

City Ordinance 1016:
The Pavilion is
a "Pet Free"
area. See Page
4

South Haven
FARM MARKET



2021 Vendors Handbook

southhavenfarmmarket.com

Market Manager
(269) 206-0324
shfarmmarket@gmail.com

Welcome South Haven Farm Market Vendors!

from the Market Manager

This handbook is designed to assist vendors with guidelines and information. The vendor application is available on the Farm Market website (southhavenfarmmarket.com).

This handbook contains a map and logistics for the Market, as well as rules for setting up and operating your booth. All vendors are responsible for reading this handbook and abiding by it. If you have any additional questions about the information contained in this handbook, please contact the Market Manager, at (269) 206-0324, or shfarmmarket@gmail.com

Have an enjoyable, prosperous year – We'll see you at the Market!

2021 Market Hours of Operation
Opening Day Saturday, May 15, 2021
The Market is open to the public from 8am to 2pm Saturdays
Through October 9, 2021
June, July and August Wednesday 8am to 2pm
Thursday Evening Market - 4pm to 7 pm
June 3rd, July 1st and August 5th

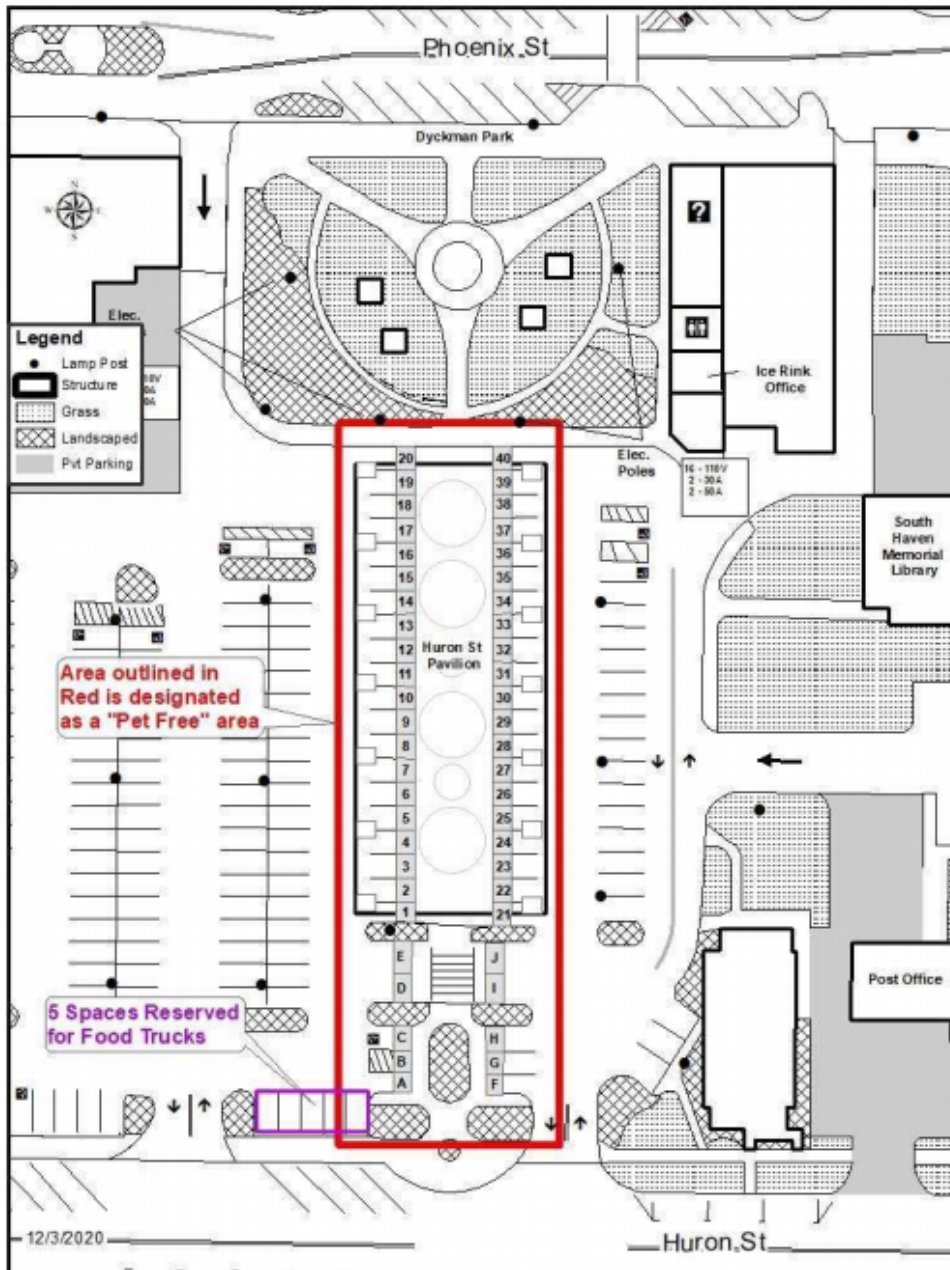


Table of Contents

Market Map	4
Vendor Acceptance Criteria	5
General Requirements	6
MDARD Resource Assistance	6
Market & Vendor Requirements	7
Site Set up & Safety	8
Limits on Market Participation	9
Market Policies	9
Non-Compliance	10
Fees and Space Designation	11

2021 Market Location

The Market is located under the Pavilion located at 546 Phoenix St. in Downtown South Haven, MI.



Directions to SHFM:

From I-196 (US 31) North or South: Exit 20, Phoenix St. Turn West onto Phoenix St. and proceed to the traffic signal at Broadway St. Turn Left/South, then take first right onto Huron St. Market is located on the Right/North side of the street.

From M-43 West: Turn Right/North on Blue Star Highway, and proceed to traffic signal at Phoenix St. Turn Left/West on Phoenix St. and proceed to Broadway St. Turn Left South on Broadway, then take the first right onto Huron St. The Market is located on the Right/North side of the street.

ATM machines are located at:

- Fifth Third Bank on the corner of Phoenix and Broadway.
- Chemical Bank on the corner of Phoenix and Center Street

About South Haven Farm Market

Mission

To operate a vibrant farm market that contributes to the success of local food growers and products that strengthen our economy and serves as a community gathering place.

