



# 2010 Vendor Guide

~ OUTSIDE ~

Every Thursday June 10 thru October 21, 2010    Rain or shine!

3 to 7 p.m. (thru September)    3 to 6 p.m. (October)

Maple Grove Community Center, 12951 Weaver Lake Road

[www.MapleGroveFarmersMarket.com](http://www.MapleGroveFarmersMarket.com)

763-494-5955

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## Mission Statement/Purpose

**The Maple Grove Farmers Market** serves as a venue for consumers to purchase locally grown products that promote healthy lifestyles while sustaining local agriculture. It is a market in which farmers, growers and producers sell their own products directly to the public, allowing consumers to have a direct relationship with the producer. This market emphasizes quality and freshness.

The rules, policies, and guidelines followed at the Maple Grove Farmers Market are determined, and may be changed, by the Market Coordinators with approval of the Maple Grove City Administrator.

## Contact Information

Maple Grove Farmers Market  
12951 Weaver Lake Road  
Maple Grove, MN 55369

[farmersmarket@ci.maple-grove.mn.us](mailto:farmersmarket@ci.maple-grove.mn.us)  
[www.maplegrovefarmersmarket.com](http://www.maplegrovefarmersmarket.com)

763-494-5955

**Kirsten Bansen Weigle, Market Manager**  
**Debbie Coss, Market Coordinator**  
**Carol Morris, Market Coordinator**

# Important Information

While there are a number of guidelines/rules in place to smooth market operations and ensure a good experience for both vendors and customers, please note the following are probably considered some of the most important. We do encourage you to review all the guidelines detailed in later pages of the booklet.

**Any vendor/seller smoking in the market area will be subject to a \$25 fine, payable immediately.** This includes smoking in the market itself and adjacent sidewalks and playground area. Park Board policy does not permit smoking in the farmers market/active play areas.

**There will be no moving vehicles in the market area between 2:45 p.m. and 7:05 p.m.** If you arrive after 2:45, you must park in an adjacent area and walk your merchandise and supplies (tents, tables, etc.) to and from your stall location. If a vendor is consistently late, then they may be reassigned to another space.

The Market will begin at exactly 3:00 p.m. **Presales are not allowed to either customers or to your fellow vendors.**

**Vendors may not sell any items not approved or shown in their market application.** Maple Grove is a grower/producer market; all items for sale must be grown, manufactured, or produced by the vendor.

**Vendors offering samples must have attended the mandatory training provided by Hennepin County Environmental Services and must follow and maintain the guidelines provided.**

**A Market permit will be provided to each vendor.** The permit must be visible in the stall at all times and is not transferable.

**Vendors are permitted only one vehicle in their stall,** no matter what stall size they have (2, 3 or 4 parking spaces). Vendors may park extra vehicles on the far west end of the market lot.

**Vendors must remain until the Market closes even if sold out.**

**Vendors may not take down displays until the Market closes.** This includes putting product away, taking down tents, tables, etc.

**Please call the farmers market voicemail (763-494-5955) if you are NOT coming to the Market.** Attendance is taken each week—those who are at the market as well as excused and unexcused absences. It also helps market staff answer inquiries when customers are looking for you.

## Application and Fees

- Those wishing to participate in the Market must complete an application form and return it with the appropriate vendor fee to the City of Maple Grove before consideration for participation in the Market.
- The City of Maple Grove shall review and approve all vendor applications before a vendor can participate in the Market. Space at the market and the items a vendor offers will be factors in determining approval as well as history with the market, attendance and past performance, and balance of market offerings.
- During the selection of a vendor, the City shall not discriminate on the basis of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, disability, age, marital status, or status with regard to public assistance.
- Fees for unaccepted applications will be returned promptly.
- No portion of the vendor fee will be refunded after the beginning of the Market season. Vendors who cancel their space reservation prior to the beginning of the season will be charged a \$20 administrative fee.

## Market Goods

- The following items are approved for sale:
  - Vendor grown fresh fruits and vegetables
  - Vendor grown herbs and spices, fresh or dried
  - Vendor produced farmstead products such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup and preserves, if prepared and packaged in accordance with rules established by the MN Department of Agriculture
  - Vendor grown bedding plants, hanging and potted plants, perennials and cut flowers
  - Vendor grown dried flowers or plants
- Products not listed above must receive clearance from the Market Coordinators before sale.
- Products other than those listed may be approved for sale if the Market Coordinators determine that the items would benefit the market as a whole.
- Vendors may not sell any items not approved or shown in their market application. Market staff has the right to ask vendor to remove products.

## Items Offered for Sale

- All items must be prepared, displayed and stored in accordance with Minnesota Department of Agriculture, Minnesota Department of Health and Hennepin County Community Health Department guidelines.
- All producers of processed items or value added items (cheese, meats, jams, jellies, syrups, baked goods, pickled products, canned goods, etc.) are required to adhere to all state and local laws pertaining to the production and selling of such goods.
- Processed food items should be sold with a valid processing license or comply with Minnesota labeling law requirements.
- Produce sold as Certified Organic must have originated from an organic grown Certified Farm, and the vendor must provide a copy of their National Organic Standard certificate as provided by a USDA accredited agent.
- Farmers/growers that are not Certified Organic can advertise or sell produce as “Chemical Free” if they practice chemical free farming.
- All items should be sold by bulk, bundle or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale.
- Market staff reserves the right to inspect crops and production areas at any time before or during the market season.

