pleasant Farmers' Market

320 W. Broadway Street, Mt. Pleasant, MI 48858

(989) 779-5331 ▪ www.mt-pleasant.org/farmersmarket ▪ facebook.com/mpfarmersmarket



Mt. Pleasant Farmers' Market Mission Statement

Mt. Pleasant Farmers' Market is a vibrant marketplace connecting residents and visitors with local farmers, food producers and artisans, increasing access to fresh, affordable, local and healthy food choices, inspiring healthy lifestyles, strengthening our local economy, providing a festive gathering place, and enriching lives and building community.

OPEN AIR FARMERS' MARKET 2023 GUIDELINES

1. Thursday market hours at Island Park are 7:30 a.m. to 2 p.m. Saturday market hours at Town Center/Broadway Street are 9 a.m. to 2 p.m.
2. **Park gates will open at 6 a.m.** on Thursdays. The gates may be open earlier but shelter preparation may still be in process. All selling areas must be cleaned and vacated by 2:45 p.m. If vendors have special needs for set-up and take-down, they are required to contact Mt. Pleasant Parks and Recreation for special arrangements.
3. **Town Center/Broadway Street will be closed to traffic from 7 a.m. to 3 p.m.** All set-up and take-down must be completed between these times.
4. Items permitted for sale at the Thursday market are limited to produce, fruit, flowers, plants, dried spices and baked goods. (food & foliage). Artisans and Specialty Crafters are permitted on a limited basis. Questionable items must be approved by Mt. Pleasant Parks and Recreation prior to sale.
5. Definitions:
 - **Farmer/Grower: "Homegrown"** or self-produced by vendor in Michigan
 - **Representative Vendor:** offers "**Locally Grown**" Michigan grown food and agricultural products for resale. Items must be grown and/or produced **in Michigan** (not purchased in Michigan and grown elsewhere) and labeled with the address of its origin. Representative vendors are required to have on file with the Market Manager the names and contact information of each of the Michigan producers whose product they will sell.
 - **Farmer Direct:** purchased directly from the farmer who grew it
 - **Michigan Grown Produce Auction:** purchased at a Michigan grown produce auction and able to provide verification identifying grower; produce auction items not to exceed 20% of vendor product
 - **Wholesale:** purchased through a produce wholesaler **is not permitted**
 - **USDA Certified Organic: must submit evidence and certifications before selling any item under this claim.** <https://www.usda.gov/topics/organic> Vendors must display their certificate at the market.
 - **Processed/Packaged/Value Added Foods:** must comply with Michigan Department of Agriculture and Rural Development (MDARD) Food Safety Regulations regarding food processing and handling. (Pickles/pickled items, salsas, sauces, meats, other) https://www.michigan.gov/documents/mdard/Food_Safety_at_Farmers_Markets_Fairs_and_Festivals_MASTER1_39720_6_7.pdf
 - **Cottage Food:** produced by vendor under Cottage Food Law (baked goods, dry mixes, granola, other) All items to be sold must be labeled according to Michigan Cottage Food Law <http://www.michigan.gov/cottagefood>. **All Cottage Food vendors are required to provide proof of food safety training: ServSafe Certification OR MSUE online video.** https://www.canr.msu.edu/cottage_food_law/online-michigan-cottage-food-law

Questions about Mt. Pleasant Farmers' Market or Food Assistance Benefits?
Call the Market Manager at Mt. Pleasant Parks and Recreation at (989) 779-5330.