Criteria for Vendor Selection and Governance

SHFM is committed to creating a diverse marketplace with the highest quality, locally produced products available. Although SHFM must reserve unconditional discretion to accept or refuse anyone as a SHFM vendor, the market considers many factors when evaluating vendor applications.

Factors in Acceptance

Farmer:

Products brought to the market must be grown in Michigan. Farmers are considered those who produce at least 80% of the products that they offer for sale. Agriculture/ horticultural producers may display "value-added" products (such as salsas, jams, salad mixes, etc.), as long as a substantial portion of the ingredients are wild gathered or grown by the vendor and that all applicable state health department regulations are followed. All products MUST be produced by the farmer and not purchased by the farmer and not purchased or made by an outside source. There should be NO reselling of produce or any agricultural products of unknown origin. All vendors are subject to inspection, or other verification, of capacity to produce by the Market Manager.

Non-Farmer:

There are a limited amount of spaces for these vendors. Applications will be assessed and priority given to locally sourced and made products and agriculturally based products. A non-farmer is considered to be a craftsperson/Artisan which is someone who creates a product such as candles, apparel, jewelry, photography or other fine arts. All products must be created by the person selling the product or a family member of that person. All vendors of such items must be approved by the Market Manager and have a sales tax license on file with the market.

Food Trucks:

There is a limited amount of spaces for food trucks. Applications will be assessed and priority given to locally sourced and made products. All vendors must be approved by the Market Manager and have a sales tax license and appropriate vendor/health inspections/licenses on file with the market.

Product Balancing:

- Duplicate products may be denied entry- though product exclusivity is never promised, the Market Manager may exclude a product or vendor if he/she determines that a product is over-represented at the Market.
- Products that are unique or unusual are desirable.
- Number of years the vendor has sold at SHFM will be considered, but no vendor is guaranteed future acceptance.

