



Rules and Regulations for Plainwell Farmers Market

Plainwell Farmers' Market will be located on M89 in Sweetwater's Parking lot, 554 E. Allegan St. Approximately 18,000 cars pass this site daily. The market will be open Thursdays, May 23 - October 10, 2019 from 3:00 p.m. – 6:30 p.m.

The goals of the market are fourfold: 1) to be a profitable outlet for local farmers, 2) to create a gathering spot and opportunity for social interactions for Plainwell area residents, 3) to provide a predictable, ample selection and variety of high quality fresh, locally-grown produce and crafts for customers, and 4) to bring people downtown and foster a sense of community.

In order to achieve those goals and facilitate as many vendors as possible, early registration and payment is suggested. Spaces will be assigned on receipt of application and payment, and we will make our best effort to provide you with your preferred location. Priority is given to vendors who turn their applications in first.

- Daily rental Payment: Payment shall be made on the market day to the Market Manager or City of Plainwell assigned staff. A one **day notice** and registration is **suggested** for daily vendors.
- Monthly / Seasonal Payments: Paid in full in advance

Types of Products: Products that vendors may sell include: farm, processed farm, fish and seafood, nursery, foraged, processed non-food agriculture and baked goods.

Farm Products: are grown and raised by the vendor upon land that s/he controls through ownership, lease, rental or other legal agreement. These products include, but are not limited to, fresh fruits and vegetables, nuts, honey, eggs, herbs, meat and dairy products.

Meat and Poultry – Must be owned and raised by the farmer selling them. It must meet Federal, State, and Local preparation, licensing, labeling and storage regulations.

All meats (beef, lamb, and pork) must be processed in the USDA-inspected slaughter facility. Poultry from farms raising more than 20,000 must also be processed as such. A USDA seal of inspection must appear on all packages of meat originating from such a plant.

Eggs - All eggs sold must come from flocks owned and raised by the farmer selling them. Selling eggs from other farms is prohibited. All eggs to be sold must meet Federal, state and local preparation, licensing, and labeling and storage regulations.

Dairy – All dairy products, including cheese, yogurt, cream. Etc. must meet Federal, State and local licensing, labeling and storage regulations.

Processed Farm Products: are permitted as long as they have been processed by the vendor and made from the raw farm ingredients they produce (such as cheese, dried fruits and vegetables, juices, jams,

etc.). All processed goods must be individually labeled with the ingredients or have an ingredient list prepared and available upon request.

Fish and Seafood Products- are caught in Michigan waters.

Nursery Products- are grown or raised by the vendor upon land that s/he controls through ownership, lease, rental or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees or shrubs that are propagated from seed, cuttings, bulbs, plugs or plant divisions.

Foraged Products- are mushrooms and wild berries gathered from public and/or private land by the vendor.

Processed Non-Food Agricultural Products- are allowed if they are processed by the vendor and made from all natural ingredients (such as beeswax candles, handmade soaps, etc.). Vendors must have an ingredient list prepared and available upon request. Individual labeling is preferred.

Baked Goods: are permitted as long as an ingredient list is prepared and available upon request. Individual labeling is mandated by the State.

Arts and Crafts: permitted as long as product(s) are hand made by seller. Realize that produce takes precedents over arts and crafts.

General Market Rules and Regulations

1. Vendors are expected to remain open during the entire length of the market day unless all products have been sold out prior to market closing, or have prior approval from the Market Manager. However, inclement weather may force the market to close early.
2. Vendors are expected to provide their own tables, tents, chairs, bags, change and displays. Additionally, each vendor must display a sign, 12 x 16 (minimum in size) in the stall area that identifies the name and location of the business as well as any products not grown by them.
3. All vendors must post prices in full view of consuming public; lettering must be clearly legible.
4. Stands are to be kept hazard free and reasonably attractive. The vendor must remove trash and litter from any source before their departure.
5. All produce must be stored and displayed at a reasonable distance above the ground (minimum of 18 inches) with the exception of watermelons, pumpkins, flowers in containers, or other items in water for freshness. All produce should be local, mature, but not overripe, void of decay, and harvested within a reasonable amount of time.
6. Vendors shall conduct themselves in a pleasant and courteous manner with customers and other vendors at all times.
7. Any grievance regarding the pricing habits, displays, or conduct of another vendor should be immediately directed to the Market Manager.
8. Brokered produce and products may not exceed 30% of the total stall. Brokered produce must be labeled at the market with the farm where it originated. Commercial, mass produced items are only allowed if locally owned and produced by the vendor in Michigan.
9. Eggs, cheese and meats must meet all Federal, State, and local storage regulations while on site. All canned or cooked goods must be from a licensed kitchen, and the vendor must provide a

