

Hello Farmers Market Vendors,

We are excited to announce year two of our Chelsea Winter Farmers Market. This year we will be offering a YEAR ROUND farmers market due to multiple requests from customers and vendors. The goal of the market is to provide a venue that will improve your financial success, as well as provide for healthy food access and education in the community.

The Chelsea Winter Farmers Market will be held on Saturday from 9:00 am to 1:00 pm. Setup begins at 8 am and takedown should be completed by 2 pm.

All vendors pay a daily fee of \$15 on the day of attendance. There are no seasonal fees associated with this market. These fees reflect the cost of advertising and facility rental.

Due to a limited number of spaces, preference will be given to returning vendors that have participated in the Chelsea and Bushel Basket markets in 2016. For returning vendors to ensure a spot, please submit your application by October 15. After that, the market will admit vendors based on quality, location and uniqueness of product. The market seeks to maintain a balance of all products: produce, meat, baked goods, processed products, dairy, plants, and arts and crafts. The market manager reserves the right to select vendors based on these criteria, with guidance provided by the market advisory committee.

Attached please find a 2016 Application for the Chelsea Winter Farmers Market along with Standard Operating Procedures.

Sincerely,

Stephanie Willette
Farmers Market Manager
(616) 734-9123, coordinator@chelseafarmersmkt.org

CHELSEA WINTER FARMERS MARKET APPLICATION 2015

Name: _____ Business Name: _____

Address: _____ City _____ State: ____ Zip: _____

Phone: _____ Email: _____ Website: _____

Emergency Contact _____ Emergency Contact's Phone _____

Dates you plan on attending:

- November – December
- November – April (year round)
- Intermittent (if you know which days, please write below)

Check off which categories you will bring to the market:

VEGETABLE ____ FRUIT ____ MEAT ____ DAIRY ____ FLOWERS & PLANTS ____ BAKED GOODS ____
CRAFTS/ART ____ OTHER _____

List major products you will be selling at the market (general categories are sufficient, i.e. jewelry):

List all persons who will represent your business at the market ("vendor personnel"): _____

Selling Licenses

Continuing vendors: For vendors continuing from the summer season, there is no need to resubmit copies of your licensing, because the market already has these on file. Please check which licenses you have already provided to the market in the appropriate non-shaded boxes.

New vendors: Depending on the product(s) you sell, you must attach copy(s) of licenses and certifications required by Operating Guidelines. Check the attached appropriate non-shaded boxes for each product category you sell and provide the date of the last Health Inspection.

Business License - required. Provide copy of one of the following as proof you are a business:

____ federal ID number ____ County Assumed Name ____ Articles of incorporation/partnership

Note: A Health Inspection may be required on all products such as baked goods (Cottage Food exempt), candy, cider, poultry, honey, etc. The Health agencies that govern this market operation are: Washtenaw County Environmental Health: <http://www.ewashtenaw.org> and Michigan Department of Agriculture: <http://www.michigan.gov/mdard>. Copies of any inspections by these agencies and licenses must be attached with a sample of your label.

Check the appropriate license attached (white boxes only):

| | Produce | Flowers/Plants/ Trees | Processed / Baked Goods | Meat/Eggs/ Poultry | Artisans |
|--|----------------|----------------------------------|------------------------------------|-------------------------------|-----------------|
| Organic Certification (if applicable) | | | | | |
| Sales Tax License (Plants/Artisans only) | | | | | |
| Nursery Stock or Growers License | | | | | |
| Food Establishment License | | | | | |
| Warehouse license | | | | | |
| <input type="checkbox"/> No Food Establishment License required, as the business qualifies under 2010 Michigan Cottage Food Law. | | | | | |

By signing below, I certify that I have read and understand the Operating Guidelines and that all licenses and certification listed above are current and valid. I understand that should I or any vendor personnel fail to comply with the Operating Guidelines, my participation in the Chelsea Winter Farmers Market can be terminated.

