



OPERATING GUIDELINES

MARKET DAY & TIME

The Market is held every Monday during June-August (excluding holidays) from 4 p.m. until 8 p.m. in the parking area outside the Georgetown Township Public Library (1525 Baldwin Street). Vendors are asked to have set up completed by 3:45 p.m.

FEES

Fees for the 2020 season have been waived. Rates for the 2021 season will be announced in March 2021 when the application process begins.

VENDOR TYPES

Seasonal Vendor: A seasonal vendor commits to attending Market at least 80% of the time.

Daily Vendor: Daily vendors will be contacted each week as space allows.

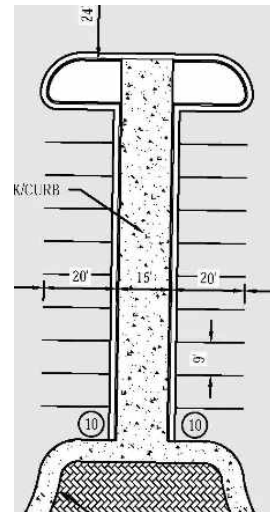
VENDOR SPACES

The Market will be located in the parking area of the Library. As space is limited, priority will be given to vendors selling fresh produce.

Each produce vendor will be given 18 feet of space (two parking spaces). Other vendors will be given a minimum of 9 feet and a maximum of 18 feet, as space and demand allow.

Vendors must provide their own tables, tents, weights for tents, bags, containers for produce/product and change for use.

Vendors are encouraged to stop by the site prior to initial setup to assess layout.



PRODUCT DEFINITIONS & LICENSE REQUIREMENTS

The Market is for the sale of fruits, vegetables, related food items, plants, and flowers. Products produced under Michigan's Cottage Law are permitted provided all labeling standards set by the MDARD have been met. Homemade arts & crafts may be sold provided space is available.

The Georgetown Township Farmers Market is not liable for any non-compliance with USDA, Michigan Department of Agriculture (MDA), or Ottawa County Department of Environmental Health regulations. The Market Manager has the right to refuse vendor participation if (s)he feels the vendor is NOT in compliance with these requirements.

Michigan-Grown Produce

- 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.
- Samples of food products given to the public must be handled as outlined by State and/or County regulations. Please refer to **Food Sample Safety Rules**.
- Produce labeled "organic" must have been grown on farms with organic certification. Otherwise, produce may be labeled "naturally grown" if using organic methods.
- Licenses required: Business License, Organic Certification (if applicable)

Michigan-Grown Flowers, Plants and Trees

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

Michigan-Processed Foods and Michigan-Baked Goods

- 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.
- The vendor must process / bake at least 80% of the product. If a component of the product is done by another source, the vendor must display the name, city, and state of that source.
- 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.
- Samples of food products given to the public must be handled as outlined by State and/or County regulations. Please refer to **Food Sample Safety Rules**.
- License required: Business License; Food Establishment License, or representation of qualification under the Michigan Cottage Food Law

Michigan-Raised Meat, Poultry and Eggs

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

- Meat must have been processed at a USDA-inspected facility.
- Poultry must have been processed at a USDA-inspected facility or MDA-inspected facility.
- Vendors selling eggs must comply with USDA rules if applicable to the vendor.
- Product labeled “organic” must have been raised on farms with organic certification. Otherwise, product may be labeled “naturally raised” if using organic methods.
- License required: Business License, Warehouse License for storage if selling meat, Organic Certification (if applicable)

Artisan Products

- License Required: Business License; Michigan Sales Tax License

Other Vendors

- Non-profits, youth vendors, and community groups may participate at the Market at no cost to help build community awareness for the market. Your non-profit will be considered a daily vendor and will be accepted based on availability that week.

For additional information on licensing requirements, please visit the Michigan Department of Agriculture and Rural Development website at <http://www.michigan.gov/mdard/>

LIABILITY INSURANCE

All vendors are required to have liability insurance (minimum \$500,000 coverage). We are also requesting that vendors add the Georgetown Township Farmers Market to your liability insurance and provide us with documentation showing this addition along with a copy of your liability insurance declaration page.

ATTENDANCE

A seasonal vendor is encouraged to notify the Market Manager if they will not be in attendance. Notification is requested 48 hours in advance, if possible, by email (rbristow@gtpl.org) or phone (616-457-9620). This provides the Market Manager the opportunity to fill your stall with a daily vendor. A daily vendor is asked to notify the Market Manager at least 48 hours in advance of the day they wish to attend and is subject to waitlist if the market is already full.

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.**

Failure to set up on time 3 times results in the loss of seasonal vendor space, or inability to return as a daily vendor. You may begin set up as early as 2:30 p.m.

SIGNAGE

All vendors are required to display signage for all of their products and prices.

The definitions are as follows:

Homegrown: Any produce marked “Homegrown” must be grown by the farm renting the space at the market. Any products not labeled are assumed to be homegrown. Mislabeling product is a violation of market rules and subject to disciplinary action.

Michigan: Any produce not grown by the farm represented at the market, but grown in Michigan MUST be labeled accordingly. “Michigan” is acceptable, but further description, such as a city, is strongly encouraged.