Additional Notes:

No obstacles may be placed in the aisle or frontage that could cause a pedestrian to fall. Coverings (tents) shall be anchored by heavy weights (at least 25# per leg). In the event that extension cords or

hoses are used, they **MUST** be secured by the vendor with an industrial grade mat. so as to not cause an unsafe condition for pedestrians.

General Requirements for All Business Categories

Market Management reserves the right to deny a vendor's application or to prohibit anyone from selling at the market, or to prohibit any product from being sold at the market.

1. **Application and Agreement** All prospective vendors must complete and sign a SHFM vendor application and agreement as well as the acknowledgment of the handbook rules and regulations form.

2. **Application Fee** All vendors, returning or new, must submit the appropriate fee (check or money order only). Booth space **will not be** considered reserved until payment and all supportive paperwork is received, i.e., application, proof of insurance (on the required Accord 25 form) and pertinent licensing required for the product(s) being sold.

3. **Product Declarations** Vendors are required to submit a complete list of all products they wish to sell with their application. Vendors must have pre-approval from Market Management before selling any product. **Note:** If a vendor wishes to add to their original list, they must contact Market Management for approval before they wish to sell the product(s).

4. **Documentation** All vendors must provide SHFM with copies of all relevant documents (liability insurance, organic certification, etc.) upon their submission of application. Copies are to be available in the vendor's booth during market.

5. **Insurance Requirement** SHFM is not responsible for any loss or damage incurred by vendors. Liability insurance, naming "The City of South Haven" as an additional insured, is required for all vendors (\$1M). Proof of insurance must be submitted with application or at first market day, if a day vendor.

6. **Conduct, Compliance & Customer Service** All vendors are expected to act in a courteous and professional manner. Positive vendor conduct toward customers, fellow vendors, market staff, and volunteers. Timely submission of vendor application, fees and proof of insurance. Vendors may not publicly disparage other vendors, products or markets. Customer questions should be answered factually and knowledgeably.

7. **Product Quality**

- Consistently high product quality: fresh, flavorful, and ripe.
- Clean and attractive displays.
- Labeling follows legal requirements (weight, ingredients, etc.)

8. **Food Safety** Vendor adheres to the highest standards in safe food production and handling.

- Each vendor is responsible for knowing and adhering to all laws pertaining to their products, including labeling requirements, sanitary practices, temperature regulation, sampling requirements, etc.

Contact MDARD for Information and Assistance

Contact the Michigan Department of Agriculture and Rural Development at 1-800-292-3939 or visit <http://michigan.gov/mdard> MDARD also has a Farm Market FAQ guide, which you can see at <http://tinyurl.com/nbynmdp> (or search "Farm Market" at Michigan.gov/mdard)

Links to these resources and more are also available on www.southhavenfarmmarket.com, on the “Resources” page.

Market and Vendor Requirements

Vendor Identification

Each booth space must prominently display a sign clearly identifying the farm or business by name and the location of the farm or business. All descriptions of products must be accurate and truthful.

Certified Organic Vendors Must

- Provide SHFM with copies of their organic certification.
- Post their organic certification in their stalls if vendor claims organically grown product.

Product labeling and certification

- Vendors should provide clear, written information about production methods, which can be available to any consumer who requests it.
- All *meat and dairy products* must be labeled in accordance with laws as processed food products.

Vendors wishing to sell *processed foods* must

- List all products to be sold at the market on their application.
- List all sources of ingredients in the products to be sold at the market.
- Detail any part of the processing not done by the vendor and provide appropriate documentation of any second party processor or co-packer. Approval of some products that are processed by a second party or a co-packer may be considered on a case-by-case basis.
- Packaged, processed foods must be labeled in accordance with applicable laws. Bulk dried foods must also be labeled appropriately.

Compliance with health, safety, and related laws

- Vendors and their employees are responsible for knowing and complying with federal, state, and local health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products.
- Vendors providing samples of their products must comply with the laws governing market sanitation and health issues.

