



## Event Details & Market Policy

### Thursday, July 27, August 24 & September 21, 2017

You must read this information before submitting an application.

The following information is provided to help you decide whether the Farmers Market at the Capitol is a good venue for your product sales. Please read the information carefully. **If you meet all of the eligibility requirements and would like to be a vendor at these market(s), please complete a vendor application and submit it with all supporting materials.**

#### Application Timeline:

- April 1: Applications open at [www.mifma.org](http://www.mifma.org)
- April 1- May 1: Only applications submitted by current members of the Michigan Farmers Market Association (MIFMA) will be reviewed
  - Vendors should be members at the Farmer/Vendor level
  - Non-profits should be members at the Organizational Friend level or at a Farmers Market level
- May 1: All applications are due
- May 12: All applications will be responded to
- May 31: All booth fees are due

#### About the Markets:

The mission of the Farmers Markets at the Capitol is to provide a thriving marketplace that **showcases Michigan food and agricultural products** in an effort to educate our state decision makers on the importance of supporting farmers, ag-based businesses and farmers markets.

The markets exist to:

- Promote Michigan farmers markets, farmers and ag-based businesses that market products grown, raised and processed in Michigan.
- Raise awareness about the rich and diverse agricultural areas in Michigan.
- Provide a venue for MIFMA and partners to advocate for policies that support farmers, ag-based businesses and farmers markets.

The Farmers Markets at the Capitol will be held on Thursdays, July 27, August 24 and September 21, 2017 from 10:00 a.m. to 3:00 p.m. These markets are coordinated by MIFMA.

#### Who Can Participate and What Can Be Sold:

These markets have space for approximately 65 **vendors who produce and sell Michigan food and farm products**. For the purpose of these markets, Michigan food and farm products are defined as **products grown, raised, or gathered in Michigan or value added products processed in Michigan that include ingredients grown, raised or gathered in Michigan**. Preference will be given to vendors who showcase a majority of Michigan ingredients. **Vendors must be MIFMA members in good standing to apply.**

- Welcoming Michigan farmers who grow and sell fresh fruits and vegetables is a priority.
- All items that vendors plan to sell must be listed on their vendor application.
- Vendors should sell items they produce. If a vendor sells products purchased from other Michigan producers, those items must be labelled with producer name and city.

- Items not grown, produced or processed in Michigan are not eligible to be sold at this market.
- Items produced under the [Cottage Food Law](#) may be sold at these markets as long as proper labeling and food safety handling practices are followed.
- Applications from vendors selling *only* craft items will not be considered. Craft items are defined as non-food items that do not feature agricultural commodities or products. Soaps, lotions, cleaning products and other items are encouraged if the application indicates how they highlight Michigan agricultural commodities. Food and ag-based businesses that participate in the market may offer for sale complementary craft items that are listed on their vendor application.

MIFMA approves vendor applications based on several factors including, but not limited to: alignment with the mission of MIFMA and these markets, performance at past events and other farmers markets in Michigan, and diversity of product mix. MIFMA has the sole discretion to approve or deny any vendor applications.

There will also be spaces reserved for Bushel level sponsors of the market(s). After all approved vendors and Bushel level sponsors are assigned spaces, remaining spaces will be open to non-profit organizations that support the mission of these markets and are current MIFMA members. Bushel level sponsors and non-profit organizations that participate are not allowed to sell or distribute food items at the market(s). Non-profit organizations can sell items that support their mission and/or the mission of these events as long as those items are listed on their application.

#### **Market Hours and Location:**

The farmers markets will be located on the east side of the Capitol lawn, along Capitol Avenue between Allegan and Ottawa Streets. Market hours are **10:00 a.m. to 3:00 p.m.**, RAIN OR SHINE. Participants are required to stay for the entire market, or risk being excluded from future markets. Failure to show up on time and stay for the entire market may result in loss of privilege to participate in future markets.

#### **Set-up and Tear-down:**

Set-up is from 7:30 a.m. to 9:30 a.m. Booth spaces may not be marked prior to 7:30 a.m. Participants should arrive early enough to be ready to greet customers by 9:30 a.m. Tear-down is from 3:00 p.m. to 5:00 p.m. Everything, including garbage and recycling, must be removed from the Capitol grounds by 5:00 p.m.

#### **Tables, Tents & Carts:**

All participants (vendors, sponsors and non-profits) are responsible for bringing their own tents/canopies. All tents must be free standing **and weighted**. Participants will not be allowed to use a tent/canopy that is not weighted with at least 25 pounds per tent leg. No stakes can be driven into the Capitol lawn. All participants are responsible for bringing their own table(s), chair(s) and all other necessary supplies. **Participants should bring their own cart to use to transport items from the unloading zones to their assigned booth space.**

#### **Electricity:**

Electricity is available to a limited number of vendor spaces within the market and is NOT available for food trucks. Vendors requesting electricity must pay an additional \$15 per market and will be limited to those spaces where electricity is available. The \$15 electrical charge per vendor is based on the Legislative Council Facilities Agency's rate. If you need electricity to be provided, your placement within the market will be limited based on where electricity is available. Generators are allowed as long as the noise level does not interfere with the ability of the vendors near you to conduct sales with customers, as determined solely by the Market Manager.

