



2008 ALLEN STREET FARMERS MARKET PRESENTER POLICY

The Allen Street Farmers Market is held on Wednesdays and is located in the parking lot surrounding the Allen Neighborhood Center at 1619 E. Kalamazoo St. in Lansing, MI.

Following are the hours of operation – please note the shift after Labor Day:

May 21, 2008 through August 27, 2008

2:30 PM to 7:00 PM

September 3, 2008 through October 29, 2008

2:30PM to 6:30PM

MISSION

We will create a sustainable market that, as part of a larger food system, will provide a) all Eastside residents with access to affordable, locally-grown produce and other locally processed foods and b) small local farmers and artisans with an economically viable market for their goods. Most importantly, we will build rural-urban connections and grower-neighbor friendships that contribute to a secure and equitable food system.

VISION

We envision a vibrant, self-sustaining market, with a rich diversity of products including organic produce, locally processed foods, and locally crafted goods. We envision a market that is a centerpiece of community life for Eastside neighbors with volunteers, shoppers, and farmers who reflect and respect the ethnic and economic diversity of the Eastside.

The following values are central to the market's operation:

Place. We seek to serve the residents of the Eastside and the growers closest to Lansing's urban center and to strengthen Eastside neighborhoods, the local economy and local non-profits.

Diversity. We seek to offer a diversity of produce and products for sale and presentation at the market, and to ensure that the vendors, volunteers, presenters, and shoppers reflect the economic, demographic, and cultural diversity of the Eastside neighborhoods.

Balance. We seek to balance economic, social, environmental, and educational concerns in all market decisions and activity. No single set of concerns will dominate; each will improve the others.

Scale. We seek to maintain the "personality" of the market. The market will not grow beyond what is necessary to fulfill its mission. We will grow slowly in order to retain a friendly, intimate atmosphere.

Justice. We seek to build a food system that provides healthy, affordable food to low income urban residents and a fair return to small and/or organic farmers, populations that have been largely ignored by the industrial food system.

Community. We seek to create a social space in which neighbors can make and strengthen friendships as well as a forum to humanize the relationships between urban consumers and rural growers.

TYPE AND QUALITY OF PRESENTATIONS

- Presenters may provide information on their own organization and/or other local organizations of which they are a permitted representative. Presenters are encouraged to be creative with their outreach to engage and intrigue market patrons.
- Presenters may receive assistance planning outreach and/or setting up. Contact the Outreach Coordinator to arrange this assistance.
- Presenters are not permitted to sell anything at the Allen Street Farmers Market.

FEES

The vendor fee for non-profit, 501c3, and community organizations will be waived.

ASSIGNMENT OF SPACE

All presenters will receive the same space at the market. The space will be a 6 foot table in the 'Big Tent'. Presenters must manage within this space or speak with the Outreach Coordinator to arrange other space. Displays are encouraged to increase your outreach to patrons at the Market. In all cases, the Market Manager will have final discretion and will make decisions in accordance with the market values.

PARKING

We ask that you reposition your vehicles to a parking space on the street after you have set up your display. There is limited space in the parking lot which we try to reserve for market patrons. Handicap parking spots are available for anyone needing them,

ATTENDANCE AND CANCELLATION

The ASFM will be open rain or shine. It is expected that presenters will be in place at the market by 2:00 p.m. and ready for the public by 2:30 p.m. Due to safety concerns, no vehicle will be allowed to enter the market after 2:00 p.m. Presenters are expected to remain in place until the closing of the market. Contact the Outreach Coordinator in advance of any unusual circumstances. You may be relocated near an exit in these cases.

EXPECTATIONS FOR PRESENTERS

Presenters are expected to provide clear, honest information to the best of their knowledge. **No presenter will be permitted to sell any items at the ASFM.**

In addition, presenters must:

- Keep their space clean during and after market hours. All boxes, bags, and trash are the presenters' responsibility to dispose of. Space will be provided for disposal.
- Be honest, courteous, professional, and presentable at all times.

- Display program materials clearly and in an attractive manner.
- Make an effort to engage market patrons about program information.
- Display a sign identifying the organization's name.
- Treat each other, volunteers, customers, and market staff with respect.
- Refer complaints to the Outreach Coordinator.
- Refrain from making harmful or disparaging remarks about other vendors.

Signature (presenter)

Date

Please Print Name

Outreach Coordinator

Date

Market Manager

Date

Thank you for joining us at the Allen Street Market!
We appreciate your support, and wish you a very positive experience.