Fair and honorable marketing practices

- Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting potential sales of other vendors. This does not include sampling.
- All items for sale must be clearly marked with their retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud, repetitive public manner, and selling products in an aggressive way. When aisles are particularly crowded, standing in the aisles while providing samples to customers is not permitted.

Site Set-Up and Safety

Electricity

- All electrical equipment must be pre-approved by Market Management.
- Vendors requiring electrical power are responsible for providing their own outdoor extension cords and mats to cover all portions of the cord that lie in any area used by market customers.
- SHFM cannot guarantee electricity to its vendors.

Booth equipment

- Tables-Vendors must supply their own booths or tables. Booths and tables must not be a hazard to the public or other vendors.
- Canopies- Vendors with on-premise prepared foods and baked goods are required to have a full canopy covering their booth. An umbrella is satisfactory if it is sufficiently weighted and covers the entire table area.
- Weights- Every market day, no matter the weather, all canopies or other booth covers are required to have weights on all legs sufficient to keep the covering in place during windy conditions.

Parking, unloading and on-site driving

- To allow for customer parking, vendors should use good discretion when parking their vehicles.
- Vendors should off-load their packaged products and supplies in their space, park their vehicles, and then return to unpack their product and set the booth space. The reverse should be true for load-out.
- There will be no vendor parking in the Huron St. lot, as these spaces will be reserved for customers. **All vendors are to use the lot North of City Hall, or any other public parking areas.**
- There will be **no parking allowed** in parking spots in front of the Dyckman Park (Phoenix St)
- **Phoenix St. parking is enforced by the City and should be reserved for visitors.**
- When driving on streets near the market or onsite at the market:
 - Do not drive on the grass.
 - Do not drive into the market until the specified time.
 - Follow street driving and parking laws.
 - No reckless driving.

Space assignment and stall appearance

- The Market Manager assigns stall spaces to vendors. Vendors with their stall assignments may occupy their spaces upon arrival. **Reserved spaces not occupied 30 minutes prior to opening will be considered open for the day and may be rented to a daily vendor, unless previous arrangements have been made and approved by the Market Manager.**
- **Vendors must stay at the market until 2:00pm, even if they have sold out of their products.** Vehicles, tents and displays may not be broken down until after 2:00pm. Consolidation is permitted, in preparation for leaving, but tents /booths **must** remain up.
- Vendors are responsible for keeping their space clean and attractive during market hours and must clean up their space after the market closes, including sweeping up any debris and removing trash. If anything a vendor sells or distributes produces trash, the vendor has a trash can available for customer use. All vendors will carry out their own garbage and keep the

spaces garbage free during market hours. Do not use the City of South Haven's on-site trash receptacles to offload large boxes, unused produce, etc.

Limits on Market Participation

Exclusivity

- The market does not offer exclusive rights to any one vendor to sell any one product. However, if SHFM believes the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry.

Reselling

- Buying products from another store, or other food operation and then selling those products is not permitted at the market.

Transfer of Space/Space allotment

- Vendors may not sublet stall space to others. Space is not to be shared with other vendors unless approved by the Market Manager.
- Prepaid fees are non-transferable to other market dates or vendors.
- If a vendor sells his or her business, he/she may not transfer his or her market spaces to the new owner.
- Seasonal vendors are limited to two (2) stalls at any one time.

Market Policies

Pets

- Under 2015 City ordinance 1016, animals are not allowed under the Pavilion of the Farm Market.
- The exception is for service animals, which are defined in the Michigan Retail Food Code: "Service Animal" means an animal such as a guide dog, signal dog, or other animal individually trained to provide assistance to an individual with disability."

No Smoking

- Vendors are not allowed to smoke in the market area at any time.

Radios

- Vendors are not permitted to play radios or use other sound-generating electronics during market hours.

Buskers/Peddlers

- Music buskers are permitted when space allows. They are asked to check in/ wait for Market Management who will assign them an area. Unauthorized peddlers are not allowed to set up within the market.

Weather-related Market Cancellations

- SHFM market is open rain or shine. However, since the market is held in open-air venues, SHFM reserves the right to close a market (with or without prior notice) if it is determined that severe weather conditions could compromise the safety of vendors and shoppers.

