Maple Grove Farmers Market

2012 Vendor Guide

Guidelines and Rules for Operation

~ OUTSIDE ~

Every Thursday June 14 thru October 18, 2012

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

Maple Grove Community Center, 12951 Weaver Lake Road

www.MapleGroveFarmersMarket.com
763-494-5955

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Mission Statement/Purpose

The Maple Grove Farmers Market serves as a community gathering place 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.

Contact Information

Office and mailing address
Maple Grove Farmers Market
P.O. Box 1180
Maple Grove, MN 55311

Market location
12951 Weaver Lake Road
Maple Grove, MN 55369

Email: farmersmarket@ci.maple-grove.mn.us
Phone: 763-494-5955

Website: www.maplegrovefarmersmarket.com
Fax: 763-494-6421

Kirsten Bansen Weigle, Market Manager

Carol Morris, Market Coordinator

Important Dates

February 10, 2012	Application deadline for 2011 returning vendors New vendor applications are considered for acceptance throughout the season.
May 17, 2012	Vendor pre-season meeting Maple Grove Community Center, 12951 Weaver Lake Road
June 14, 2012	Opening Day (hours are 3 to 7 p.m.)
October 4, 2012	Market hours change -- 3 to 6 p.m. (close one hour earlier)
October 18, 2012	Last outdoor market
Indoor Farmers Market	November 1 & 15 and December 6 & 20, 2012 Maple Grove Community Center, 19251 Weaver Lake Road 3 to 6 p.m.

Overview

Our vendors are very important to us. The Maple Grove Farmers Market has employed a Market Manager and Market Assistant, who are on site each week, to welcome vendors, assist with set up questions, monitor the weather, and much more! They are also a point of contact for the public and handle onsite promotions, entertainment, and special events at the market throughout the season. They also assist City staff in promoting the farmers market and your business to the public and media.

It is our goal to help each vendor succeed and have a great market season!

The Maple Grove Farmers Market guidelines and rules are intended to ensure:

- The market is a safe and enjoyable place for residents and visitors to gather and purchase locally grown and produced items.
- The Market and its vendors are in compliance with federal, state, county, and local regulations.
- The Market plays a positive role in the community and has a welcoming environment.
- That vendors have a fair, equitable and respectful atmosphere in which to conduct their business.

This document seeks to set forth a basic set of rules and guidelines to provide for the successful operation of the Maple Grove Farmers Market but cannot contemplate every possibility. Therefore, the Market reserves the right to do whatever may be additionally necessary to protect the intent and well-being of the Market; its patrons and vendors as well as the staff, volunteers, and the City of Maple Grove.

Application, Fees and Payment Process

- All applicants must complete a Vendor Application and return it with the season fee before consideration for participation in the Market. Season fee can be made in the form of a check (made payable to the City of Maple Grove) or with a completed credit card information form.

- Only one applicant per household and/or farm, garden or nursery will be allowed. Any household applying under multiple names will not be considered.

- Fees for denied applications will be returned promptly.

- Submitting an application does not guarantee acceptance into the market.

- Once an application is accepted in writing (paper mail or email), the season fee is non-refundable.

- Any form of refund would only be through a documented unusual hardship or compassionate reason on approval by City officials in their sole discretion. Any such refund request will be reviewed on a case-by-case basis. A $25 administrative fee will apply.

- 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.

In addition, changes in vendor participation may occur at the sole discretion of the Market staff and/or City officials based on factors such as customer attendance changes, changes in the market vision, or changes in market plans.

Vendors

- Persons who apply to be a vendor must produce what they sell.

- The City reserves the right to refuse acceptance to any applicant or product that is not in keeping with the rules or standards of the Maple Grove Farmers Market.

- Vendors are expected to attend the market to sell their own products. Additional sellers that assist at the booth may be designated and must be listed on the vendor application. No one under the age of 18 may sell or maintain a stall without an adult supervisor present.

- Vendors may be asked to distribute printed Maple Grove Farmers Market information.

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 other than those listed may be approved for sale if the Market staff determines the items would benefit the market as a whole.

- No live animals may be sold or given away at the Market.

- Vendors may not sell any items not approved or not included on their market application. Market staff has the right to require a vendor to remove unapproved products.

- Vendors seeking to sell items not listed on their application must request approval in writing (e-mail acceptable) to add items to their application. These additional items cannot be sold until Market staff approval is received.

- Market staff reserves the right to inspect a vendor's greenhouse, garden, farm, field or other place of production to verify that the products being sold meet market qualifications.

Items Offered for Sale

- All items must be prepared, labeled, displayed and stored in accordance with Minnesota Department of Agriculture, Minnesota Department of Health and Hennepin County Community Health Department guidelines.

