



Sundays from 10 a.m. - 2 p.m.
June 5 to Oct. 30, 2022
280 Valley Court Park

100% Homegrown Makes Us Different!

STEP 1: East Lansing Farmers Market 2022 Vendor Guidelines

Statement of inclusion

The City of East Lansing is committed to dismantling the systemic inequalities in City government and working with staff and the community to make East Lansing an inclusive, welcoming, and affirming place to live, work, visit and do business. The East Lansing Farmers Market will view all of our practices and policies through the lens of anti-racism and equity. The East Lansing Farmers Market will operate in accordance with these core values.

Overview

These guidelines are the first step of the application process for the East Lansing Farmers Market. Please review the guidelines before completing the Vendor Application. All vendors will go through a review process to ensure that they meet the guidelines. If your application has been approved the final step is to complete the Vendor License Agreement with the East Lansing Farmers Market. All Vendor License Agreements must be approved by the City Manager before a vendor is permitted to start vending at the market. Accepted vendors will be notified of the date and time for the yearly Vendor Orientation. All vendors are required to attend this orientation.

1) PURPOSE

The East Lansing Farmers Market ("ELFM") is an open-air, outdoor market that enhances community life by bringing residents, local growers and producers together. The market provides residents the opportunity to purchase a variety of **fresh, farm-grown Michigan produce and products**.

The ELFM features only Michigan growers and Michigan producers. Wholesale, farmer direct, manufactured products, **arts and crafts and non-Michigan produce, and products are prohibited**.

2) OPERATIONS

a. **Days of Operation:** The ELFM will operate on **Sundays from June 5 to Oct. 30, 2022**.

b. **Hours of operation:** The market is open to the public from 10 a.m.-2 p.m.

c. **Location:** The market is located in Valley Court Park, 280 Valley Court, East Lansing, MI 48823.

3) APPLICATION AND REVIEW PROCESS

a. Submission of a vendor application is required to participate in the ELFM. Applications are reviewed by the ELFM Market Manager with input from the advisory committee. Accepted vendors are required to complete a Vendor License Agreement (VLA). Signing the VLA grants vendor permission from the City of East Lansing to sell approved products as per the terms of the

agreement. Vendors are not permitted to sell products at the City of East Lansing Farmers Market location without entering into an agreement.

Applications are reviewed on an annual basis and open stalls will be offered to applicants based on:

- (1) The type of produce and products sold;
- (2) The date of application

Prior participation does not guarantee a spot in the market.

Accepted vendors must return Vendor License Agreements (VLA's) by the deadline or spots will be offered to another vendor on waitlist. Waitlisted Vendors must fill out and return required paperwork by May 13, 2022.

4) TYPES OF VENDORS

- a. **Annual Vendors** are selected by the **ELFM** Staff and will attend each market day.
- b. **Part-time Annual Vendors** are selected by the ELFM Market Manager and commit to attend a limited number of market days (i.e. every other Sunday).
- c. **Daily Vendors** are selected by the ELFM staff with input from the advisory committee and participate on a limited basis. Vendors who sell seasonal products or items not already offered at the market will be given preference. Daily vendors will be contacted by the market manager the Wednesday prior to market day.

5) PRODUCE AND PRODUCTS

- a. The following products are permitted for sale in the market.
 - a. **Michigan Growers-Only Produce:** grown by the vendor in Michigan.
 - b. **Michigan Value-Added / Producer-Only Products:** created or produced by the vendor in Michigan, with as many Michigan ingredients/products as possible.
 1. Value-Added products are defined by the USDA as having:
 - a. A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam).
 - b. The production of a product in a manner that enhances its value (such as organically produced products).
 - c. The physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product (such as an identity preserved marketing system).
- b. The following produce and products are **NOT** permitted for sale in the market.
 - wholesale
 - farmer direct
 - manufactured
 - **arts and crafts**
 - **non-Michigan produce or products**
- c. **Product Additions:** Vendors are **NOT** permitted to add additional product lines (outside the produce or products described on their annual market application) without approval. Any subsequent additions to an initial product line **must be reviewed and approved by the market manager** before any sales are permitted.