## Market Operations

- Vendors may begin setting up at 1:45 p.m., *but not before that time*, on Market days. A Market Manager will be at the Market location at 1:45 p.m. to check in vendors and assist vendors with any questions. *Any vendor entering the Market location prior to 1:45 p.m. will result in a fine of \$10 and/or loss of future selling privileges.*
- The Market will begin at exactly 3:00 p.m. No presales are allowed to either customers or fellow vendors. *Failure to comply with the starting time will result in a \$10 fine and/or loss of future selling privileges.*
- There will be no moving vehicles in the market area between 2:45 p.m. and 7:05 p.m. If you arrive after 2:45, you must park in an adjacent area and walk your merchandise and supplies (tents, tables, etc.) to and from your stall location. *Failure to comply with this regulation may result in a loss of future selling privileges.*
- Market vendors must be ready to start selling at 3:00 p.m. on Market days. Vendors are encouraged to be in place ½ hour before the Market opens, but please note no presales are allowed to customers or fellow vendors.

## Market Operations (continued)

- Vendors must remain until the Market closes even if sold out as customers are expecting vendors to be present during the entire market. Feel free to use this time to promote your product and encourage future visits from customers.
- Vendors may not take down displays until the Market closes. This includes putting product away, taking down tents, tables, etc.
- Any vendor who the Market staff feels is not complying with the Market rules may be asked to leave. The vendor in turn may petition to be re-accepted to the Market. The Market Coordinators will determine if the vendor may return to the Market.

## Market Setup

- Market will occur rain, shine or snow. Market hours may be adjusted if threatening weather occurs. Please call 763-494-5955 if you have questions. If the market is cancelled for any reason, Market staff will make every effort to contact vendors through phone and/or email.
- All items must be contained within a vendor's assigned space. Vendors may request 1, 1-1/2, or 2 stalls.
- Vendors are allowed only one vehicle in their assigned space no matter how many stalls they have. Vehicles may be parked at the far west end of the market lot or in an adjacent lot.
- Vendors are responsible for providing all tables, canopies and other items needed for their display.
- Tents and canopies must be weighted down.
- No stakes may be pounded into the tarmac, parking lot, or grass.
- No water is provided or available.
- Limited electricity is available. Electricity may be requested on the vendor application.
- Stall space will be assigned by Market staff to allow for the best product mix and traffic flow.
- Market staff has the authority to move and reassign stall space to enhance or facilitate Market operations at any time during the season. Market staff will call or email vendor if stall space is to be moved or reassigned if the change is made before the beginning of that day's market session.
- Stall space is available to those actively engaged in selling accepted products. Accepted products are those listed in the Market Goods section of this document.
- Solicitation unrelated to the sale of Market Goods is prohibited without City approval.

## **Market Setup (continued)**

- Stall space is not transferable, and sharing of stall space is not permitted.
- All displays must be neat and tasteful.
- Pets, smoking and alcoholic beverages are prohibited at the Market. Any vendor smoking in the market area, playground or adjacent sidewalks will result in a \$25 fine payable immediately and/or loss of future selling privileges.
- The general cleanliness of the Market area is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.
- All Market vendors should represent themselves in an appropriate manner, dress, and state of cleanliness. Shirts and shoes must be worn.
- Price, terms of sale, etc. are between buyer and seller only.
- All vendors agree to abide by fair business practices.
- Vendors must remove all trash from the market area by 8:00 p.m. This includes produce debris, bags and boxes as a result of their sales. Trash cans are provided only for incidental trash.

## **Permits, Licenses, Taxes and Insurance**

- A Market permit will be provided to each vendor. It must be visible in the stall at all times and is not transferable.
- Farmers Market Nutrition Program vendors must display appropriate signage provided by FMNP.
- All permits and licenses required by the City of Maple Grove, Hennepin County, the State of Minnesota or the Federal Government are the sole responsibility of the vendors.
- Any required sales tax collections and remittances are the sole responsibility of the vendors.
- The City of Maple Grove and the Maple Grove Parks and Recreation Board are not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation in the Maple Grove Farmers Market; whether such injury, theft or damage occurred prior, during, or after the Maple Grove Farmers Market, seller further agrees to indemnify and hold the City of Maple Grove and the Maple Grove Parks and Recreation Board harmless for and against any claims for such injury, theft or damage.
- All vendors should carry their own general liability and product liability insurance, as the City does not provide this coverage.

# Sampling

For the past several years the City has obtained a license from Hennepin County that covers all market vendors sampling their products. **Vendors wishing to sample products under this license are required to attend a mandatory training conducted by Hennepin County Environmental Health Department** prior to the market opening for the season. Vendors will be notified of the training date, time and location.

Even if you received sampling training in the past, you must attend this annual training if you would like to sample products at this year's market. At the training attendees will receive the detailed guidelines for sampling at the market, and they are encouraged to keep them handy for reference.

There is no charge for the training or to sample products that fall within the market license guidelines if you do attend this training. If you do not attend this training and wish to sample your products, you must work directly with Hennepin County to obtain proper licensing which may involve a fee.

Vendors must bring their own utensils for any sampling (i.e., gloves, spoons, cups, napkins, etc.) Two hand washing stations are provided and located in the market area for both vendor and customer use.

The City of Maple Grove/Maple Grove Farmers Market has established a very good rapport with Hennepin County Environmental Health. They have worked closely with market staff to establish this sampling license that encompasses the market and vendors versus each vendor having the additional expense of purchasing an individual license. The market pays for the sampling license, and we ask that each vendor take the necessary measures to comply with the sampling guidelines established by Hennepin County.

Hennepin County officials will visit the farmers market throughout the season, and Market staff is also responsible to make sure vendors are following the sampling guidelines.

Thank you for your consideration in being a part of the Maple Grove Farmers Market. The City of Maple Grove is very supportive of the Market and its vendors.

We are pleased and proud to provide this gathering place for the community. It is a great venue for vendors to offer their fresh produce and products and a wonderful opportunity for customers to learn more about the foods they eat and to enjoy them even more!