State of Origin: Any produce being sold from out-of-state MUST be labeled with the state of origin.

Organic: All Produce labeled “Organic” must be certified organic.

Supplemental Products: If you are bringing in products that are not your own, you must label every single product noting whether it is homegrown or labeling the city or state of origin.

Reselling: No claims can be made by any vendor for product not specifically grown by the vendor themselves. This includes such claims as no-spray, organic or pesticide free. The only claim that can be made is the place of origin on display.

Vendor Identification: All vendors must have a sign identifying their establishment.

EVENTS

Community programming will take place to help promote the market, such as musical performances or other entertainment, kid-friendly activities, and Young Vendor’s Day. A full and up-to-date listing of events can be found on the Farmers Market website at XXXXXXXXXXXX or on Facebook at “Georgetown Township Farmers Market”.

GENERAL MARKET REGULATIONS

Solicitation and the distribution of literature unrelated to Market products is not permitted; an exception to this rule is allowed for the non-profit vendor or local business vendor.

Any vendor providing samples must operate under a certified kitchen license and must follow MDARD and ServSafe guidelines. Please see the **Food Sample Safety Rules** for more information.

In accordance with the Michigan Department of Agriculture and the Michigan Farmers Market Association regulations, the Market prohibits dogs with the exception of service dogs.

The following pricing and product mix guidelines are followed:

- 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.
- No vendor can demand a monopoly on any given product. The product mix at each market is determined by the Market Manager.
- 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.

Market spaces are to be kept hazard-free and reasonably attractive. Farmers/vendors must remove trash and litter from around their space (from any source) before their departure.

There is no cigarette smoking, consumption of alcoholic beverages, or controlled substances allowed in the market area by patrons or by vendors at their stall.

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.

COMPLAINTS & NON-COMPLIANCE

Any vendor may be dismissed by the Market Manager for failure to comply with the Operating Guidelines. **See Market Grievance Form and Dismissal Guidelines.**

Any customer complaint regarding a vendor will be documented on a complaint form provided to the customer by the Market Manager. The vendor against whom the complaint was filed will receive a copy of the complaint within 7 days and should respond in writing within 7 days of receipt.

WEATHER POLICY

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.

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.



GEORGETOWN TOWNSHIP FARMERS MARKET

2020 Vendor Application

CONTACT INFORMATION

Name of Farm/Business: _____

Primary Contact Name: _____

Address: _____

City: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Alternate Contact Name: _____ Phone: _____

Insurance Agent (General Liability) Name: _____

Type of Insurance: _____

Please list ALL individuals who will be your onsite manager (including yourself):

Name _____ Phone _____

Name _____ Phone _____

Name _____ Phone _____

PRODUCT CATEGORY

_____ Fruits _____ Vegetables _____ Dairy/Eggs

_____ Plants _____ Flowers _____ Cut Flowers

_____ Baked Goods _____ Jam/Jelly/Honey/Syrup/Sauces

_____ Meat _____ Prepared Foods _____ Other

VENDOR CATEGORY

_____ Seasonal _____ Daily

SELLING LICENSE

Depending on the product(s) you sell, you must attach copy(s) of licenses and certifications required by Operating Guidelines. Check the appropriate non-shaded boxes for each product category you sell.

	PRODUCE	FLOWERS/ PLANTS/TREES	PROCESSED/ BAKED GOODS	MEAT/EGGS/POULTRY	ARTISANS
ORGANIC CERTIFICATION <small>(IF APPLICABLE)</small>					
SALES TAX LICENSE					
NURSERY STOCK OR GROWERS LICENSE					
FOOD ESTABLISHMENT LICENSE					
FOOD WAREHOUSE LICENSE					

No Food Establishment License required, as the business qualifies under the 2010 Michigan Cottage Food Law

LIABILITY INSURANCE

All vendors are required to have liability insurance (minimum \$500,000 coverage). We are also requesting that vendors add the Georgetown Township Farmers Market to your liability insurance and provide us with documentation showing this addition along with a copy of your liability insurance declaration page.

Insurance Agent (General Liability) Name: _____

Phone: _____ **Type of Insurance:** _____

By signing below, I certify that I have read and understand the operating guidelines and that all applicable licenses and certification listed above are correct and valid. I understand that should I, or any vendor personnel, fail to comply with the operating guidelines, my participation in the Georgetown Township Farmers Market may be terminated.

I, along with vendor personnel, agree to save, hold harmless, and indemnify that market, Georgetown Township, and its employees 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 sign and return to: rbristow@gtpl.org

Questions: 616.457.9620

Mail or drop off to: Georgetown Township Public Library, 1525 Baldwin St. Jenison, MI 49428



Georgetown Township Farmers 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 Township Superintendent 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. The Market Manager shall take no more than two weeks to resolve grievances. All grievances will be handled accordingly:

- 1) For a first offense of the market rules a vendor will be asked to correct the situation. If it is not immediately corrected, they will be suspended for one week from market.
- 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 the rest of the market season.
- 3) If a vendor has been suspended from the market for the season, they will be put at the bottom of the waitlist for the following season.
- 4) If a third violation occurs at any time, the vendor will be expelled 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 market, 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: ____/____/____