- d. **Organic Produce:** Organic produce must be registered with the USDA. Growers should label organic produce in accordance with FDA regulations and display their updated "Certified Organic" certificate. Vendors without an up-to-date certificate may not advertise, market, or otherwise suggest their products are organic.
- e. **State Law:** Vendors are required to comply with all Michigan Department of Agriculture, Cottage Food Law and Ingham County Health Department rules and regulations. Allergen information must be displayed clearly.
- f. **Dairy:** The sale of non-pasteurized milk is prohibited.
- g. **Alcohol:** The sale of alcohol is prohibited.
- h. **CBD products:** The FDA has not approved CBD use in food, drink, animal feed or as a dietary supplement. Therefore, CBD products are prohibited. [For more information, please review the FDA's update to consumers.](#)

6) VENDOR EXPECTATIONS:

Multiple factors that affect the success of every vendor are considered. In the spirit of the market, vendors should:

- a. Provide high quality products and presentation
- b. Display products under a tent at all times; tents should be in **good condition** and weighted.
- c. Provide a convincing amount of produce.
- d. Attend the market each week.
- e. Offer a diversity of fresh products.
- f. Create an inviting atmosphere for customers.
- g. Display and label products in a thoughtful and creative way (i.e. use of table clothes, unique signage, three-dimensional displays). All products should be labeled consistent with applicable laws.
- h. Price products fairly.
- i. Be friendly and courteous while interacting with customers and staff.
- j. Build relationships with customers.
- k. Participate in marketing initiatives and special events.
- l. Adhere to market guidelines including attendance, parking, safe food handling, allergen information, signage, etc.
- m. Ensure no trash or food waste is left in the Valley Court parking lot.
- n. Follow the *MDARD Guidelines for Providing Safe Food Samples* (Appendix A).
- o. Comply with the City of East Lansing's Civil Rights ordinances and the public policy against discrimination; (<https://www.cityofeastlansing.com/DocumentCenter/View/7889/Ordinance-No-1447-PDF>)
- p. Not allow animals in vendor spaces as per Michigan Department of Agriculture and Rural Development regulations. (https://www.michigan.gov/mdard/0,4610,7-125-1568_2387_46671-169336--,00.html)
- q. Have fun!

7) INSPECTIONS

ELFM officials or their designee may conduct one or more random on-site visits of any farm or business. The purpose of an inspection is to assure adherence to the **ELFM growers-only philosophy**. Failure to allow an inspection is grounds for immediate revocation of the Vendor License Agreement. ELFM's ability

to inspect any farm or business shall not be considered the City's approval of any particular farming or business method. The ELMF makes no warranty as to the fitness of any particular procedures or products.

8) ATTENDANCE AND FEES

- a. Vendors are expected to attend each market day that they have committed. **If the vendor is not present by 9:30 a.m., the market manager may fill the stall with another vendor or activity.** If there are extenuating circumstances, vendors are required to contact the market manager by the **Thursday** prior to market day if they will not be attending the market for any reason. This will allow the market manager time to fill the vendor stall.
- b. Vendors will be required to provide a \$50 stall deposit, which will accompany the vendor registration fees and forms. **Vendors who are absent, without sufficient prior notification, will forfeit the \$50 stall deposit.** Vendors who are late to market more than 3 times will forfeit their stall deposit. One absence may be given grace at the discretion of the market manager. If the vendor has more than three absences at the end of the current season they will not be invited to participate in future markets. The forfeited \$50 stall deposit will be added to the general operating fund of the market. The \$50 stall deposit fee will only be returned to vendors, who have attended each market day, at the end of the current season.

9) VENDOR FEES

Vendors fees are set annually by the East Lansing City Council as part of the annual budget and fee schedule resolution.