- copy of the license. A Health Department Inspection is required on food products such as baked goods, candy, cider, honey, poultry, etc. Copies of all licensing shall be provided to the Market Manager or City of Plainwell assigned staff. Questions about licensing may be referred to the Food Program Supervisor, with Allegan County Environmental Health Division at 269-686-4505.
10. Each week, spaces that are empty at 3:30 pm will be made available to daily paying vendors, unless you have contacted the Market Manager and made arrangements.
 11. A vendor space is defined as a 12' x 12' space. All products must stay within the defined area.
 12. Vendors must be pre-registered and pre-approved. Drop-ins must register.
 13. The intention of the Plainwell Market is to primarily sell fresh **Michigan grown** fruits and vegetables and flowers/plants. The Market tries to avoid direct competition with our business community while maintaining a vibrant market environment and recognizes that at times these lines are gray. Thus, the Market will hold final authority on whether a product is allowed for sale at the market or not.
 14. Plainwell DDA nor the City of Plainwell assumes any responsibility, and shall not be liable for any damage or injury or loss of damage to merchandise.
 15. Dogs and smoking are prohibited in the Plainwell Farmers' Market.

Failure to adhere to any of the above rules may result in forfeiture of your space and booth fee. The market will operate by a "three strikes" policy, whereby:

1. First violation will result in a verbal warning
2. Second violation will result in a written warning
3. Third violation will result in suspension of Market privileges for an amount of time to be determined based on severity of the offense.

Set -Up

1. Preference for space at the Market will be given based on the order of applications received and that space will be secured for the season as long as the market is at capacity. To avoid "gaps" in vendor spaces, we therefore ask each vendor to commit to participating for the entire season. On-site vehicle parking is limited. Vendors may park personal vehicles for sale or storage of products in rental space.
2. Vendors are required to arrive by 2:30 p.m.
3. Vendors are expected to remain until the close of the market. Extenuating circumstances may apply.
4. Vendors are responsible for keeping their space clean and attractive during market hours and must clean up after the market closes. Dumping of produce in trash cans is prohibited.
6. Vendors must supply their own tables(s), chair(s), canopy, canopy weights or any other items necessary for their participation.

7. Musicians wishing to play to gain exposure have no fee, but the material must be appropriate and consistent with the atmosphere of the Farmers Market.

Vendor Ethics: We expect vendors to conduct themselves in a pleasant and courteous manner to all people at the market. Breaches of vendor ethics or vendor's employee's will result in immediate dismissal of the vendor from the Plainwell Market and forfeit of vendor booth and fees. A vendor who has been dismissed may return after a review and approval from the Market Manager and the City of Plainwell Economic Development Manager. Breaches of vendor ethics include but are not limited to:

- Misrepresentation of product and/or violation of truth in advertising
- Inappropriate airing of grievances in public, creating a public disturbance, arguing, loud voice, fighting
- "Hawking" defined as speaking in a tone of voice louder than normal for the purpose of bringing attention to oneself, space, or products; creating conversation designed to draw customers away from other vendor's space; standing in or blocking the customer aisle in such a manner as to attempt to direct customers to one's space or products.
- Discrediting another vendor's product for one's personal gain will not be tolerated. If you have concerns on another vendor's product, please contact the Market Manager.
- Failure to comply with county, state and local licensing requirements
- Participating in Market functions while under the influence of any intoxicants
- Committing any illegal act

"The City of Plainwell is an equal opportunity provider and employer"