As a vendor wishing to participate in the Chelsea Winter Farmers Market, I along with vendor personnel agree to save, hold harmless and indemnify the Markets and property owners from any and all liability or responsibility pertaining to any damages to person or property on the site assigned to me (us) by the market, when such damages or liability arise out of acts of my own or my vendor personnel.

Vendor Signature: _____ Date: _____

Please scan & return to: coordinator@chelseafarmersmkt.org Questions: (616) 734-9123

Or mail to: Chelsea Farmers Market, P.O Box 332, Chelsea, MI 48118

Our Policy: It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age or disability.

Farmers Market Mission

The farmers markets will cultivate a commitment to quality local products and produce in a pleasant, easily accessible location by offering goods that will enrich our community through healthy food choices, social exchange and economic growth.

Operating Guidelines

Vendor and Products

1. Vendors must live in Michigan and produce their product in Michigan. When reviewing vendor application, the Market Manager will give preference to those potential vendors living and/or producing within a 100 mile radius of Chelsea.
2. All produce/products offered for sale must be grown or produced by the vendor, except as noted in the section "Products Definitions and License Requirements". Reselling is prohibited. Only those product categories listed on the application and approved by the market manager will be eligible for sale. Vendors wishing to sell products not listed on original application should discuss with Market Manager.

Attendance

3. Winter market fees will be paid to the market manager the day of market. There is no seasonal fee associated with the winter market.
4. All vendors must notify the Market Manager at least 48 hours in advance of the day they wish to attend. (e-mail: coordinator@chelseafarmersmkt.org cell: 616-734-9123) for advance approval. The dates indicated with this application may count as notice, so vendors need only contact the manager if those dates have changed.
5. Vendors are expected to remain open the entire length of the market day unless they have sold out of produce/product prior to market closing and are okayed by the Market Manager to leave early.

Stalls and Signage

6. Vendors must provide their own tables, chairs, bags or containers for produce/product and change for use.
7. Market stall will be a minimum of one 10' x 10' space. Designated walkways must be kept clear.
8. The following information must be displayed on a product label, on a small sign by the product, or on a larger display board.
 - a) Name of vendor business. In lieu of a sign, the name can be displayed on apparel wore by all vendor personnel, such as hats or shirts.
 - b) Product names and prices are posted for all items being sold.
 - c) Cottage Food vendors must have appropriate labeling of all products. See the following website for labeling guidelines: http://www.michigan.gov/mdard/0,4610,7-125-1568_2387_46671--,00.html
9. Participating vendors must post the Electronic Benefits Transfer sign provided by the Market, identifying them as an authorized EBT vendor. **See Food Assistance Agreements.**
10. Vendors requiring electrical service should see the Market Manager to determine availability.

Stall Fees

11. All vendors pay a daily fee of \$15 on the day of attendance. There are no seasonal fees associated with this market.

12. There are a limited number of spaces for double stalls. If you would like two stalls, notify the manager at least 1 week ahead of time. Double spaces will be assigned on a first ask basis until there all spaces are assigned. The fee for two stalls is \$20.
13. Applications must be approved at least one week in advance of attendance on Market day.
14. Two vendors can share a stall. Each vendor needs to complete an application and pay the half stall fee.

Food Assistance Programs

15. The market will be participating in the EBT/SNAP program. Vendor participation is highly encouraged of all eligible vendors (not legally required). Food assistance agreements will be provided to vendors on day of attendance. Vendors will be reimbursed at the end of the month.

Market Day, Time, and Site

16. The market is open to customers 9 am - 1pm on Saturday mornings, November 5 – December 17. Then we will take a break for the holidays and begin again January 7 – April 15. Market will move outdoors again April 22.
17. Setup starts at 8 am and must be complete by 9 am. Takedown starts at 1 and should be complete around 2 pm.
18. The location of the market will be in the cafeteria at the Washington Street Education Center (WSEC), located at 500 E. Washington St, Chelsea MI 48118.
19. All vendors may park their vehicles in the parking lot of the WSEC.