	Resident	Non-Resident
Annual Rate	\$330	\$440
Daily Rate	\$30	\$40

- a. **Annual Fee:** Full-Time Vendors can choose to pay in 2 installments, 50% due by **May 20, 2022** and the remaining 50% by **August 5, 2022**. Failure to pay the second installment by the deadline will result in a temporary suspension of the Vendor License Agreement until payment is made in full.
- b. **Daily Vendors:** Daily stalls will be assigned by the Market Manager the Wednesday prior to the specific market day.
- c. **Stall Deposit Fee:** A stall deposit fee of \$50 will be collected, if accepted into the market, at the start of the season and will be returned at the end of the season if vendor has not violated the Attendance Policy (See #8b).

10) REQUIRED LICENSES AND INSURANCE

- a. Vendors must provide a certificate of insurance, naming the City of East Lansing as additionally insured, for no less than \$500,000.00.
- b. If selling produce or products that require a license, the vendor must submit a copy of the license with the market contract.
- c. All vendors must follow Michigan Department of Agriculture and Ingham County Health Department food handling and sanitation rules.
- d. Organic growers must provide a copy of their updated "Certified Organic" certificate to the Market Manager, in addition to displaying the certificate at all times

- e. Products falling under the Cottage Food Law must adhere to *all labeling requirements* and practices. More information may be found at www.michigan.gov/cottagefood.

11) DISPLAY AND SIGNAGE

- a. **Products:** All produce/products must be displayed within the assigned stall space. Display allergen information clearly.
- b. **Pricing:** The vendor is responsible for pricing goods sold at a reasonable market value. Pricing needs to be clearly visible.
- c. **Organic growers:** Organic produce/products must be labeled in accordance with FDA regulations and display their updated "Certified Organic" certificate.
- d. **Cottage Food Law:** Products that are made under the Cottage Food Law must adhere to labeling guidelines.
- e. **Booth Signage:** Vendors are required to display a sign that states the vendor's name and location of their farm on the front of the booth/tent. Vendors must clearly indicate accepted food assistance programs. Food assistance signage can be obtained from Market Manager.
- f. **Product Signage:** Signage should be clear, appealing and keeping in character of the market.

12) STALLS

- a. **Annual assignment:** Vendors who participate as an annual vendor will be assigned to a specific stall. Requests to move out of a designated stall must be made in writing to the Market Manager. The vendor cannot sublet Space. If vendor is absent on any given market day the market manager may place either a part-time annual or daily vendor in that assigned stall.
- b. **Part-time annual assignment:** Vendors who participate, on a limited basis, may or may not be assigned a specific stall. Permission to move out of a designated stall must be made in writing to the Market Manager. The vendor cannot sublet Space. If vendor is absent on any given market day the market manager may place either a seasonal or daily vendor in that assigned stall.
- c. **Daily Vendor stall assignment:** There will be daily stalls available to encourage availability of seasonal produce and products (i.e., berries, perennials) to participate in the market. Daily vendors will be contacted by the Market Manager the Thursday prior to market day unless a schedule has already been determined. Daily vendors must submit an application and all required paperwork, licenses and proof of insurance prior to participation. Preference will be given to vendors who sell seasonal products or items not already offered at the market.
- d. **Size of Stall:** The size of a vendor stall is 11 feet wide and includes space for one vehicle.
- e. **Tents, tables, chairs:** Due to Ingham County Health Department guidelines, tents must be used at all times during the market. Vendors must provide their own tents (maximum size 10 X 10), tables, chairs and other equipment as needed. Tents or coverings must be anchored by heavy weights to ensure safety during windy conditions. Animals are not permitted in vendor spaces, with the exception of service animals.
- f. **Cleanliness:** Each vendor is expected to keep their vendor stall clean and attractive during the duration of the market and clean their stall at the end of each day. *No garbage, boxes and other items should be left behind.*
- g. **Set-up and take-down:** Vendors will be allowed to set up their stall between 8 a.m. and 9:30 a.m. Vendors arriving later than 9:30 a.m. may be assigned to another stall space or may lose their stall space. Vendors must be ready to sell by 10 a.m. Vendors arriving after 9:30 a.m. are

not guaranteed the ability to drive into their stall. Ingress and egress is only permitted through approved routes, vendors may not drive vehicles on unpaved surfaces at any time.

- h. Vendors must remain in their stall until the close of the market (2:00 pm).