- **Ready to Eat:** prepared food for onsite consumption must comply with Central Michigan District Health Department Temporary Food establishment licensing rules, <https://www.cmdhd.org/temporary-food-events>
 - **Artisan, Specialty, Crafter:** homemade produced by vendor from raw materials, no manufactured or factory made items. A sales tax license is required for those selling non-food items. A sales tax license may be obtained by contacting https://www.michigan.gov/taxes/0,4676,7-238-43519_43529-155505--,00.html or 517-636-6925.
 - **Non-Profit:** one-time or limited-time community education and information guests may attend and set up a table or booth at the market for community education or information purposes at the discretion of the Market Manager. Community Organization/Non-Profit booth requests will be granted on a first-come, first served basis when a completed and approved application is on file.
 - **Buskers:** performances and demonstrations are recognized as significant contributions to the festive atmosphere of Mt. Pleasant Farmers' Market. Buskers are required to complete a busker application for consideration, be approved, and coordinate a date to perform with Mt. Pleasant Farmers' Market. Buskers may not show up and perform without coordinating with Mt. Pleasant Farmers' Market staff. Those who apply will be considered on a case-by-case basis. Selections are made at the discretion of Market Management based on availability, appropriateness and interest to customers.
6. Vendor Product/Mix: The market strives to offer a dynamic and robust product mix while maintaining a stable vendor base. Products in demand, are one-of-a-kind or of exceptional quality or uniqueness, are preferred over products already in sufficient supply at the market. Products are admitted to the market to ensure a wide product mix and to fulfill consumer demand without creating a surfeit (glut) of any one product. Exclusivity is not offered to any vendor and product selection.
 7. To ensure a wide product mix and to fulfill consumer demand, farmers may sell limited amounts of products on behalf of neighboring farms on a temporary basis, with advance approval of and at the discretion of market staff. All vendors are expected to maintain high standards of honesty and integrity with respect to the representation and sale of their products. Vendors must grow a minimum of 80% of the products they are selling. When submitting an application, the vendor will verify that they are the actual grower or producer of the specific items that they wish to sell at the market. In order to maintain the integrity of a producers' market, all vendors are required to allow market representatives to inspect their production facilities at any time, with or without notice. Any new vendor who submits a vendor application shall have a farm/vendor visit at his/her place of making, growing, or production of food or products offered for sale at market. All vendors shall have a farm visit at least once every three years to ensure compliance with the market guidelines.
 8. Vendors are required to label the origin of their products (utilizing the definitions in rule #5), in a location that can be clearly seen at the point of purchase. The origin must be written out on every sign.
 9. Vendors are required to comply with all city, county, state and federal regulations, licenses, permits and certificates to sell products at the Mt. Pleasant Farmers' Market. Questions regarding Michigan Department of Agriculture Rules and Regulations can be addressed by contacting 800-292-3939. Each vendor must include as part of the Vendor Registration Packet, a copy of each pertinent license, permit and certification for the products to be sold. Licenses must accompany the Vendor Registration Packet for items such as perennial plants, maple syrup and any processed foods. A sales tax license is required for those selling non-food items. A sales tax license may be obtained by contacting https://www.michigan.gov/taxes/0,4676,7-238-43519_43529-155505--,00.html or 517-636-6925. A Vendor Registration Packet is not considered complete without the inclusion of all applicable licenses, permits and certifications and will not be approved until such licenses, permits and certifications are received.
 10. Each vendor must carry **general liability insurance** in an amount of no less than one million dollars (\$1,000,000) per occurrence. The policy shall name The City of Mt. Pleasant as an additional insured. A copy of the Certificate of Insurance (Accord 25 form required) must be submitted prior to selling at the Mt. Pleasant Farmers' Market. If the policy expires during the market season, the vendor is responsible for providing a renewed insurance policy at the time of policy expiration. Vendors without required insurance coverage will not be permitted to sell at Mt. Pleasant Farmers' Market. Vendors shall maintain vehicle insurance coverage and any other insurance required by law. It is also recommended that vendors carry product liability coverage for the sale of products at Mt. Pleasant Farmers' Market. The City of Mt. Pleasant assumes no liability for injuries or damage incurred by vendors while at Mt. Pleasant Farmers' Market.

**Questions about Mt. Pleasant Farmers' Market or Food Assistance Benefits?
Call the Market Manager at Mt. Pleasant Parks and Recreation at (989) 779-5330.**

