the bushel basket
The Farmers Market at Chelsea Community Hospital

Chelsea Farmers Market

Hello Farmers Market Vendors,

We are excited about the 2017 Farmers Market season. We invite you to participate in the Chelsea Farmers Market and/or Bushel Basket Market this season. The goal of the markets is to provide a venue that will improve your financial success, as well as provide for healthy food access and education in the community.

We will be offering a Vendor Orientation on Wednesday April 12 in Gram's Hall of the First United Methodist Church (across the street from the Purple Rose Theater) from 6:30 pm to 8:00 pm. We will offer information about rules, food assistance programs, stall assignments, marketing, etc. This orientation is recommended for all vendors but not required. This will be a potluck, so bring a dish to pass around.

We are changing the location of the markets for this year only. The city will be renovating our usual Palmer Lot location to create a more walkable and parklike space, and we will be able to return to the improved site in 2018. However, this year we have secured two temporary locations.

The Bushel Basket Market will be held Wednesdays from 2:00 pm to 6:00 pm at the corner of M52 and Old US 12, in the Chelsea State Bank parking lot. Market will begin Wednesday May 3 and run through Wednesday October 25.

The Saturday Farmers Market will be held Saturdays, 8 am – 1 pm, in the parking lot of the Chelsea Library (on Park Street between the library and the church). It will begin Saturday May 6 and run through Saturday 28.

Season fees are $240 for Chelsea Farmers Market and $100 for Bushel Basket Market. Daily fees are $12 and $7, respectively. These fees reflect the advertising and entertainment costs agreed upon by both markets, as well as customer attendance rates.

Attached please find a 2017 Application for the Chelsea Farmers Market and the Bushel Basket Market.

Preference will be given to returning vendors (seasonal and daily) for market participation. If you are a returning vendor, please notify the market manager of your intention to participate in 2017 by February 28 in order to reserve your spot. All applications (returning and new) are due by April 15th.

Below is contact information for the Farmers Markets in the other 5 Healthy Towns. Please consider participating in these markets as well.

Hope to see you in the Spring, and please contact me with any questions!

Sincerely,

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

Chelsea	Dexter	Grass Lake	Manchester	Stockbridge
Wednesday 2– 6 pm Saturday 8 am – 1 pm Contact: Stephanie Willette Steph.willette@gmail.com (616) 734-9123	Tuesday 2 – 6 pm Saturday 8 am – 1 pm Contact: Brenda Tuscano btuscano@dextermi.gov	Wednesday 4-7 pm Contact: Sabrina Edgar grasslake.farmersmarket@gmail.com	Thursdays 3:30-7 pm Contact: Stephanie Willette Farmersmarket48158@gmail.com (616) 734-9123	**Friday** 4 – 7 pm Contact: Suzi Greenway suznort@juno.com 517-740-1606

Directions:

1. Fill out the entire application, if you have any questions, please contact the market manager at (616) 734-9123
2. Sign the waiver statement and agreement to abide by the Operating Guidelines
4. Attach a copy of your insurance and business licenses as needed

Submit the Application and fees:

1. Make checks payable to The Chelsea Farmers Market or the Bushel Basket Market
2. Mail to: Chelsea Farmers Market, P.O Box 332, Chelsea, MI 48118

or Scan and email to coordinator@chelseafarmersmkt.org

or Turn the application in at the Vendor Orientation

Return complete application and payment before **April 15th to reserve a seasonal spot**

Some useful internet sites for Farmers Markets and vendors.

1. Michigan Business license and sales tax license http://www.michigan.gov/lara/0,4601,7-154-61343_35413---,00.html and http://www.michigan.gov/uia/0,1607,7-118--89978--,00.html
2. State of Michigan Department of Agriculture & Rural Development site http://www.michigan.gov/mdard/0,4610,7-125-1569_16958-169359--,00.html
3. Michigan Farmers Market Association, http://mifma.org/
4. Chelsea Farmers Market http://chelseafarmersmkt.org/

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Name: _____ Business Name: _____

Address: _____ City _____ State: ____ Zip: _____

Phone: _____ Email: _____Website: _____

Emergency Contact_____Emergency Contact's Phone_____

Applying for: ___ Season vendor (payment due with application) ___ Daily vendor (pay at market)

At Chelsea Farmers Market ___($240 season) and/or the Bushel Basket Market ____ ($100 season)

If you will not be at the market weekly, please provide a general idea of the dates you will attend:

Chelsea Farmers Market	Bushel Basket Market
May ____ _____ _____ _____	May ____ _____ _____ _____
June ____ _____ _____ ____	June ____ _____ _____ ____ _____
July ____ _____ _____ ____ _____	July ____ _____ _____ ____
August ____ _____ _____ ____	August ____ _____ _____ ____ _____
September ____ _____ _____ ____	September ____ _____ _____ ____
October ____ _____ _____ ____ _____	October ____ _____ _____ ____

Check off which categories (and if organic) you will bring to the market:
VEGETABLE_____ ☐ Organic FRUIT___ ☐ Organic MEAT_____ ☐ Organic DAIRY_____ ☐ Organic
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"):_____

_____

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

Selling Licenses
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.