Product Definitions and License Requirements

The Chelsea Farmers Market and Bushel Basket Market are not liable for any non-compliance with USDA, Michigan Department of Agriculture (MDA), or Washtenaw County Department of Environmental Health regulations.

20. Michigan-Grown Produce

- a) Fresh Michigan Fruits, Vegetables and Herbs. Produce must be fresh and of high quality. Produce must be sold in its harvested raw form, without slicing.
- b) Samples of food products given to the public must be handled as outlined by State and/or County regulations.
- c) The vendor must grow at least 90% of the product on his/her own farm. If the vendor is selling produce from another business, they must list the name, city and state of that source. All products must be Michigan grown.
- d) Produce labeled “organic” must have been grown on farms with organic certification. Otherwise, produce may be labeled “naturally grown” if using organic methods.
- e) Licenses required: Business License, Organic Certification (if applicable)

21. Michigan-Grown Flowers, Plants and Trees

- a) The vendor must grow at least 90% of the product on his/her own farm. If the vendor is selling product from another business, they must list the name, city and state of that source. All products must be Michigan grown.

- b) Licenses required: Business License; Michigan Sales Tax License; Nursery Stock or Growers License (for perennials, shrubs, etc.)

22. Michigan-Processed Foods and Michigan-Baked Goods

- a) Processed food is any food product not sold in its natural raw state. Examples: jelly and jams, sauces, salsa, processed honey, cheese, vinegars, cider, maple syrup.
- b) The vendor must process / bake at least 90% of the product. If a component of the product is done by another source then the vendor must display the name, city and state of that source.
- c) All processed foods and baked goods must be of high quality and made by the vendor in a Michigan licensed food establishment or in accordance with the Michigan Cottage Food Law.
- d) The raw ingredients used to create the Michigan-made product are not required to be Michigan sourced.
- e) Samples of food products given to the public must be handled as outlined by State and/or County regulations.
- f) License required: Business License; Food Establishment License or representation of qualification under the Michigan Cottage Food Law

23. Michigan-Raised Meat, Poultry and Eggs

- a) Products must be of high quality, properly refrigerated/frozen and properly labeled.
- b) The vendor must raise at least 90% of the product on his/her own farm. If the vendor is selling product from another business, they must list the name, city and state of that source. All products must be Michigan grown.
- c) Meat must have been processed at a USDA inspected facility.
- d) Poultry must have been processed at a USDA inspected facility or MDA inspected facility.
- e) Vendors selling eggs must comply with USDA rules if applicable to the vendor. Or they must follow the correct labeling guidelines.
- f) Product labeled “organic” must have been raised on farms with organic certification. Otherwise, product may be labeled “naturally raised” if using organic methods.
- g) License required: Business License, Organic Certification (if applicable), warehouse license (if applicable).

24. Michigan-Created Artisan Products

- a) All art and crafts must be hand-crafted and/or hand-assembled by the vendor based in Michigan.
- b) License Required: Business License; Michigan Sales Tax License

25. It is strongly recommended that vendors carry Liability Insurance and name the Market as additional insured. If insured, provide certificate of insurance with application.

Other Vendors

26. Non-profits and community groups may participate at the Market at no cost to help build community awareness for the Market. Non-profits must ask to attend at least a week in advance and will be given a spot if there are any openings at the time of request.

Market Regulations

27. No political solicitation is permitted.
28. Solicitation and the distribution of literature unrelated to Market products or the Farmers Market Mission are not permitted; an exception to this rule is allowed for the non-profit vendor.
29. The following pricing and product mix guidelines are followed:
 - a) Collusion among vendors to raise or lower prices or to exert pressure or persuasion to cause any vendor to increase or decrease selling prices is prohibited.
 - b) No vendor can demand a monopoly on any given product. The product mix at each Market is determined by the Market Manager with guidance provided by the Market Advisory Committee.
 - c) A vendor mix of 70% farmer and homemade food vendors and 30% artisans and nursery vendors is desired to maintain the mission of promoting healthy, local food at the market.
30. Market spaces are to be kept hazard-free and reasonably attractive. Farmers/vendors must remove trash and litter from around their stall (from any source) before their departure.
31. Vendors at the market shall at all times conduct themselves in a pleasant and courteous manner. Any disagreement between a vendor and the Market Manager must be handled in a respectful and professional manner, and all conflicts needing further review are submitted to the Market Manager through the Market Grievance Guidelines.
32. There is no smoking, consumption of alcoholic beverages or controlled substances allowed in the market area.