11. **Meat and Poultry** All meats and poultry to be sold at the market must be owned and raised by the farmer selling them. All meats and poultry to be sold at the market must meet Federal, State and local preparation, licensing, labeling and storage regulations. All meats must be processed in a USDA-inspected slaughter facility. A USDA seal of inspection must appear on all packages of meat originating at such a plant. Small poultry producers raising fewer than 20,000 birds may have their birds processed either at a USDA- or MDARD-inspected facility. Product must be labeled appropriately, and producers must have a copy of the MDARD license on hand at the market. All meats and poultry must be sold packaged and frozen and must be stored at 41°F or below. All meats and poultry must be labeled with the farm name and address.
12. **Fish** All fish products to be sold at the market must meet Federal, State and local preparation, licensing, labeling and storage regulations. All fish must come from a commercial fisherman or a licensed distributor; the license must be provided to the Market Manager. Fish must be sold frozen and stored at 41°F or below.
13. **Eggs** All eggs to be sold at the market must come from birds owned and raised by the farmer selling them. All eggs to be sold at the market must meet Federal, State and local preparation, licensing, labeling and storage regulations. Eggs must be clean, packaged in clean cartons, and stored at 45°F or below. Each carton must be labeled with the farm name, address, phone number and a "best by" date (within 30 days of the packing date).
14. **Dairy Products** All dairy products, including cheese, yogurt, cream etc., to be sold at the market must meet Federal, State and local preparation, licensing, labeling and storage regulations. All dairy products must come from a licensed dairy; the license must be provided to the Market Manager. All dairy products must be stored at 41°F or below.
15. **Baked Goods** All baked goods must be "homemade" prepared using as many local ingredients as possible. Premade or box mixes are not permitted. Vendors must provide a list of locally-sourced ingredients, as well as receipts if requested, upon applying and must display signage at the market with locally-sourced ingredients listed with the farm or business from which it was sourced. All baked goods must be prepared in a licensed kitchen unless such items meet the criteria identified in the Michigan Cottage Food Law; the license must be provided to the Market Manager. All products prepared under Michigan Cottage Food Law: Must be non-potentially hazardous that do not require time and/or temperature control for safety, as defined under the Law. See https://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html for more information. Must be properly packaged and labeled with all information specified by the Law (see above link). Must be pre-approved by the Market Manager. Must be sold by the producer who prepared the goods. **All Cottage Food vendors are required to provide proof of food safety training: ServSafe Certification OR MSUE online video.** https://www.canr.msu.edu/cottage_food_law/online-michigan-cottage-food-law
16. **Plants and Flowers** All potted plants, herbs, bedding plants, nursery stock or cut flowers sold at the market must be grown by the vendor selling them. No wholesale or brokered products will be allowed. All growers or businesses selling nursery stock or herbaceous perennials must be licensed by the state of Michigan. See https://www.michigan.gov/mdard/0,4610,7-125-1569_16993_16998---,00.html for more info.
17. **Small Wine Vendors** Eligible wineries must complete the Michigan Liquor Control Commission (MLCC) Application for Farmers Market Permit https://www.michigan.gov/documents/lara/farmers_market_permit_08-13_432855_7.pdf A map of the Farmers' Market location will be provided upon acceptance of your Farmers' Market Application for submission with your Permit Application. The Market Manager will sign the Application upon acceptance for submission to the MLCC. Eligible wineries must make fewer than 5,000 gallons of wine per year at all locations, grow their own fruit or source Michigan fruit; if sourcing from other farms or vineyards, the winery must provide a detailed list of those sources with contact information. The Market Manager has the right to cancel a winery's vendor booth assignment at any time, for any reason. Wineries must submit a copy of their liability insurance with "City of Mt. Pleasant" as additional insured in the amount of at least \$1,000,000. Wineries shall submit copies of server training certification for each server who will be present sampling wines at the market. In the event that there are any substitutions, the Market Manager must be notified and be provided with certifications for new servers. Wineries will check photo identification of all customers sampling or purchasing wine and will not serve wine to anyone under the age of 21 years old, in accordance with Federal law. Wineries are responsible for bringing their own tasting equipment and serve ware.

**Questions about Mt. Pleasant Farmers' Market or Food Assistance Benefits?
Call the Market Manager at Mt. Pleasant Parks and Recreation at (989) 779-5330.**