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.

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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					
Food Warehouse License					

☐ 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 Farmers Market and Bushel Basket Market can be terminated.

As a vendor wishing to participate in the Chelsea Farmers Market or Bushel Basket 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.

For Market Use Only:
Approved: _____ Amount Paid: _____ Check Cash
Not approved: _____

version 20140111

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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, unless they qualify for the exemption outlined in (a) and (b) below. When reviewing vendor applications, the Market Manager will give preference to those potential vendors living and/or producing within a 100 mile radius of Chelsea.
   a) If a vendor wishes to sell an out of state product, (s)he must present to the Market Advisory Committee before being allowed to sell at market
   b) The vendor must complete a two week probationary period at market during with a customer survey may be conducted. After two weeks, the Advisory Committee will vote on whether to allow the vendor a permanent space at market.

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. A season vendor is encouraged to notify the Market Manager if they will not be in attendance. Notification is requested at least 24 hours in advance, by email (coordinator@chelseafarmersmkt.org) or phone (616-734-9123). (This provides the Market Manager the opportunity to fill your stall with a daily vendor.)

4. A daily vendor must notify Market Manager at least 48 hours in advance of the day they wish to attend. (email: coordinator@chelseafarmersmkt.org cell: 616-734-9123) for advance approval.

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. An exception to this is inclement weather which may force the market to close early. **See Weather Policy below.**

Stalls and Signage

6. Vendors must provide their own tables, tents, bags or containers for produce/product and change for use. If a vendor wishes to borrow a tent, they must pay a $7 rental fee for the day. If they wish to borrow a table, they must pay a $4 rental fee.

7. Market stall will be a minimum of one (1) parking space wide (approx. 11' X 11'). Designated walkways must be kept clear.

8. Vendors MUST bring weights if they plan on setting up a tent. Each tent must have 4 weights, one for each leg, and they must be firmly attached. Weights must each be a minimum of 10 pounds to ensure the tent is properly anchored.

   If a vendor does not have weights, they are not allowed to set up their tent for the day, although they may set up a table and display. As an alternative, the vendor may rent a tent with weights from the market for a fee of $7. The market will not provide weights alone for liability reasons.

   Damage to tents because of wind or other circumstances are the responsibility of the vendors and not the market, unless the tent is the market's property.

9. 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/0,4610,7-125-50772_45851-240577--,00.html

10. Participating vendors must post the appropriate food assistance program signs provided by the Market, identifying them as an authorized vendor. **See Food Assistance Agreements**.

11. Vendors requiring electrical service should see the Market Manager to determine availability.

12. All bags distributed to customers holding food must be new, not used.

13. The market highly recommends using a certified scale if weighing and selling product by the pound, although this is not required.

Stall Fees

14. Season vendors

a) For the Chelsea Farmers Market, vendors can purchase a season stall for a fee of $240. A maximum of two season stalls can be purchased. The fee for an additional adjacent stall is $120 per season or $6 per day. Season fees must be paid no later than April 15 for the upcoming season, accompanied by a complete application. The total number of stalls is estimated at 35.

b) For the Bushel Basket Market, vendors can purchase a season stall for a fee of $100. A maximum of two season stalls can be purchased. The fee for an additional adjacent stall is $75 per season or $5 per day. Season fees must be paid no later than April 15 for the upcoming season. The total number of stalls is estimated at 20.

c) Season vendors are assigned a permanent stall for the entire season. Priority in the selection of stalls is given to the season vendors from the prior season which have paid their current year fee in a timely manner and attended 80% of market days on time in the previous year. The assignment of a season stall is at the discretion of the Market Manager, guided by the Market Operating Guidelines. Late applications will be considered based on stall availability, product mix, etc.

15. Daily vendors

a) Chelsea Farmers Market daily vendors can purchase space at a rate of $12 per stall.

b) Bushel Basket Market daily vendors can purchase space at a rate of $7 per stall.

c) Applications must be approved at least one week in advance of attendance at on Market day.

d) Two daily vendors can share a stall. Each vendor needs to complete an application and pay the half stall fee.

Food Assistance Programs

16. Both Farmers Markets are USDA Supplemental Nutrition Assistance Program vendors and participate in SNAP/EBT, Double Up Food Bucks, Prescription for Health, WIC Project Fresh and Senior Project Fresh. Vendor participation is highly encouraged of all eligible vendors but not legally required. If participating, vendors must display signs provided by the market identifying that they accept each program. **Food assistance agreements will be provided to vendors at the beginning of the season.**

Market Day, Time, and Site

17. The Chelsea Farmers Market is held every Saturday May- October from 8 a.m. until 1 p.m. in the Chelsea Library parking lot, on Park Street across from the Purple Rose Theater.

18. The Bushel Basket Market is held every Wednesday (May – October) from 2 pm until 6 pm in the Chelsea State Bank parking lot, on the Southwest corner of Old US 12 and M 52.

19. Chelsea Farmers Market set-up must be completed between 7 a.m. and 8 a.m. for safety and for market operations. Failure to set up on time 3 times results in the loss of a season stall, or inability to return as a daily vendor.

