



Event Details for Non-Profits and Sponsors

Thursday, July 25, August 22 &
September 19, 2019 from 9 AM to 2 PM

About the Markets:

- The Michigan Farmers Market Association 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. These markets exist to:
 - Promote Michigan farmers markets, farmers and ag-based businesses that market products grown, raised and processed in Michigan
 - Promote the diversity of Michigan farmers and ag-based business owners
 - Promote consumer access to farmers markets and Michigan food and agricultural products
 - 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

Eligibility:

These markets have limited space for Bushel level sponsors and non-profits. MIFMA reviews and approves applications based on several factors. For full information on determining eligibility for and applying to the market, please review the full Market Policies for Non-Profits and Sponsors.

Market Hours and Location:

The market will be located on the east side of the [Michigan State Capitol](#) lawn, along Capitol Avenue between Allegan and Ottawa Streets. Market hours are **9:00 AM to 2:00 PM**, 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 AM to 8:45 AM. Booth spaces may not be marked prior to 7:00 AM. Participants should arrive early enough to be ready to greet customers by 9:00 AM. Tear-down is from 2:00 PM to 4:00 PM. Everything, including garbage and recycling, must be removed from the Capitol grounds by 4:00 PM. For further information on set-up and tear-down, please review the full Market Policies for Non-Profits and Sponsors.



Market Policies for Non-Profits and Sponsors

The following information is provided to help you decide whether the Farmers Market at the Capitol is a good venue for your outreach and marketing. **If your organization's mission aligns with the mission of these markets and you decide participating would be a good fit for you, please complete an online application for nonprofit participants and/or submit a sponsorship form. Please read the information completely and carefully submitting an application to be a participant and/or a Bushel sponsor.**

Application Timeline (Non-Profits):

- April 1: Applications open at www.mifma.org
- April 1- May 1: Preference will be given to applications submitted by current members of the Michigan Farmers Market Association (MIFMA) and current partners. Nonprofits should be members at the Organizational Friend level or at a Farmers Market level. You can become a member at www.mifma.org/join.
- May 1: All applications are due
- After all vendor applications have been reviewed, applications from nonprofits will be reviewed
- May 15: All applications will be responded to
- May 31: All booth fees are due, if applicable

Application Timeline (Sponsors):

- April 1: Sponsorship forms open at www.mifma.org.
- July 10: Last day to sponsor the July market and receive full sponsorship benefits
- August 7: Last day to sponsor the August market and receive full sponsorship benefits
- September 4: Last day to sponsor the September market and receive full sponsorship benefits

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- Promote Michigan farmers markets, farmers and ag-based businesses that market products grown, raised and processed in Michigan
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Who Can Participate and What Can Be Sold:

These markets have space for approximately 75 for-profit vendors who produce and sell Michigan food and farm products 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. **Any entity that intends to sell Michigan food and farm products at the market(s) must apply through the Vendor Application.**

There are also 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 nonprofit organizations that support the mission of these markets and are current MIFMA members or partners.** Bushel level sponsors and nonprofit 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.

MIFMA approves applications to participate based on several factors including, but not limited to: alignment with the [mission, vision and core values of MIFMA](#) and alignment with the mission of these markets, and performance at past events and other farmers markets in Michigan. MIFMA has the sole discretion to approve or deny any application.

Appropriate Conduct:

All participants, 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 participating organizations are responsible for their employees and helpers and are responsible to advise them of all event details. Comments, complaints, and suggestions must be directed to a MIFMA staff member, and be discussed in private and not in front of other participants and customers.

Anti-harassment Policy:

In accordance with MIFMA's core values of Diversity & Unity and Community & Belonging, MIFMA strives to ensure that the Farmers Markets at the Capitol provide a safe, welcoming and accessible space for all participants. As such, harassment or discrimination based on an individual's sex, gender identity or expression, race, ethnicity, national origin, religion, age, ability, or any legally protected category will not be tolerated at the market. Harassment or discriminatory activity is subject to the Farmers Markets at the Capitol's

Vendor Grievance and Enforcement Policies (reference the full [Vendor Policy](#) for grievance and enforcement policies).

Smoking Prohibited:

Vendors are prohibited from smoking on Capitol grounds before, during, and after the farmers market.

General and Product Liability Insurance:

Proof of general liability insurance (with a minimum of \$1,000,000 in coverage per incident) is requested from all participating organizations. Proof of general liability insurance naming the Michigan Farmers Market Association (MIFMA) as a certificate holder or additional insured on an existing policy should be provided by May 31, 2019.

Electricity:

Electricity is not available to non-profits or Bushel level sponsors.

Market Hours and Location:

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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 in a loading zone while moving their materials to or from their booth space(s). Vendors not respectful of the limited space and needs of other vendors may be required to move their vehicle and may be excluded from future markets.

Parking:

Parking for Bushel level sponsors and non-profits will be available in the [City of Lansing Parking ramps downtown](#). MIFMA will provide a parking validation for one vehicle per each sponsor booth and upon request (via the application) to each nonprofit organization. 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 privately managed (not by the City of Lansing) and the parking validation that MIFMA provides will not apply to this ramp.*

Space Assignments:

Specific numbered spaces will be assigned to each participant, including sponsors and nonprofits, at least one week prior to the market date (additional instructions on setting up may also be relayed at this time). Each Bushel level sponsor or nonprofit will be offered one 10 x 10 foot space.

Tables, Tents & Carts:

All participants (vendors, sponsors and nonprofits) are responsible for bringing their own equipment including: tents/canopies, table(s), chair(s), cart(s), and all other necessary supplies. All tents must be freestanding **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 per Capitol Grounds rules. **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.**

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.

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 share the event to your Facebook followers to attend. Follow MIFMA on Facebook at www.facebook.com/MichiganFarmersMarketAssociation.

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.

Reference the full [Vendor Policy](#) for grievance and enforcement policies.

Questions?

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