



Operating Guidelines

Market Mission Statement

To cultivate a commitment to quality local products by offering goods that will enrich our community through environmentally conscious food choices, social exchange and economic growth. To provide opportunities for vendors to sell their products directly to the consumer and provide the community an opportunity to buy fresh locally grown or raised Michigan food products directly from the farmer or arts and craft items directly from local artisan. To bring families and visitors together to create a sense of community and social gathering, enhancing our quality of life and strengthening our economy. To produce goods that will enrich lives. We are committed to our products and community in keeping with practices that are steeped in tradition.

Market Day, Time, and Site

1. The Market is held every Saturday (May - October) from 8 a.m. until 12 p.m. in the municipal parking lot on the south side of Park Street.
2. Set-up must be completed between 7 a.m. and 8 a.m. for safety and for Market operations. If a vendor wishes to bring additional items to their stall during Market hours, the vendor must carry those items from their parked vehicle.
3. All vendors must park their vehicles in the municipal parking lot on the north side of Park Street after unloading. Exception: If the vendor has a handicapped tag, parking in the municipal lot (where the Market is held) is allowed in designated spots.
4. 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 12 p.m.

Products

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

1. 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) Produce should be grown by the vendor or, if not produced by the vendor, then the farm and Michigan city of origin must be displayed.
- 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) Vendors are responsible for keeping records regarding purchased produce (origin and, if applicable, organic certification).
- f) Licenses required: Business License, Organic Certification (if applicable)

2. Michigan-Grown Flowers, Plants and Trees

- a) Plants and cut flowers must have been grown by the vendor.
- b) Licenses required: Business License; Michigan Sales Tax License; Nursery Stock or Growers License (for perennials, shrubs, etc)

3. Michigan-Processed Foods and 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) All processed foods and baked goods must be made by the vendor in a licensed food establishment or in accordance with the 2010 Michigan Cottage Food Law.
- c) Samples of food products given to the public must be handled as outlined by State and/or County regulations.
- d) License required: Business License; Food Establishment License or representation of qualification under the Michigan Cottage Food Law

4. Michigan-Raised Meat, Poultry and Eggs

- a) Products must be of high quality, properly refrigerated/frozen and properly labeled. Only products raised by the vendor can be sold.
- b) Meat must have been processed at a USDA inspected facility.
- c) Poultry must have been processed at a USDA inspected facility or MDA inspected facility.
- d) Vendors selling eggs must comply with USDA rules if applicable to the vendor.
- e) Product labeled “organic” must have been raised on farms with organic certification. Otherwise, product may be labeled “naturally raised” if using organic methods.
- f) License required: Business License, Organic Certification (if applicable)

5. Artisans

- a) Michigan vendors only. All art and crafts must be hand-crafted and/or hand-assembled by the vendor; vendors cannot sell for other artisans.
- b) License Required: Business License; Michigan Sales Tax License

Stall Fees

1. Vendors can purchase a full-season pass for one stall for a fee of \$240. A maximum of two full-season passes can be purchased. The fee for an additional adjacent stall is \$120 per season or \$6 per day. Full-season passes must be paid no later than May 1 for the upcoming season.
2. Full-season vendors are assigned a permanent stall for the season. Priority in the selection of stalls is given to the full-season vendors from the prior season who have paid their current year fee in a timely manner. The assignment of a full-season stall is at the discretion of the Market Coordinator.
3. Daily vendors can purchase space at a rate of \$12 per stall. Daily vendors should call the Market Coordinator to determine if space is available and to reserve that space.
4. Two daily vendors can share a stall. Each vendor needs to complete an application and pay the half stall rental fee of \$7.50 each.

Stall Space

1. A stall is defined by parking space lines. The size of each stall is approximately 9-1/2 feet by 18 feet.
2. Designated walkways must be kept clear.
3. Vendors requiring electrical service should see the Market Master to determine availability.

