



Event Details for Vendors

**Thursday, July 23, August 20, &
October 1, 2020 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 markets, Michigan growers and producers, ag-based businesses, and food access

Eligibility:

These markets have space for approximately **75 for-profit vendors who produce and sell Michigan food and farm products**. MIFMA reviews and approves vendor applications based on several factors. For full information on determining eligibility for and applying to the market, please review the full Market Policies for Vendors.

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.

A Note Regarding COVID-19:

The Farmers Markets at the Capitol will comply with all City, State and Federal regulations regarding business operations in response to COVID-19. MIFMA will incorporate [COVID-19 best practices and recommendations](#) into market operations for as long as applicable regulations are in place, and vendors are expected to do the same. If MIFMA must cancel any market dates for reasons related to COVID-19, all vendor fees will be refunded for the applicable market date(s) and notice will be given as far in advance as possible (see "Cancellation and Refund Policy" below). For additional COVID-19 resources from MIFMA, visit mifma.org/covid-19-resources.

Cancellation and 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. If the event is canceled by MIFMA for any reason, including

reasons related to COVID-19, all vendor fees will be refunded. In the event of a COVID-19-related cancellation, MIFMA will notify vendors as far in advance as possible. If a vendor is removed from the market due to non-compliance with market policies, none of their fees are eligible for refund. For more information, please review the full Market Policies for Vendors.

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 Vendors.



Market Policies for Vendors

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. You can become a member at www.mifma.org/join.
- May 1: All applications are due. Applications are reviewed for completeness on a rolling basis.
- May 1 - 15: All applications from farm vendors will receive responses.
- May 15 - 30: Applications from all other vendors will receive responses.
- July 1: All booth fees are due. *(Note: MIFMA understands that some vendors may experience cash flow challenges related to COVID-19 and has shifted the due date of booth fees from previous years accordingly. If your business needs additional assistance making payment deadlines, please contact MIFMA Operations Director Emily Syrja at emily@mifma.org. Requests for support will be reviewed internally on a case-by-case basis.)*

Eligibility:

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.** If you have any questions about your eligibility for the markets after reviewing this policy in full, please direct them to Jenny Radon at jenny@mifma.org or (517) 432-3381.

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**. 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**. MIFMA reviews and 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 vendor's application. Seniority and past attendance at this market is not a factor considered during the application process. A history of non-compliance with the Farmers Market at the Capitol Policies may negatively impact a returning vendor's application.

Other factors that influence acceptance to the market include but are not limited to:

- A requirement that vendors have an active MIFMA membership prior to the review of an application.
- A priority to include Michigan farmers who grow and sell fresh fruits and vegetables.

- A priority to include vendors who showcase a majority of Michigan ingredients in their products (as shown in the vendor application).
- A priority to include vendors whose products are predominantly of their own production.
- A priority to promote the diversity of Michigan farmers, ag-based business owners, and products.
- A priority to include vendors who sell at other Michigan farmers markets.

Items sold at the market must meet the following requirements:

- All items that vendors plan to sell must be listed on their vendor application.
- Vendors should sell items they produce. If a vendor sells additional products purchased from other Michigan producers, those items must be labeled with the producer name and city. Vendors that only resell products should explore other markets.
- 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 for non-food items are accepted if the application indicates how they use Michigan agricultural commodities as ingredients or substantial components. Food and ag-based businesses that participate in the market may offer for sale complementary non-food items that are listed on their vendor application.
- 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.

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 nonprofit organizations that support the mission of these markets and are current MIFMA members. Bushel level sponsors and nonprofit organizations that participate are not allowed to sell or distribute food items at the market(s). Nonprofit 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 and the mission of the Farmers Markets at the Capitol](#). 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 feedback must be directed to a MIFMA staff member and be discussed in private, not in front of other vendors 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 (see page 8).

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.**

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. Any vendor sampling at the market must bring and use their own handwashing station. Inspectors from MDARD will be present at each market and inspectors from the Ingham County Health Department are often present at each market.

Smoking Prohibited:

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

Alcohol Prohibited:

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

General and Product Liability Insurance:

Vendors **MUST** provide proof of general liability and product liability insurance (each with a minimum of \$1,000,000 in coverage per incident) 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 by June 1, 2020.

If your business does not currently meet these insurance requirements, please contact MIFMA to discuss what options are available to MIFMA members.

Electricity:

Electricity is available to an extremely limited number of vendor spaces within the market and is NOT available for food trucks. Vendors that do not have a necessity for electricity should not apply for electricity at the market. Electricity is awarded based on vendor need and the order in which applications are received and approved. In order to access electricity during the market, vendors must request electricity on their application and list their appliances, 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. **MIFMA will retain 5% of all SNAP and Double Up scrip/token-based sales in order to offset the costs of administering these programs 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. Signed vendor agreements for each program you will participate in must be submitted with the vendor's application. 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 which food assistance benefits you accept.

Market Hours and Location:

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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 a.m. 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.

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. **Due to ongoing changes in downtown Lansing, these loading zones may change.** 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:

Meters along Capitol Avenue, and Allegan, Ottawa Townsend and Seymour Streets will be reserved for vendors on the day of the market. 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 approved vendor application will have space for only one vehicle. If the vehicle brought to the market does not match the description on the vendor application, vendors will be charged a \$20 fee and may be required to find new parking at the cost of the vendor.** The size of the parking space will be determined based strictly on the information provided on the vendor application. No additional vehicle considerations are able to be made on the day of the market. MIFMA will make every attempt to assign a parking space as close to the assigned vendor space(s) as possible, but reserves the right to make accommodations for vendors with physical restrictions/disabilities. If additional vehicles are needed, they must be parked in a public parking area. 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>.

Previously, the cost of parking has been \$15 and has been included in the vendor fee. With the parking reconstruction occurring downtown, there is a possibility of an increase in the cost of parking. MIFMA reserves the right to increase vendor fees at any time to accommodate for an increase in parking costs.

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 its 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 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.

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. Vendors are encouraged to accept credit cards, debit cards, and contactless payment methods.

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.

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 food assistance currency collected that market day. In addition, vendors may return their completed records and all food assistance currency to the MIFMA booth following the close of the market. The *Vendor Sales Record* will constitute the vendor's receipt for the food assistance benefits they turned in that day. Vendors that do not return all sales materials at the end of the market may be charged a supply fee.

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, 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 <http://www.facebook.com/MIFarmersMarkets/>.

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.

Cancellation and 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. If the event is canceled by MIFMA for any reason, including reasons related to COVID-19, all vendor fees will be refunded. In the event of a COVID-19-related cancellation, MIFMA will notify vendors as far in advance as possible. If a vendor is removed from the market due to non-compliance with market policies, none of their fees are eligible for refund.

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 brought to a MIFMA staff member 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 Board of Directors 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, if applicable
5. Description of complainant's preferred desired resolution

MIFMA staff and/or members of the Board of Directors will respond to all written complainants with recommended next steps for resolution within 10 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, or letter of non-compliance, including 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.

If a vendor poses a health or safety hazard to themselves, other vendors, or market visitors, MIFMA reserves the right to immediately dismiss a vendor from any or all market dates.

Warnings will be documented by MIFMA staff and remain on vendor records across market dates and seasons. MIFMA staff will review these warnings each market and determine if they impact vendor eligibility for future markets.

Questions?

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