



2010 ALLEN STREET FARMERS MARKET POLICY

The Allen Street Farmers Market is held on Wednesdays and is located in the parking lot surrounding the Allen Neighborhood Center at 1619 E. Kalamazoo St. in Lansing, MI. Following are the hours of operation – please note the shift after Labor Day:

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| May 12, 2010 through August 26, 2010 | 2:30 PM to 7:00 PM |
| September 1, 2010 through October 27, 2010 | 2:30PM to 6:30PM |

TYPE AND QUALITY OF PRODUCTS AT THE MARKET

Farmers/Growers

- Vendors may sell fresh fruits, vegetables and flowers grown on their particular farm.
- Only produce grown in Michigan is acceptable. Selling overripe, spoiled or unusable produce is not permitted.
- If prepared/processed foods are to be included in the booth, an additional application for those items must be submitted
- The producer must comply with all applicable city, state, and federal health department standards and paperwork. Documentation must be submitted to the Market Manager in advance of the sale of such items.
- Farmers who wish to sell Michigan produce not grown on their own farm or Michigan value-added products may do so as long as:
 - a) sales support another Michigan farmer who is unable to attend the market
 - b) items contributes to the diversity of the market as determined by the market manager
 - c) additional items do not represent more than 25% of the total booth offering
 - d) vendors submit two separate product lists.
 - One list will include all products grown or produced by the vendor to be sold at the market.
 - The second list will include all products grown or produced by someone else, as well as the name and location of that producer.
 - We require that products be clearly labeled with this information at each market.
 - Vendors selling items they did not grow themselves must be familiar with the conditions under which they were produced.
- Community Supported Agriculture
 - All growers accepted at the market will sell to the public at large. CSA share pick up, as well as special pick-up arrangements with institutions and others are

- **The resale of products purchased from wholesale is strictly prohibited.**

Note: In order to support the growing relationships between staff, farmers, and the community, we would appreciate the opportunity to visit each farm during the market season. This will help us promote each farm and educate the community. If at any time we have reason to believe that a farmer's practices violate ASFM policy or the integrity of its mission or vision, we reserve the right to conduct a farm visit.

Prepared/Processed Foods

- Whenever possible, locally (Michigan) processed or value-added food will be sold at the Market.
- The producer must comply with all applicable city, state, and federal health department standards and paperwork. Documentation must be submitted to the Market Manager in advance of the sale of such items. (see page 4)

Arts and Crafts

- All individuals wishing to sell arts and crafts at the Allen Street Market will fill out an "Application to Sell Arts and Crafts" 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 Michigan artist or representative thereof.
- Art and Craft vendors are welcome to apply for booths during festivals only.

Featured Guests

- The booth fee for non-profit, 501c3, organizations will be waived unless a pre-approved fundraising activity is part of the booth's purpose.

FEES

- For the 2010 season, there will be a flat fee of \$12 per spot per market, unless vendors have prepaid or complete a reservation agreement. Please refer to the Fee Structure on your application for further information.

ASSIGNMENT OF SPACE

- All vendors will receive a 12 ft x 30 ft or a 12 ft x 20 ft space at the market.
- Vendors must manage within these spaces. Displays or equipment that restricts access or the visibility of another vendor are prohibited.
- The Market Manager will assign spaces unless the vendor has prepaid/reserved a specific location.
- Prepaid/reserved spots will be assigned according to vendor seniority (seniority will be determined on the basis of the total number of markets attended). In all cases, the Market Manager will have final discretion and will make decisions in accordance with market values.
- Vendors may not sub-lease their space without written consent from the Market

Manager.

Note: We will make every attempt to keep vendors in the same spot. While the parking lot has been donated to us by the building owner, it is also being used by other businesses renting the building. Occasionally, there will be a “foreign” vehicle in a vendor’s space. Should this happen, the vendor will be moved to a new space and that week’s market fees will be discounted or waived.

ATTENDANCE AND CANCELLATION

- **The ASFM will be open rain or shine.**
- Please refer to the *Safely Weathering a Storm* protocol and contact the market manager at any time with questions or concerns.
- Vendors are expected to arrive no later than 2:00 p.m., and be ready to sell at 2:30 p.m.
- For safety reasons, no vehicle will be allowed to enter the market after 2:00 p.m. Vendors are also expected to be prepared to stay until the closing of the market at 7:00 p.m.
- Contact the Market Manager in advance of any unusual circumstances. You may be relocated near an exit in these cases.
- Vendors are required to submit request for spaces at least one week in advance. Due to limited space, the ASFM suggests that vendors request spots as early in the season as possible.
- Vendors are required to cancel by 10:00 a.m. on a market day. “No-calls” or “no-shows” are not acceptable as they compromise the content and appearance of the market.
- Prepaid vendor fees will not be reimbursed for cancellations.
- Two or more cancellations on prepaid/reserved spots may result in the loss of that reserved spot (but not participation in the market) unless specific exceptions have been made by the Market Manager.
- The Market Manager reserves the right to deny a vendor access to the market for reasons including, but not limited to, failure to follow Allen Street Farmers Market Policy or the violation of city, state, or federal laws during market hours.

