

# Chelsea Farmers Market 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 am until 12 pm on Park Street from the east border of the Purple Rose Theater to the west border of Springer Agency.
2. Set up must be completed between 7 am and 8 am 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 below the market after unloading. Exception: When the vendor has a handicap tag; then parking in the lot next to the Methodist Church is allowed.
4. If a vendor dismantles their stall before the Market ends, their stall must be carried to their parked vehicle; no loading on the street is allowed until after 12 pm.

## Products

The Chelsea Farmers Market is not liable for any non-compliance with USDA, Michigan Department of Agriculture (MDA) or Washtenaw County Health Agency 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.
  - 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.
4. Michigan-Raised Meat, Poultry and Eggs
  - a) Products must be of high quality, properly refrigerated/frozen and properly labeled. Only product 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 have either a Food Establishment License or be licensed at their packing location.
  - 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/season or \$6/day. Full-season passes must be paid no later than the first day of May for the upcoming season.
2. Full-season vendors are assigned a permanent stall for a 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. Day vendors can purchase space at a rate of \$12/stall or \$5 for stalls #2 and #19 (a lesser rate due to the limited space). Day vendors should call the Market Coordinator to determine if space is available and to reserve that space.
4. Two day vendors can share a booth. Each vendor needs to complete an application and pay the half booth rental fee (\$7.50).

### **Stall Space**

1. A stall is defined by the poles in the fence. The size of stalls is approximately 7'x 5'. Half stalls are meant for smaller displays.

2. Sidewalks must be kept clear. For vendors in stalls adjacent to the fence: Products must be displayed on the fence-side of the sidewalk first, with overflow in the street across from the stall, not extending past the traffic cones. Products cannot be displayed on the sidewalk for safety reasons and to keep traffic flowing through the Market. For vendors in stalls in front of buildings: Although the vendors area next to the building is less deep, the vendor should abide by the spirit of this guideline.
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 wore 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 when the Market Coordinator is not present).
3. All vendors must provide copies of appropriate business licensing with their application (ex.: certificate of assumed name (also known as your "DBA" Doing Business As), articles of incorporation, sales tax license).

### **Other vendors**

1. Each week one non-profit vendor can be invited to participate at the Market at no cost to help build community awareness for the Market. A non-profit vendor will use stall #19 and will have priority over day vendors.
2. Each week one local business can participate as a market sponsor for \$26 (display only) or \$50 if selling items.

### **Events**

1. Community programming will take place to help promote the market, such as musical performances and a monthly Children's Booth providing many kid-friendly activities.
2. Once a month vendors will be asked to participate in the Market's "Basket Give-Away". 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.
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.

### **Noncompliance**

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 of these Guidelines or with 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 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 a City permit, organizing Market committee meetings, communicating with vendors, organizing special events, providing publicity for Market (banners, newspapers, website), distributing and approving applications, organizing volunteers, creating the 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 Guidelines, along with resolving any disputes or addressing vendor non-compliance.
5. The Executive Director of the Chelsea Chamber of Commerce maintains the books and records of the Market and is the Market's liaison with the City of Chelsea.