



Event Details & Market Policies for Vendors

Thursday, July 26, August 23 &
September 20, 2018 from 9 am to 2pm

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

Application Timeline:

- April 1: Applications open at www.mifma.org
- April 1- May 1: Only applications submitted by current Farmer/Vendor members of the Michigan Farmers Market Association (MIFMA) will be reviewed
- May 1: All applications are due
- May 15: All applications will be responded to
- May 31: All booth fees are due

About the Markets:

MIFMA facilitates the Farmers Markets at the Capitol in order to achieve the mission of providing 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

Who Can Participate and What Can Be Sold:

These markets have space for approximately 75 **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** before their application will be reviewed.

- Including 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 labeled 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 use Michigan agricultural commodities as ingredients. 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, vision and core values of MIFMA](#), alignment with the mission of 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 vendors' application. Starting in 2018, a [scoring rubric](#) will be used to evaluate vendor applications.

There will 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 may sell items that support their mission and/or the mission of these events.

Appropriate Conduct:

All vendors, vendor employees/helpers, volunteers and MIFMA staff are expected to treat each other and market visitors and shoppers in a courteous and professional manner that align with the [mission, vision and core values of MIFMA](#). Any conflicts or disagreements with anyone occurring during the market must be handled with utmost discretion. All vendors are responsible for their employees and helpers and are responsible to advise them of all market policies. Vendor comments, complaints, and suggestions must be directed to a MIFMA staff member, and be discussed in private and not in front of other vendors and customers.

Vendor Licenses:

If it is required that a vendor be licensed, information about their license(s) **MUST** be included on their vendor application and a copy of the license must be with them at each market. To find out more about required food licenses, licenses for perennial plants, and licenses for pet food vendors, please visit www.michigan.gov/farmersmarkets. If you need a license, or if you have questions regarding food licensing, please contact the Michigan Department of Agriculture and Rural Development (MDARD) Food Industries Licensing, Certification and Registration at 517-241-6666. **All vendor information regarding licensing will be provided to MDARD prior to each 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 each) 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, 2018.

Electricity:

Electricity is available to a limited number of vendor spaces within the market and is NOT available for food trucks. In order to access electricity during the market, vendors must request electricity on their application, pay an additional \$15 per market per appliance plugged in, and be limited to those spaces where electricity is available. For example, if a vendor plugs in one chest freezer and one hot-plate, you would be charged \$30 per market (\$15 x 2 appliances). The cost is based on the Legislative Council Facilities Agency's rate. **Electrical hookups cannot be provided on the day of the market unless they were requested in advance.** Generators are allowed, including for food trucks, as long as the noise level does not interfere with the ability of the vendors nearby to conduct sales with customers, as determined solely by MIFMA staff.

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. **MIFMA will retain 5% of all scrip-based sales in order to offset the costs of administering the program at the market** which includes costs associated with operating the point of sale device, staff time, reimbursement accounting, and paper scrip maintenance. Checks reimbursing you for all scrip sales, less the 5% administrative fee, will be issued by MIFMA and mailed to the address you provide on your vendor application after all three markets are over. In the vendor application, a vendor may choose to be reimbursed after each market if needed. 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. These signatures can be provided on your vendor application or on forms available at www.mifma.org/fmatthecapitol. 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.

Facebook Promotions:

MIFMA will create Facebook events for each of the three markets, so please do not create your own. Instead, 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.

Market Hours and Location:

The market will be located on the east side of the Capitol lawn, along Capitol Avenue between Allegan and Ottawa Streets. Market hours are **9:00 a.m. to 2:00 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 7:00 a.m. to 9:00 a.m. Booth spaces may not be marked prior to 7:00 a.m. Participants should arrive early enough to be ready to greet customers by 9:00 a.m. Tear-down is from 2:00 p.m. to 4:00 p.m. Everything, including garbage and recycling, must be removed from the Capitol grounds by 4:00 p.m.

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 cannot park there while moving their materials to or from their booth space(s).

Parking:

Meters along Capitol Avenue, and Allegan, Ottawa Townsend and Seymour 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 be parked 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 <https://www.lansingmi.gov/1391/Parking-Map-Locations>.

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 also be relayed 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). Sharing of vendor space is not allowed: each business must apply separately and occupy his/her own vendor space. It is preferred that each vendor occupy as few spaces as possible so that a maximum number of vendors can participate and offer the greatest diversity of product to customers. MIFMA has the sole discretion to determine the number of spaces available to each vendor.

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. **Vendors should bring their own cart to use to transport items from the unloading zones to their assigned booth space and should not expect carts to be provided onsite.**

Product Sampling:

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. Inspectors from MDARD will be present at each market and inspectors from the Ingham County Health Department are often present at each market.

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.

Hawking Prohibited:

Hawking, defined as aggressively selling goods in public places by calling out to people from your assigned 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.

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 market. These trashcans are for shopper use. A trash dumpster will be available 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.

Sales Reporting and Evaluation:

Vendors **MUST** complete a *Vendor Sales Record* at the end of each market day reporting their total sales by currency (for example, total cash sales, sales by credit card, and food assistance sales). ***Failure to complete and submit a Vendor Sales Record may result in a loss of privilege to participate in future markets.*** A *Vendor Sales Record* sheet will be passed out to each vendor at the beginning of the market. Near the end of the market, a MIFMA staff person will visit each vendor's booth to collect their completed record and all SNAP and Double Up

Food Bucks currency collected that market day. The *Vendor Sales Record* will constitute the vendor's receipt for the food assistance benefits they turned in that day.

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.

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.

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.

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. In order to be addressed, problems, complaints or concerns must be raised within 24 hours of the event. 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 to office@mifma.org 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
5. Description of complainant's preferred desired resolution

MIFMA staff and/or member of the Advocacy Committee will respond to all written complainants with recommended next steps for resolution within 5 business days of receipt of complaint, providing that all five of the above details are submitted. Any decision made by the Advocacy Committee is considered final.

Enforcement Policy:

MIFMA staff 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.

Questions?

If you have questions about the Farmers Markets at the Capitol or this information, please call 517-432-3381.