20. Bushel Basket Market set-up must be completed between 1:00 pm and 2:00 pm. Failure to set up on time 3 times results in the loss of season stall, or inability to return as a daily vendor.

21. All vendors must park their vehicles in an adjacent municipal parking lot. Exceptions: (1) If the vendor has a handicapped tag, parking in the lot where the Market is held is allowed; (2) If the vehicle is part of the vendor's display and is approved by the manager prior to market.

22. If a vendor dismantles their stall before the Market ends, their items must be carried to their parked vehicle; no loading in the Market area is allowed until after market ends. If a vendor wishes to bring additional items to their stall during Market hours, the vendor must carry those items from their parked vehicle

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.

23. 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 80% of the product on his/her own farm. The 80% will be judged by the amount of product on the table at one time (i.e. only 20% of the product displayed may be from a different farm). If the vendor is selling produce from another business, they must list the name, city and state of that source. Products sold from other businesses may only be those that supplement what the grower already produces. All products must be Michigan grown, unless they meet the exemptions outlined earlier in this application.

    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)

24. Michigan-Grown Flowers, Plants and Trees

    a) The vendor must grow at least 80% of the product on his/her own farm. The 80% will be judged by the amount of product on the table at one time (i.e. only 20% of the product displayed may be from a different farm). If the vendor is selling product from another business, they must list the name, city and state of that source. Products sold from other businesses may only be those that supplement what the grower already produces. All products must be Michigan grown, unless they meet the exemptions outlined earlier in this application.

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

25. 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 80% 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

26. Michigan-Raised Meat, Poultry and Eggs

a) Products must be of high quality, properly refrigerated/frozen and properly labeled.

b) The vendor must grow at least 80% of the product on his/her own farm. The 80% will be judged by the amount of product on the table at one time (i.e. only 20% of the product displayed may be from a different farm). If the vendor is selling productfrom another business, they must list the name, city and state of that source. Products sold from other businesses may only be those that supplement what the grower already produces. All products must be Michigan grown, unless they meet the exemptions outlined earlier in this application.

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.

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, Warehouse License for storage if selling meat, Organic Certification (if applicable)

27. 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

28. 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

29. Non-profits and community groups may participate at the Market at no cost to help build community awareness for the Market. A non-profit vendor will use the designated non-profit stall and will have priority over daily vendors.

30. Each week one local business can participate as a Market sponsor for $50 (display only). The Market will provide signage indicating that the business is that day's Market sponsor and must be displayed by the business. See our sponsors/community partners page for more information. http://chelseafarmersmkt.org/friends-of-the-market/

Events

31. Community programming will take place to help promote the Market, such as musical performances or other entertainment, a Children's Booth providing kid-friendly activities, and food demonstrations.

32. Once a month vendors at the Chelsea Farmers Market can participate in the Market's "Basket Giveaway". Vendors are encouraged to contribute products to help promote the Market and may include their marketing materials with the product contributed. Participation is encouraged but optional.

Market Regulations

33. No political solicitation is permitted.

34. 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 or local business vendor.

35. 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 80% farmer and homemade food vendors and 20% artisans and nursery vendors is desired to maintain the mission of promoting healthy, local food at the market.

    d) The market will strive for a minimum goal of 5 vegetable vendors, 5 baked goods vendors, 2 fruit vendors, 2 protein vendors, 2 prepared food vendors and 1 dairy vendor at both Markets. At the Chelsea Farmers Market, the goal for artisans is 2 soap vendors, 2 jewelry vendors, and 2 other arts/crafts vendors.

36. 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.

37. 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.

38. There is no smoking, consumption of alcoholic beverages or controlled substances allowed in the market area.

Non-Compliance

39. Any grievances regarding displays, product or conduct of vendor or vendor personnel shall be resolved following the **Market Grievance Form and Dismissal Guidelines.**

40. 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

41. Market Manager will cancel Market before or during a storm only if a severe or dangerous storm warning has been called by the National Weather Service. 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.

42. The Market will be suspended if a rain storm contains lightning and thunder. The Market will only resume after the storm has cleared the area. All vendor personnel are requested to be in their vehicle or nearby building during a lightning and thunder storm.

Market Management

43. The Market Manager position is full time paid by a grants from the 5 Healthy Towns Foundation and St Joseph Mercy Chelsea. This position's goals are to:

a) To fulfill administrative responsibilities of the Market including but not limited to: liaison with City and funding sources, vendor communication, applications, budgets and reporting, fee collection, compliant and dispute resolution, payments and other administrative matters.
b) Recruit and maintain food vendors of quality produce (vegetables and fruit) along with grains, protein and dairy.
c) Creatively "market the markets" to increase sales of quality fresh food to the community.
d) Improve low-income families' access to healthy food via food assistance programs.
e) Assist in the development of a permanent farmer's market venue in downtown Chelsea.
f) Volunteer recruitment.
g) Research and seek out fundraising opportunities for the market.

44. 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.

45. 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.

46. St. Joseph Mercy, Chelsea Hospital maintains the books and records for the Chelsea Farmers Market and acts as the market's fiscal agent.

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Chelsea Farmers Market

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: _____/_____/_____