Vendor Roster Publication

- SHFM supports an open policy in regards to publishing the vendor roster (unless the vendor requests not to be included). The roster is posted on the SHFM website and individual names released upon inquiry by the press or potential customers. Vendors are asked to indicate to Market Management if they do not wish the release of their information. The vendor roster will not be sold by the SHFM prospective markets or competitors for the purpose of soliciting vendors.

Non-Compliance

A few examples of non-compliance include:

- Selling before the market officially opens.
- Driving infractions.
- Selling a product that does not meet SHFM standards for quality.
- Unsafe product storage and handling.
- Unsatisfactory stall appearance and stall maintenance.
- Multiple customer complaints.
- Failing to provide SHFM with copies of mandatory licenses, permits and insurance policies.
- Failing to pay appropriate stall fees.
- Uncooperative or improper conduct towards Market Manager, staff or volunteers.

How SHFM enforces the rules:

- All rules of the market are enforced by Market Management or his/her designee, who have ultimate on-site authority. Complaints or problems should be directed to the Market Manager in a timely manner.
- Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the market.
- SHFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business.
- If a vendor does not abide by the rules of SHFM or comply with federal, state, and local regulations applicable to market participation, the Market Management or designee may take any action deemed appropriate.
- Market Management reserves the right to make exception to these SHFM rules and guidelines at its discretion.

TYPICAL REPRIMAND / ENFORCEMENT SEQUENCE

Consequence:

1st offense: Verbal warning

2nd offense: Written warning

3rd offense: Potential suspension plus stall fees forfeited

Fees and Space Designation

Vendor Fees Payment accepted by check or money order **ONLY**. Credit Cards are not accepted at this time. Fees will be due as follows:

- 50% of seasonal rate due 30 days prior to the first market date (due April 15, 2021)
- Remaining 50% of seasonal rate due by July 1st
- Failure to submit payment by due dates will result in the removal from market

Definitions

Vendor stall Selling space rented and assigned to vendors is 9' x 10', unless otherwise noted.

Double stalls Two contiguous 9'x10' vendor stalls. A limited number of double stalls are available. Fees for double stalls are calculated in multiples of the base fee for a 9'x10' for that market.

Vendor type	Seasonal/Daily	Price per 9 x 10 stall
Farmer (Produce, plants, animal products)	Seasonal	\$500
	Daily – Saturday	\$40
	Daily – Wednesday	\$30
Non-Farmer (Handcrafted goods or foods)	Seasonal	\$700
	Daily – Saturday	\$50
	Daily – Wednesday	\$40
Farmer	Thursday Evening Market	\$40
Non-Farmer - Non- Seasonal	Thursday Evening Market	\$50

Community Booths

SHFM is proud to offer the market as a resource to other community-based nonprofits. Space may be granted to groups conducting educational outreach related to agriculture, farm-direct advocacy, food and nutrition, sustainability and preservation of open space. There is no charge for stall space, but group must provide their own tables/chairs/canopy if needed. No sales are permitted from community booths. Advance scheduling and pre-approval from SHFM staff is required. Application completion is required and these organizations must comply with all market rules and will be considered vendors.

Important Dates in 2021:

Applications will be mailed to all returning vendors and posted to www.southhavenfarmmarket.com on January 4, 2021

Deadline to submit application for returning vendors: Friday, January 31, 2021

Returning Vendors will get spot assignment/rejection by Feb 5, 2021

Applications open to new/daily vendors: Monday, February 1, 2021

Remaining spaces will be assigned by March 5, 2021

First Saturday Market, Saturday, May 15, 2021 & First Wednesday market, Wednesday, June 2, 2021

Kruisin' with Kylie - Festival of Cars, Saturday, June 5, 2021. No day vendors allowed*.

Blueberry Festival - Saturday, August 7, 2021. No day vendors allowed*.

*Due to space constraints and the need to move out of the pavilion, only seasonal vendors will be permitted to participate on these dates. Day vendors are not allowed to choose just the holiday weekends.

*All vendors are to sign and send back the acknowledgment & understanding form for the 2021 Handbook.