



ALLEN

NEIGHBORHOOD CENTER

ALLEN FARMERS MARKET 2017 OUTDOOR SEASON POLICY

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 locally grown 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 economic and ethnic 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 and the local economy.
- **Diversity.** We seek to offer a diversity of produce and products for sale at the market, and to ensure that the vendors, volunteers, 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 where urban consumers can build relationships with rural growers.

**At any time, please contact the Market Manager with questions or concerns:
Julia Kramer | 517.999.3911 | juliak@allenneighborhoodcenter.org**

The Allen Farmers Market (AFM) is a project of the Allen Neighborhood Center, a community development non-profit located at 1611 E. Kalamazoo in Lansing. The **outdoor** market is held on Wednesdays and is located in the parking lot of the Allen Market Place, on the corner of E. Kalamazoo and Allen St. Following are the dates and hours of operation:

Wednesdays, May 17, 2017 through October 25, 2017

2:30 pm to 7:00 pm

(Note: The indoor season of the Allen Farmers Market will begin November 1 inside the Allen Market Place. Applications for the indoor season will be available by the end of August.)

A. FEES

- If a vendor wishes to reserve a booth for specific dates there are two options:

1. Prepaid Reserved Booth

Vendors who choose to prepay for the entire 24 week outdoor season will be charged a rate of **\$12.00** per market (\$288 for the season) and will have a spot automatically reserved for those dates. The full prepaid amount is due no later than one week prior to the first market. *New this year:* If you require an **electrical outlet** for your display, the prepay rate will be **\$14.00** per market (\$336 for the season).

2. Pay as You Go (PAYG) Reserved Booth

If a vendor wishes to reserve a space for specific dates, but would rather pay their fee on a weekly basis, each reserved booth/date designated will cost a rate of **\$16.00** per market. *New this year:* If you require an **electrical outlet** for your display, the PAYG rate will be **\$18.00** per market.

*(Note: Most farmers markets in this area are municipally supported, whereas we are a private non-profit that relies on sponsorship, donations, grants, and vendor fees to support our year-round operation. **It is necessary this year to increase our vendor fees in order to help cover costs.**)*

- Once the Market Manager has accepted your application, a **Booth Payment Agreement** will be filled out to determine which payment option you prefer and to confirm dates. This document will be signed by yourself and the Market Manager and kept on file.

B. SALES REPORTING AND REIMBURSEMENT OF PROJECT FRESH VOUCHERS AND EBT, DUF, AND MARKET MONEY TOKENS

- Vendors will be asked to report an approximation of their cash sales at the end of each market for the preceding week's market. Vendors using mobile electronic payment services (Square) will also need to report those sales. This will help us when applying for grant monies and when tracking the economic impact the market is having on the immediate

neighborhood and the larger community. Vendors who do not attend weekly can report their cash/Square sales by email or phone. All of this information will be kept confidential.

- Vendors will be reimbursed for Project FRESH, EBT, DUFB, and Market Money by check each week, reflecting the previous week's transactions.
- **EBT and DUFB coins cannot be used as payment between vendors under any circumstances.** However, vendors are encouraged to spend Market Money tokens within the market for their own purposes.

C. ASSIGNMENT OF SPACE

- All vendors will receive a 12 ft x 30 ft or a 12 ft x 20 ft space at the market.
- Vendors must manage within these spaces. Displays or equipment that restricts access or the visibility of another vendor are prohibited.
- The Market Manager will assign spaces.
- Prepaid/reserved spots will be assigned according to vendor seniority, date application was submitted, and how well the product fits in the market. In all cases, the Market Manager will have final discretion.
- Vendors may not sub-lease their space without the prior consent of the Market Manager.

(Note: We will make every attempt to keep vendors in the same spot. While the building owner has leased the parking lot to us, it is also being used by other businesses renting the building. Occasionally, there will be a "mystery" vehicle in a vendor's space. Should this happen, the vendor will be moved to a new space and that week's market fees will be discounted or waived.)