18. **Cannabis Products** Vendors selling cannabis products are limited to hulled hemp seed, hemp seed protein powder, hemp seed oil, topical CBD, and smokable hemp flower. Marijuana products, CBD edibles, CBD pet treats, and viable hemp seeds, starts, and plants are not eligible to be sold at the market. Vendors selling topical CBD products and smokable hemp flower must possess a valid Processor-Handler License for cannabis products. Please refer to the [Michigan Farmers Market Association's Cannabis Legality Chart](#) for more information on product legality, regulation, and licensing. For information on becoming licensed visit www.michigan.gov/IndustrialHemp. Mt. Pleasant Farmers' Market reserves the right to require any vendor to remove unlawful, unlicensed, or improperly labeled products from sale at the farmers market. Mt. Pleasant Farmers' Market has the sole discretion to approve or deny any vendor's application.
19. A vibrant market depends on the presence of our vendors. **Vendors are expected to be at the market every market day and stay the entirety of the market.** If a vendor must leave before closing time, the Market Manager must be notified in advance, and the vendor must ensure that the packing up of his/her stall, movement of materials out of the market area, and movement of vehicles does not cause a market disruption or create a safety hazard.
20. All vendors must arrive a minimum of 30 minutes prior to the start of the market, or contact Mt. Pleasant Parks and Recreation office **at least 24 hours in advance** and inform the Market Manager of a later arrival. If the vendor does not arrive at the market by 7 a.m. on Thursdays or 8:30 a.m. on Saturdays, and fails to contact the Mt. Pleasant Parks and Recreation office at least 24 hours in advance, the Market Manager has the option of renting the stall to another vendor **for that week only.**
21. Vendors who know that they will be absent from the market on any particular day are asked to contact the Market Manager during business hours at (989) 779-5330. In the event of an unforeseen absence please contact the Market Manager on market day by cell phone at (989) 506-5263.
22. Vendors are limited to **one (1)** vehicle per stall in the market area. All other vehicles must be parked away from the market shelter in the east parking area.
23. Vendors will be allowed one (1) picnic table per stall rented, no more. **Picnic tables are provided or you can bring your own table.** Additional set-up is left up to the individual vendor. Check with the Market Manager for appropriate set-ups. No vendor shall operate outside the assigned area.
24. Before leaving the market, **all vendors must clean their assigned stall areas. All trash and garbage must be removed from the area by the sellers.** If the Parks Department must clean an area, the vendor will be charged a cleanup fee.
25. It is prohibited to dump any organic materials into City dumpsters or trash barrels. Prohibited items include **fruit, vegetables, flowers, or any other "decomposable" materials.** Vendors may use dumpsters for **empty** produce boxes (broken down), and small trash items related to your rental at the market. **This extra benefit is extended to our vendors and will continue only as long as it is not abused.**
26. Anything offered for sale on the market shall be open for inspection at all times.
27. No produce or fruit is to be displayed directly on the ground.
28. No spoiled or decayed produce or fruit may be sold.
29. Cooking food items on Market premises without prior approval is prohibited.
30. Food sampling must be done with adherence to Michigan Department of Agriculture and Central Michigan Health Department requirements. All vendors offering food samples must realize that they are responsible for the safety of the food samples being offered. Vendors offering samples must take precautions to make certain that food samples are handled and displayed properly to prevent contamination. https://www.michigan.gov/documents/mda/MDA_FdSmpIngFarmMkts5-09_279110_7.pdf
31. Each person selling food at the market shall present a clean appearance at all times and shall keep his/her hands clean at all times.
32. Selling will be limited to retail customers only and will be on an individual basis. The City of Mt. Pleasant will not be liable for transactions made between seller and buyer.

**Questions about Mt. Pleasant Farmers' Market or Food Assistance Benefits?
Call the Market Manager at Mt. Pleasant Parks and Recreation at (989) 779-5330.**

33. Signs - Only signs indicating the name or location of your establishment and signs describing your product and price will be allowed. The Market Manager reserves the right to prohibit a sign or signs for any reason.
34. Only eligible vendors who have signed agreements on file are authorized to accept food assistance benefits coupons, food assistance benefits tokens, and credit/debit tokens for reimbursement. Participation in food assistance programs is strongly encouraged for vendors selling eligible items. All vendors who are eligible and wish to accept food assistance benefits, including Supplemental Nutrition Assistance Program (SNAP), Double Up Food Bucks, WIC Project FRESH and Senior Market FRESH, must sign a contract for each program and post signage at their booths for programs in which they participate. Vendors may not accept any currency or benefits for which their business is not eligible and will not receive reimbursement for that currency. Vendors are responsible for knowing each program, its currency and eligible items. Training and informational materials will be provided by the Market Manager. Vendors will be reimbursed according to the Vendor Reimbursement Check Schedule. SNAP and DUFB are assessed a 5% administrative fee. Credit/Debit are assessed an 8% fee. A completed W-9 form must be on file prior to accepting food assistance benefits or market currency. The City of Mt. Pleasant will issue a 1099 to vendor for reimbursed amounts greater than \$600.
35. Parks and Recreation areas and/or facilities within the City of Mt. Pleasant Parks System including large public events conducted within Parks and Recreation areas and facilities like Mt. Pleasant Farmers' Market are designated as tobacco-free zones. Tobacco-free zone areas are established where children recreate, such as playgrounds, splash pads, picnic shelters, park restrooms, sports fields, skate parks, etc.
36. Animals are not legally permitted in MDARD licensed food establishments. Dogs are not allowed. Service animals are allowed.
37. While participating in the market, vendors shall not discriminate against any person on the basis of economic status, race, sex, color, national origin, religion, disability status, height, weight, marital status, gender identity, or sexual orientation. Mt. Pleasant Farmers' Market is intended as a point of food access for ALL people. Inclusivity and the creation of a welcoming environment is key to this mission. **Any incident of vendors participating in bias at the market is taken VERY seriously, and market management has the right to terminate your affiliation with the market.**
38. All vendors are expected to maintain high standards of honesty and integrity with respect to the representation and sale of their products and to conduct themselves at all times in a professional, courteous, and helpful manner towards customers, other vendors, and the Market Manager.
39. The Market Manager cannot effectively act on hearsay, anonymous, vague or untimely complaints. If you feel that a vendor or any market participant has acted in a way that compromises the Mt. Pleasant Farmers' Market mission or violates these guidelines, please complete a Vendor Grievance Resolution Form. The Mt. Pleasant Farmers' Market seeks to resolve vendor complaints and concerns in a fair and equitable manner. Infractions of the Mt. Pleasant Farmers' Market guidelines may include a "three strikes" notification process. Guidelines provide that sellers may be suspended for one day from the market if a violation is found, or for several weeks if repeat violations occur, or when a particularly egregious deviation from rules is found, the vendor may be suspended from the market for the season. Partial or total loss of selling privileges may occur if a vendor commits any infraction of the market rules.
40. Mt. Pleasant Farmers' Market utilizes **Farmspread**, a comprehensive on-line market platform, for managing the market. Vendor applications, invoicing, payments, stall assignments and reporting each occur through **Farmspread**. Visit <https://farmspread.com> to create your account. All vendors must apply through **Farmspread**. Contact the Market Manager at cmoody@mt-pleasant.org or (989) 779-5330 with questions or to schedule an appointment for assistance in creating your **Farmspread** account. A completed **Farmspread** application, signed agreements, general liability insurance, applicable business and food licenses and payment must be logged prior to a stall assignment being made by the Market Manager and a vendor being permitted to sell at the market. **Application Deadline: Friday, April 21.**
41. An invoice will be sent upon acceptance to the market. A minimum deposit of half the stall fee (for each stall rented) is due and must be submitted upon receipt of invoice. The remaining balance of each stall rental fee is due no later than Saturday, July 8, 2023. **Stall rental fees will revert to the daily stall rental fee rate when all balances for each stall are not paid in full by Saturday, July 8, 2023.**
42. Daily/yearly fees are assessed for electrical use by vendors. A limited number of outlets are available. Extension cords must be secured/covered to eliminate tripping hazards.