EXPECTATIONS FOR VENDORS

- Vendors are expected to know and comply with all applicable city, state, and federal regulations and certification requirements.
- Vendors will comply with all Project FRESH and EBT requirements 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.

In addition, vendors must:

- Keep their space clean during and after market hours. All boxes, bags, and trash are the vendors' responsibility to take home. No dumping of any kind is allowed. If you have extra produce, you are welcome to inquire with the Market Manager and donate it to the Neighborhood Center.
- Tie down all tents/umbrellas to stationary objects or weights.
- Be honest, courteous, professional, and presentable at all times.
- Display prices clearly on all products for sale. Prices should be no smaller than 2". Collusion and deceptive pricing practices are prohibited.
- Display a sign identifying the farmer's name or farm name and the city or town from where the produce comes.
- Display products in a sanitary and attractive manner.
- Treat each other, volunteers, customers, and market staff with respect.
- Refer complaints to the Market Manager.
- Refrain from making harmful or disparaging remarks about other vendors.

LICENSING/INSURANCE

- Each vendor must furnish to the Allen Neighborhood Center a current and valid copy of any and all licenses and permits necessary for their operation.
- All food shall be from sources approved or considered satisfactory by the local health officials and the Department of Agriculture, and shall be clean, wholesome, free from spoilage, free from adulteration and misbranding, and safe for human consumption.
- Vendors are also required to comply with all Michigan Department of Agriculture (MDA) Rules and Regulations. Contact the MDA for questions at 800/292-3939 (processed food) or 517/373-1087 (plants).
- A copy of the appropriate State license must accompany the vendor application for items such as perennial plants, baked goods, meat, poultry, fish, shellfish, dairy products, eggs, sauces that contain potentially hazardous foods, and maple syrup as well as other potentially hazardous and/or processed foods.
- Vendors are encouraged to obtain their own insurance against all liabilities.

Are you required by the State of Michigan to be licensed? _____
If so, please attach copies of current licenses.

Do you carry general liability insurance or product liability insurance for this business/farm? _____
If so, please attach a copy of your certificate of insurance.

If you are a grower, are you certified Organic? _____
If so, please attach a copy of your certification

SALES REPORTING AND REIMBURSEMENT OF PROJECT FRESH, EBT, AND MONEY MARKET COINS

- Vendors will be asked to report their sales figures, anonymously, at the end of each month. This will help us when applying for grant monies and when tracking the economic impact the market is having on the immediate neighborhood and Eastside community.
- Vendors will be reimbursed for Project FRESH, EBT and Market Money by check each week reflecting the previous week's transactions. Vendors are encouraged to spend the Market Money coins within the market for their own purposes.
- **EBT coins cannot be used as payment between vendors under any circumstances.**



Allen Street Farmers Market

MISSION

We will create a sustainable market that, as part of a larger food system, will provide a) all Eastside residents with access to affordable, locally-grown produce and other locally processed foods and b) small local farmers and artisans with an economically viable market for their goods. Most importantly, we will build rural-urban connections and grower-neighbor friendships that contribute to a secure and equitable food system.

VISION

We envision a vibrant, self-sustaining market, with a rich diversity of locally grown products including organic produce, locally processed foods, and locally crafted goods. We envision a market that is a centerpiece of community life for Eastside neighbors with volunteers, shoppers, and farmers who reflect and respect the ethnic and economic diversity of the Eastside.

The following values are central to the market's operation:

Place. We seek to serve the residents of the Eastside and the growers closest to Lansing's urban center and to strengthen Eastside neighborhoods and the local economy.

Diversity. We seek to offer a diversity of produce and products for sale at the market, and to ensure that the vendors, volunteers, and shoppers reflect the economic, demographic, and cultural diversity of the Eastside neighborhoods.

Balance. We seek to balance economic, social, environmental, and educational concerns in all market decisions and activity. No single set of concerns will dominate; each will improve the others.

Scale. We seek to maintain the "personality" of the market. The market will not grow beyond what is necessary to fulfill its mission. We will grow slowly in order to retain a friendly, intimate atmosphere.

Justice. We seek to build a food system that provides healthy, affordable food to low income urban residents and a fair return to small and/or organic farmers, populations that have been largely ignored by the industrial food system.

Community. We seek to create a social space in which neighbors can make and strengthen friendships as well as a forum to humanize the relationships between urban consumers and rural growers.

Return this page to Market Manager – keep policies for your records.

I have received a copy of the **2010 ALLEN STREET FARMERS MARKET POLICY** and have had an opportunity to agree to comply with all stated procedures.

Signature (vendor)

Date

Please Print Name

Market Manager

Date

Thank you for joining us at the Allen Street Market! We appreciate your support, and wish you a very positive experience.