D. TYPE AND QUALITY OF PRODUCTS AT THE MARKET

Signage/transparency/public awareness

- Display prices clearly on all products for sale. Collusion and deceptive pricing practices are prohibited.
- When selling value-added products, always identify its source/location in your signage.
- If bringing produce or value-added products from another grower/business, display a sign identifying the farmer or business name and the city or town from where the product comes.

- Vendors selling items they did not grow/prepare themselves must be familiar with the conditions under which they were produced.
- ANC will provide volunteer and material support to vendors having difficulty complying with this requirement. Please ask for assistance if needed.

Farmers/Growers

- Vendors wishing to sell produce must fill out and submit the Farmer Application.
- Due to limited space, we suggest that vendors submit applications as early as possible. There is always a significant waiting list for this market.
- Priority will be given to vendors selling fresh fruits, vegetables, and flowers grown on their farm.
- Only produce grown in Michigan is acceptable.
- Selling overripe, spoiled or unusable produce is not permitted.
- Farmers who wish to sell Michigan produce not grown on their own farm or sell Michigan value-added products may do so as long as:
 - a) Sales support another Michigan farmer who is unable to attend the market;
 - b) Items contribute to the diversity of the market as determined by the Market Manager;
 - c) Additional items do not represent more than 25% of the total booth **on each day**;
 - d) Vendors submit separate product lists on their applications:
 - The first list will include all products grown or produced by the vendor.
 - The second list will include all products grown or produced by someone else, as well as the name and location of that producer.
- **The resale of products purchased from non-farm or third party brokers/wholesale is strictly prohibited.**
- Community Supported Agriculture: All growers are accepted at the market with the understanding that their primary purpose is to sell to the public at large. CSA share pick up and other special pick-up arrangements are acceptable, yet secondary to the primary function of the booth. There must be a variety of offerings available to the general public.
- The producer must comply with all applicable city, state, and federal health department standards and paperwork. Copies of any required licensing or insurance must be submitted to the Market Manager in advance of the sale of such items.

- Farm visits: If at any time we have reason to believe that a farmer's practices violate AFM policy or the integrity of its mission or vision, we reserve the right to conduct a farm visit.

Prepared/Processed Foods

- Vendors wishing to sell prepared/processed foods must fill out and submit the Prepared/Processed Food Vendor Application.
- Due to limited space, we suggest that vendors submit applications as early in the season as possible. There is always a significant waiting list for this market.
- The producer must comply with all applicable city, state, and federal health department standards and paperwork. Documentation must be submitted to the Market Manager in advance of the sale of such items.
- Signage will reflect the origin of the foods being sold.
- Site visits: If at any time we have reason to believe that a Prepared/Processed Food Vendor's practices violate the AFM policy, or the integrity of its mission or vision, we reserve the right to conduct a site visit.

Cottage Foods & Crafts

- At this time, applications from vendors wishing to sell cottage foods and/or crafts will only be accepted from vendors who wish to sell these items **in addition to** produce and/or prepared/processed foods. Approval of items will be measured by the contribution to the diversity of the market as determined by the Market Manager.
- Include information about cottage food and/or craft items you wish to sell on either the Farmer Application or the Prepared/Processed Foods Application (whichever is applicable to the product the cottage food items are supplementing).

E. ATTENDANCE AND CANCELLATION

- **The AFM will be open rain or shine, and vendors are expected to be present for every market they are scheduled.** In the event of severe weather, the Market Manager, in consultation with local weather authorities, will determine as soon as possible if the market is to be cancelled or closed and will notify vendors.
- Vendors are expected to be in place no later than 2:00 pm and ready to sell at 2:30 pm.
- For safety reasons, **no vehicle will be allowed to enter the market after 2:00 pm.** Vendors

must stay until the closing of the market at 7:00 pm unless the Market Manager has granted permission in advance.

- Contact the Market Manager in advance of any unusual circumstances requiring late arrival or early departure. You may be relocated near an exit in these cases.
- **Vendors are required to cancel at least 48 hours in advance, by 2pm the Monday before the market.** No-call/no-shows are not acceptable as they compromise the content and appearance of the market and may be cause for dismissal.
- Prepaid vendor fees will not be reimbursed for vendor's cancellations.
- ***New this year: "Pay As You Go" vendors who cancel within 48 hours (after 2pm the Monday before) will be required to pay the \$16 or \$18 fee for that market day at the next market they attend.***
- Two or more cancellations may result in the loss of that reserved booth (and possibly participation in the market) unless the Market Manager has made specific exceptions.
- The Market Manager reserves the right to deny a vendor access to the market for reasons including, but not limited to, failure to follow Allen Farmers Market Policy or the violation of city, state, or federal laws during market hours.