**Questions about Mt. Pleasant Farmers' Market or Food Assistance Benefits?
Call the Market Manager at Mt. Pleasant Parks and Recreation at (989) 779-5330.**

- 43. Use of a generator is on a case-by-case basis. Should a generator be utilized it must be of the “quiet variety” and on the lower end of the dB noise level scale.
- 44. The maximum number of stalls per vendor is 2, but those vendors who had 3 stalls prior to 2021 are grandfathered in.
- 45. All stalls will be offered by the following system:
 - a. First choice of stalls will be offered to vendors returning from previous seasons, on a seniority basis **when a completed Farmspread application and the minimum deposit is received by the Application Deadline (Friday, April 21).**
 - b. After returning vendors have been assigned stalls, new vendors will be assigned with preference given to those purchasing the full season – farmers, food producers followed by artisans.
- 46. Seniority is computed by number of years attending the market. **Beginning with the 2021 market season additional credit toward seniority is awarded for daily market attendance and submitting vendor sales logs.**
- 47. The 2023 fees are as follows:

	<u>Stall Rental Fee</u>	<u>City Resident Rates</u>
<u>Thursday Market – Island Park</u>		
Daily Stall Rental		
Outside – West of Pavilion	\$25 each	\$15 each
Inside Pavilion & Outside – East Patio	\$40 each	\$20 each
Spring (May 4-25)/Short Season Rental (any 4 days)		
Outside – West of Pavilion	\$80 each	\$40 each
Inside Pavilion & Outside – East Patio	\$120 each	\$60 each
*Yearly Stall Rental with Spring Market (May 4 – October 26)		
Outside – West of Pavilion	\$240 each	\$120 each
Inside Pavilion & Outside – East Patio	\$355 each	\$180 each
*Yearly Stall Rental without Spring Market (June 1 – October 26)		
Outside – West of Pavilion	\$200 each	\$100 each
Inside Pavilion & Outside – East Patio	\$300 each	\$150 each
Electrical	Daily - \$1/Yearly - \$25	Daily - \$1/Yearly - \$25
<u>Saturday Market – Town Center/Broadway Street</u>		
Yearly Stall Rental (June 17 – October 14)	\$100 each	\$85 each
*Market Vendors who register for a yearly stall at the Thursday Market get a yearly stall at the Saturday Market for a discounted rate.	\$50 each	\$40 each
Daily Stall Rental	\$15 each	\$10 each
Electrical	Daily - \$1/Yearly - \$25	Daily - \$1/Yearly - \$25

Questions about Mt. Pleasant Farmers’ Market or Food Assistance Benefits?
 Call the Market Manager at Mt. Pleasant Parks and Recreation at (989) 779-5330.