Non-Compliance

33. Any grievances regarding displays, product or conduct of vendor or vendor personnel shall be resolved following the **Market Grievance Form and Dismissal Guidelines**.
34. Any vendor may be dismissed by the Market Manager for failure to comply with the Operating Guidelines. **See Market Grievance Form and Dismissal Guidelines**.

Weather Policy

35. Market Manager will cancel Market only if the roads are too icy or snow covered to drive safely. If the Market is cancelled, the Market Manager will attempt to contact vendors by cell if they are not yet in attendance at the market.

Market Management

36. The Market Manager oversees the Market on Market days, having the authority to interpret and enforce these Operating Guidelines. In the absence of the Market Manager, a member of the Vendor Advisory Committee will assume oversight on a Market day.
37. The Market Advisory Committee includes citizens and vendors interested in the long term existence and viability of the Markets. The Committee supports strategic and grant planning, acts as advisor to the Market Manager and a committee member acts as liaison to the Chelsea Wellness Coalition. Contact the market manager if you are interested in being involved on this committee.

**Chelsea Farmers Market and Bushel Basket Market
Vendor Grievance Form and Dismissal Guidelines**

The Market Manager has the right to deny or restrict any vendor or vendor personnel's access to the market for failure to follow the Operating Guidelines. Problems, complaints or concerns must be directed immediately to the Market Manager. Any grievance that cannot be resolved between a vendor and the Market Manager may be submitted in writing to the Market Advisory Committee for settlement. Vendors who have disputes with each other are encouraged to work it out between themselves. If an arbitrator is needed, the Market Manager will act as, or supply, a neutral party.

If the grievance involves the growth, raising, creation or other production of a product, the grieving vendor will write the suspected violation and give it to the Market Manager along with a check for \$20.00 made out to the Market Manager to cover the cost of a site visit. If the grievance is supported (proved true), the check will be returned to the vendor who filed the complaint and the violation will be considered a first offense violation. In this case, the violation will be corrected by the next market day or will be considered a second violation. In the case that the grievance is not supported (proved false) the Market Master will retain the check.

The Market Manager shall take no more than two weeks to resolve grievances. If it is a violation of rules, the Market Dismissal Guidelines will be followed as outlined:

- 1) For a first offense of the market rules a vendor will be asked to correct the situation. If it is not corrected, they will be asked to leave by the Market Manager and the vendor will be allowed to return the following week.
- 2) A second violation of the market rules will result in a written notice from the Market Manager to the vendor that states that they will be suspended from the market for one month following the date of the most recent infraction. A continuation of an uncorrected violation from the previous market attendance will be considered a second violation.
- 3) If a third violation occurs again in the same market year, the vendor will receive a written notice from the Market Manager saying that they will no longer be able to be a vendor at either Market for the rest of the market season and that their name will go to the bottom of the list of potential vendors for the next market season.
- 4) A fourth violation of the rules, no matter when, will result in expulsion from the Market permanently.

The Markets strive to provide a fair and equal opportunity for all participants to sell and purchase only quality products at a fair and reasonable price. All vendors and the Market Manager have received a copy of the rules and understand the importance of their cooperation. The grievance procedure is in place to help insure this policy is followed.

If you feel a vendor or any other participant has acted in a way that harms the markets, please supply the following information:

· Your Name: _____

· Phone Number: _____

· Email Address: _____

· Name of the vendor or person in question: _____

· Infraction(s):

· Date of occurrence: ____/____/____

Your Signature: _____ Date: ____/____/____