F. EXPECTATIONS FOR VENDORS

- Vendors are expected to know and comply with all applicable city, state, and federal regulations and certification requirements.
- Vendors will comply with all WIC Project FRESH, Senior Market FRESH, SNAP, and DUFEB requirements when appropriate. The Market Manager will provide an orientation describing all programs operating within the market, all requirements, and is always available for any questions or concerns. The Market Manager will provide agreement forms for each food assistance program for which the vendor's product is eligible. These will be signed and returned to the Market Manager. **Participation in all applicable food assistance programs is required.**

In addition, vendors are expected to:

- Keep their space clean during and after market hours. All boxes, bags, trash, and food waste are the vendors' responsibility to take home. No dumping of any kind is allowed. If you have extra produce, you are welcome to inquire with the Market Manager and donate it to the Allen Neighborhood Center.

- Tie down all tents/umbrellas to stationary objects or weights. We are happy to provide concrete blocks or tent weights to be used to tie down your tents. We will also provide carts and ask that you pick up and drop off near the shed along the fence. **Volunteers are not able to deliver or put away blocks for vendors.**
- Be honest, courteous, professional, and presentable at all times.
- Display products in a sanitary and attractive manner.
- Treat each other, volunteers, customers, and market staff with respect.
- Refrain from making harmful or disparaging remarks about other vendors.
- Contact the Market Manager at any time with questions or concerns.

G. LICENSING/INSURANCE

- Each vendor must furnish to the Allen Neighborhood Center a current and valid copy of any and all licenses and permits necessary for their operation.
- All food shall be from sources approved or considered satisfactory by the local health officials and the Department of Agriculture, and shall be clean, wholesome, free from spoilage, free from adulteration and misbranding, and safe for human consumption.
- Vendors are also required to comply with all Michigan Department of Agriculture (MDA) Rules and Regulations. Contact the MDA for questions at 800-292-3939 (processed food) or 517-373-1087 (plants).
- A copy of the appropriate State license must accompany the vendor application for items such as perennial plants, meat, poultry, fish, shellfish, dairy products, and sauces that contain potentially hazardous foods, and maple syrup as well as other potentially hazardous and/or processed foods.
- **Vendors are encouraged, but not required, to obtain their own insurance against all liabilities.**

H. GRIEVANCE PROCEDURE (as stated in the ANC policies and procedures manual)

If a vendor believes that these policies have not been correctly implemented or if the vendor has other concerns about her/his placement at the Allen Farmers Market that have not been addressed through normal Market Manager/Vendor interactions, the vendor shall follow the procedures set out below.

- 1.** First Step: Market Manager. The vendor shall discuss the issue with the Market Manager. The vendor should clearly identify the concern and the fact that he/she is accessing this procedure. The Market Manager should give a response in a timely manner. If the vendor is not satisfied with the response the vendor may proceed with the next step.
- 2.** Second Step: Executive Director. The vendor shall give the Executive Director written notice that the vendor wishes to access Step 2 of this procedure. The notice shall clearly identify the concern and the vendor's reaction to the Market Manager's Step 1 response. The Executive Director shall meet with the vendor to discuss the concerns. The Executive Director may request additional information from the vendor or the Market Manager. The Executive Director shall give a written response to the vendor. If the vendor is not satisfied with the response the vendor may proceed with the next step.
- 3.** Third Step: Board of Directors. The vendor shall give the Executive Director written notice that the vendor wishes to access Step 3 of this procedure. The notice shall clearly identify the concern and the vendor's reaction to the Executive Director's Step 2 response. The Executive Director shall forward the notice to the Board of Directors. The Board, or a committee of the Board, shall meet and consider the concerns. A written response shall be given to the vendor.
- 4.** The decision of the Board of Directors shall be final.