13) SITE

- a. **Parking for Vendors:** One vendor parking spot will be located within the Space. Additional parking is prohibited in the parking spaces reserved for or commonly used by customers. Free vendor parking is available in downtown parking ramps. A vendor's second vehicle must be parked in parking ramps at Grove or Albert.
- b. **Dogs:** Vendors will not be allowed to bring animals to the market, dogs are prohibited from vendor spaces as per health department guidelines.
- c. **Smoking:** The market and the East Lansing City Code prohibit smoking in the market area and the Valley Court Park.
- d. **Restrooms:** Restrooms will be available to vendors only.
- e. **Electricity:** Electricity is available to vendors *if needs are previously discussed* with the Market Manager.
- f. **Trash:** Dumping of produce and/or trash in garbage cans is prohibited (vendors are required to take away everything they brought with them).
- g. **Cash:** Vendors are responsible for bringing their own cash box to the market and providing change to customers.
- h. **Other forms of Payment:** The ELMF uses a token system for SNAP benefit customers and participates in the **Double Up Food Bucks** program. The ELMF now accepts WIC and Senior Fresh food benefits.
- i. **Sales Tax:** Sales tax is the responsibility of the vendor. City of East Lansing has a 1% tax on sales by individuals doing business within the City.
- j. **Marketing:** Marketing for this event is a joint effort between the City of East Lansing and vendors. The City of East Lansing will market the event using available resources. Vendors are encouraged to help promote the market by word-of-mouth, distribution of flyers, creating links to the ELMF from their website, etc. Vendors are also encouraged to help promote the market by helping to create a charming market by setting up attractive stall displays and selling quality items, as well as being respectful and engaging with customers.

14) VENDOR CONDUCT

- a. Grievances should be directed to the Market Manager in writing. If the Market Manager cannot settle the grievance, it will be brought to the City Supervisory Staff for review.
- b. Vendors should not attend market under the influence of narcotics or alcohol. Attending market under the influence will result in immediate suspension and review of vendor license agreement by market manager and City supervisory staff.
- c. All complaints should be put in writing and any disruption at the market caused by vendors will result in a written warning. 2 warnings will result in a suspension and forfeit of stall deposit. A third warning will result in a vendor agreement review by City staff. Vendors are expected to be courteous and respectful at all times with staff, customer and other vendors.
- d. Vendors and their employees are prohibited from carrying firearms or dangerous weapons on their person during the East Lansing Farmers Market. Violations of this policy will lead to VLA review and or dismissal from market.

15) EAST LANSING FARMERS MARKET ADVISORY COMMITTEE

- a. An Advisory Committee will make recommendations each season.
- b. The Committee will be comprised of appointed full-time vendors, Market Manager/City staff and Community Members.
- c. The Committee will adhere to the guidelines and help represent the market.
- d. Committee members will serve predetermined terms and be appointed. (*See Market Advisory Committee Guidelines*)

16) MARKET MANAGER RESPONSIBILITIES

- a. Selecting seasonal vendors to and presenting them to the Advisory Committee for recommendations
- b. Assigning stalls at market
- c. Collecting seasonal and daily fees
- d. Handling day-to-day administrative duties
- e. Enforcing market regulations
- f. Answering customer and vendor inquiries
- g. Promoting the market
- h. Ensuring the market complies with applicable local, state and federal regulations.
- i. Administering the financial and business affairs of the market
- j. Authority to deny or remove vendors from the market.
- k. Authority to impose disciplinary action.
- l. Authority to grant exceptions and accommodations on an individual basis.

17. CONTACT

Karla Forrest- Hewitt

East Lansing Farmers Market

819 Abbot Road

East Lansing, MI 48823

Office : (517) 319-6823

Email: khewitt@cityofeastlansing.com

Web page : <http://www.cityofeastlansing.com/FarmersMarket>

Facebook : <https://www.facebook.com/elfarmersmarket/>

Instagram : [Instagram/eastlansingfarmersmarket](https://www.instagram.com/eastlansingfarmersmarket)

Twitter : twitter.com/elfarmersmarket