#### **Space Assignments:**

Specific numbered spaces will be assigned to each participant (vendor, sponsor or non-profit) at least one week prior to the market date (additional instructions on setting up may be relayed from the Legislative Council Facilities Agency at this time). Numbering spaces assists MIFMA in coordinating parking as close to each space as possible and will help participants more easily identify their space when they arrive for set-up. On the vendor

application, there is a place to indicate the number of 10 x 10 foot spaces desired. Each vendor can request no more than 4 spaces (40 feet of frontage space). Sharing of vendor space is not allowed: each business must apply separately and occupy his/her own vendor space. Each Bushel level sponsor or non-profit will be offered a 10 x 10 foot space.

### **Parking:**

**For Vendors:** Meters along Capitol Avenue and Allegan, Ottawa, and Walnut Streets will be reserved for vendors. Parking spaces will be assigned to each vendor prior to the market date, and a parking pass will be provided electronically for vendors to print and display in the windshield of their vehicle. **Each vendor will have space for only one vehicle.** The size of the parking space will be determined based on the information provided on the vendor application. MIFMA will make every attempt to assign a parking space as close to the assigned vendor space(s) as possible. If additional vehicles are needed, they must park in a public parking areas. Public parking is available at metered spots downtown and in public parking ramps and lots nearby. A map of public parking is available at [http://www.lansingmi.gov/media/view/Permit\\_Map\\_FY15/7325](http://www.lansingmi.gov/media/view/Permit_Map_FY15/7325).

**For Sponsors & Non-profits:** Parking for Bushel level sponsors and non-profits will be available in the [City of Lansing Parking ramps downtown](#). MIFMA will provide parking validation for one vehicle per booth and participants can visit the MIFMA booth at the event to collect a parking validation ticket that will cover the parking expense. Please also note that the parking ramp on the corner of Capitol and Allegan is managed by Ellis Parking (not the City of Lansing) and the parking validation that MIFMA will provide will not apply to this ramp.

### **Loading Zones:**

Loading zones will be available on Capitol Avenue and on Allegan and Ottawa Streets. Participants will be able to park in these spaces to unload their materials quickly and efficiently onto the sidewalk before moving their vehicle to its parking space. Participants should not park there while moving their materials to and/or from their booth space(s).

### **Vendor Licenses:**

If it is required that a vendor be licensed, information about their license(s) **MUST** be included on their vendor application and they must bring a copy of their license with them to the market. To find out more about required food licenses please visit [www.michigan.gov/farmersmarkets](http://www.michigan.gov/farmersmarkets). If you need a license, or if you have questions regarding licensing, please contact the Michigan Department of Agriculture and Rural Development (MDARD) Food Industries Licensing, Certification and Registration at 517-241-6666.

Vendors selling perennial plants must be licensed. Information about the vendor's current Michigan license **MUST** be submitted on application. Licenses can be obtained by, contacting Michigan Business One Stop at 877-766-1779.

All vendor information regarding licensing will be provided to MDARD prior to the market for review.

### **General and Product Liability Insurance:**

Vendors **MUST** provide proof of general liability and product liability insurance (both with a minimum of \$1,000,000 in coverage) naming the Michigan Farmers Market Association (MIFMA) as a certificate holder or additional insured on their existing policy. A copy of the vendor's insurance certificate **MUST** be received before May 31, 2017. Vendors who need liability insurance should visit [www.mifma.org/membership/](http://www.mifma.org/membership/). Proof of general liability insurance is also requested from all participating non-profits.

### **Food Safety:**

Safe preparation and handling of food items and samples is very important. If a vendor intends to offer samples of any food products at these events, [Safe Food Sampling Guidelines](#) must be followed.

***Please note that there is no smoking allowed in the farmers market area.***

**Sales:**

Vendors are responsible for all sales of their own products, including providing correct change to customers. Vendors should make sure they have signage or price cards that are clear and legible. All processed products must be properly and clearly labeled for sale.