Signage and Labeling

1. The following information must be displayed on a product label, on a small sign by the product, or on a larger display board.
 - a) Vendors must clearly display the name of their business. In lieu of a sign, the name can be displayed on apparel worn by all vendor personnel, such as hats or shirts.
 - b) Product names and prices must be posted for all items being sold.
 - c) If not produced by the vendor, then the farm and Michigan city of origin must be displayed.
2. Vendors are responsible for having licenses available on Market days.

Applications

1. All new and returning vendors must complete an annual application.
2. Products which the vendor plans to sell must be listed on the application and approved by the Market Coordinator. Additional products brought to the Market which were not listed in the application must be approved by the Market Coordinator (or the Market Master, if the application is received on Market day if the Market Coordinator is not present).
3. All vendors must provide copies of appropriate business licensing with their application, i.e., certificate of assumed name (also known as your “DBA” or “doing business as” name), articles of incorporation, and/or sales tax license.

Other Vendors

1. Each week one non-profit vendor 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.
2. Each week one local business can participate as a Market sponsor for \$26 (display only) or \$56 if selling a product. The Market will provide signage indicating that the business is that day’s Market sponsor and must be displayed by the business.

Events

1. Community programming will take place to help promote the Market, such as musical performances or other entertainment, a monthly Children’s Booth providing kid-friendly activities, a Market Basket Giveaway, and the like.
2. Once a month vendors will be asked to participate in the Market’s “Basket Giveaway.” Vendors are encouraged to contribute products to help promote the Market.

Market Regulations

1. Vendors are responsible for cleaning all trash and waste within and around their stall. Garbage bins on the street may be used.
2. Vendors are not allowed to smoke in Market stalls.
3. No political solicitation is permitted.
4. Solicitation and the distribution of literature unrelated to Market products or the Mission of the Market are not permitted; an exception to this rule is allowed for the non-profit vendor or local business vendor.
5. Vendors must not engage in disruptive conduct. Any disagreement between a vendor and the Market Master and/or Market Coordinator must be handled in a respectful and professional manner, and away from stalls and customers. Disagreements between a vendor and customer must also be handled professionally so as not to harm the image of the Market.

6. No vendor shall refuse to comply with a direction of the Market Master or Market Coordinator, nor interfere with the administration of the Operating Guidelines as interpreted by the Market Master or Market Coordinator.

Non-compliance

1. The Chelsea Farmers Market reserves the right to refuse acceptance of any vendor or item that is not in keeping with its Mission or Operating Guidelines.
2. For non-compliance with these Operating Guidelines or the Mission of the Market, a vendor may be asked to leave and will not be permitted to return until permission is granted by the Market Coordinator.
3. The Core Committee reserves the right to investigate any allegations of non-compliance with these Operating Guidelines or the Mission of the Market.

Market Management

1. All Market management positions are volunteer positions without compensation.
2. The Core Committee is a group of vendors along with the Market Coordinator who, by their commitment to the Market and their experience, have exhibited an interest and skill in keeping the Market viable and active. The Core Committee members are recommended by the Market Coordinator.
3. The Market Coordinator handles all administrative responsibilities of the Market including but not limited to: obtaining City approval, organizing Market committee meetings, communicating with vendors, organizing special events, providing publicity for Market (banners, newspapers, website), distributing and approving applications, organizing volunteers, works with the Executive Director of the Chelsea Area Chamber of Commerce to develop the annual budget, collecting fees, accepting complaints from customers or vendors, resolving disputes, approving payments, etc.
4. The Market Master is a vendor designated by the Core Committee who oversees the Market on Market days. The Market Master has the authority to interpret and enforce these Operating Guidelines, along with resolving any disputes or addressing vendor non-compliance.
5. The Executive Director of the Chelsea Area Chamber of Commerce maintains the books and records of the Market, works with the Market Coordinator to develop the annual budget, and is the Market's liaison with the City of Chelsea, the City Council, the Chamber of Commerce, and the Downtown Development Authority.