**Food Assistance:**

Vendors who will be selling eligible food items and food producing plants are encouraged to accept food assistance benefits at these markets. Eligible food items include any food items that are meant for human consumption and are not hot and/or prepared foods intended for immediate consumption. Examples of eligible food items for SNAP Bridge Card purchases include: fruits and vegetables, baked goods and meat, among others. Eligible food items for WIC Project FRESH, Market FRESH and Double Up include Michigan grown, fresh fruit and vegetables. Vendors should read [Accepting Food Assistance Benefits at the Farmers Market at the Capitol](#) for more information and indicate on their application which food assistance benefits they will be accepting. A signed vendor agreement must be submitted with the vendor's application for all vendors intending to accept SNAP Bridge Cards and/or Double Up at these markets. The forms are available through the online vendor application. Signs will be provided for vendors to post the day of the market to illustrate if they are accepting SNAP Bridge Cards and/or Double Up.

**Restrooms:**

Public restrooms are located on the ground floor, North and South corridors, of the Capitol. No outdoor port-a-johns will be available.

**Trash:**

MIFMA has reserved trashcans for use during the farmers market. These trashcans are for shopper use. A trash dumpster will be available on Allegan Street for vendor trash. Corrugated cardboard recycling is available in the loading dock on the North side of the Capitol building along Ottawa Street. Vendors will need to properly dispose of their own empty containers and/or trash before they leave.

**Hawking Prohibited:**

Hawking, defined as aggressively selling goods in public places by calling out to people from your assigned vendor space, is not allowed. Vendors should stay within their assigned booth space when selling products and/or handing out samples. MIFMA encourages a spirit of teamwork in accordance with our mission for these events.

**Evaluation:**

Vendors at the markets **MUST** complete an evaluation for MIFMA after each market. ***Failure to complete and submit an evaluation to MIFMA may result in a loss of privilege to participate in future markets.*** All information requested on the survey must be provided, including the total dollar value of the products sold at that market. At the end of the market, the survey will be emailed to vendors. Input from vendors, especially the sales figures and personal comments about the event, go a long way towards helping MIFMA secure future funding to promote Michigan food and agriculture products through events like these.

An optional evaluation will be shared with sponsors and non-profits to gather their feedback and suggestions. MIFMA will also be conducting a dot survey of market visitors to help gauge how much they spent and their feedback on other market components. Participants can help by reminding customers to complete the dot survey before they leave the market.

**Facebook Promotions**

MIFMA will create Facebook Events for each of the three markets. Please do not create your own Facebook events. Instead, please join MIFMA's events, post to the wall of the event and invite all of your Facebook followers to attend. Follow MIFMA on Facebook at [www.facebook.com/MichiganFarmersMarketAssociation](http://www.facebook.com/MichiganFarmersMarketAssociation).

### **State Representatives and State Senators:**

In an effort to invite the State Representative and State Senator from each vendor's district, vendors are asked to identify these individuals on their application. If you do not know the name of your State Representative or State Senator, you can find that information at <http://www.infomi.com/gov/distmap.html>.

### **Emergencies:**

In case of emergency, Capitol Security Police can be reached at 517-373-2836. For fire, police or ambulance, please call 911. A copy of the [Emergency Procedures](#) for this market will be available at the MIFMA tent during the market.

### **Vendor Grievance Policy:**

MIFMA has the right to deny or restrict any vendor or vendor representative's access to the market for failure to follow the policies herein. Problems, complaints or concerns must be directed within 24 hours of the event to the market manager. Any grievance that cannot be resolved immediately by MIFMA staff will be referred (within 5 business days) to the MIFMA Advocacy Committee for review provided the grievance is submitted in writing and includes:

1. Name (First, Last), business name, address, email address and phone number of complainant
2. Description of the problem, complaint or concern, or specific market policy violation, including the date and approximate time of occurrence
3. Name (First, Last), business name of offending vendor or vendor representative
4. Description of steps taken by complainant to resolve the issue with vendor or vendor representative prior to reporting it to MIFMA staff and the MIFMA Policy Committee
5. Description of complainant's preferred desired resolution

A representative of MIFMA, the MIFMA Advocacy Committee and/or the MIFMA Board of Directors will respond to complainant with recommended next steps for resolution within 5 business days of receipt of complaint, providing that all five of the above details are submitted.

### **Enforcement Policy:**

MIFMA staff, including the market manager, have the authority to enforce all policies. Failure to follow policies of the Farmers Market at the Capitol will result in the following consequences:

- **First Occurrence:** Verbal warning
- **Second Occurrence:** Written warning
  - Each warning will include an explanation of which policy 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.
- **Third Occurrence:** Participants will either be asked to leave the market or will be excluded from returning to the next market, depending upon the severity and timing of the offense. If a participant is asked to leave or not return to a market, no registration fees will be returned.

### **Refund Policy:**

A full refund of a paid registration fee will be given with 14-day notice prior to the event. A refund will be issued within 30 days of the cancellation. A refund will be forfeited in situations where MIFMA is not notified at least 14 days in advance of the day of the event.

**Questions?** If you have questions about the Farmers Markets at the Capitol or this information, please contact MIFMA at 517-432-3381.