- Produce sold as Certified Organic must have originated from an organic grown Certified Farm, and the vendor must provide a copy of the vendor's National Organic Standard certificate as provided by a USDA accredited agent.

- All items should be sold by bulk, bundle or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale.

- Solicitation unrelated to the sale of Market Goods is prohibited without City approval.

- Price, terms of sale, etc. are between buyer and seller only.

- All vendors agree to abide by fair business practices.

Market Setup

- Market will occur rain or shine or snow. Market hours may be adjusted for severe or ongoing inclement weather. Please call 763-494-5955 if you have questions or check for weather updates. If the market is cancelled for any reason, Market staff will make every effort to contact vendors through phone and/or email. More weather info on Page 10.

- No water is provided or available. Hand washing stations are located in the Market and available for the use of vendors and customers.

- Limited electricity is available. Electricity may be requested on the vendor application.

- Smoking and alcoholic beverages are prohibited at the Market, including in a vendor vehicle or stall.

- Vendors are not allowed to have pets/animals, including in a vendor vehicle or stall. It is against Maple Grove Park Board policy as well as the Minnesota Department of Agriculture regulations.

Market Operations

- Vendors can set up starting at 1:45 p.m. on Market days. Vendors must wait until the staff moves the parking barriers to enter the market area. A Market Manager will be at the market location at 1:45 p.m. to check in vendors and assist with any questions.

- The Market will begin at exactly 3:00 p.m. No presales of market goods, bagging of items, or exchange of money are allowed to either customers or fellow vendors.

- 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.

- 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.

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

Attendance

- Vendors are expected to attend all markets for which they are scheduled/listed on application.

- **Vendors must call the farmers market voicemail (763-494-5955) or send an email to farmersmarket@ci.maple-grove.mn.us if they are NOT coming to the Market. *Verbal notification to Market staff is not acceptable*.** Attendance is taken each week—those who are at the market as well as excused and unexcused absences.

- Repeated late arrivals or absences by a vendor, with or without notice, may result in suspension or revocation of a vendor's selling rights.

- If an emergency situation arises and a vendor feels they must leave, please notify Market staff, and staff will do their best to facilitate departure.

Stalls and Set Up

- Having a stall in one season is no guarantee that a vendor will have the same stall in any subsequent season.

- Stall space will be assigned by Market staff to allow for the best product mix, traffic flow, electrical needs, etc.

- Vendors may not transfer, assign, sell, rent or lease their stall.

- Market staff has the authority to move and reassign stall space to enhance or facilitate Market operations at any time during the season, whether temporarily or permanently.

- All items must be contained within a vendor's assigned space. Market staff may ask that unsightly, inappropriate, unauthorized, or unsafe materials be removed or moved.

- Vendors are allowed only one vehicle in their assigned space no matter how many stalls they have, and the vehicle must fit in the space. Oversized or extra vehicles may be parked at the far west end of the market lot or in an adjacent lot.

- Vendors may request 1 stall (two parking spaces approx. 18' wide), 1-1/2 stalls (three parking spaces approx. 27' wide), or 2 stalls (four parking spaces approx. 36' wide).

- If a vendor arrives after 2:45 p.m. and their space has been filled, they will be accommodated in another area of the market. This is done to maintain a cohesive market.

- If a vendor sets up in the wrong location, Market staff will make the decision on what occurs depending on how many other vendors are present and set-up.

- Tents and canopies must be weighted down. It is required that all four legs of canopies be secured with weights. It is recommended that each canopy leg have more than 20 pounds of weight attached. It is acceptable to additionally tie the frame of your booth to a vehicle. Vendors assume full responsibility for any injury, loss, or damage of any kind that may result from improperly or insufficiently securing tents, awnings, display equipment, products, or other items.

- In certain conditions Market staff may require vendors to take down tents, awnings, etc.

- No stakes may be pounded into the tarmac, parking lot, or grass.

Displays

- Vendors are responsible for providing all tables, chairs, canopies and other items needed for their display.

- All items offered for sale should have the type and variety of product and prices prominently and clearly displayed.

- For those selling homemade processed items falling under the Pickle Bill, placards must be in place stating "These products are homemade and NOT subject to state inspection."

- All displays must be neat and tasteful. Tablecloths, photos, etc. are encouraged.

- Vendors offering samples and/or selling ready-made food at the Market should have adequate garbage receptacle(s) accessible to customers.

- 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.

- Vendors must remove all trash from the market area after the market closes. This includes product 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, loss, or damage of any kind 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, loss 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, loss or damage.

- All vendors should carry their own general liability and product liability insurance, as the City does not provide this coverage.

Guidelines and Rules for Operation

Market staff values our good relationship with vendors and will make every effort to educate vendors about the market guidelines before and during the start of the outdoor season. However, staff reserves the right to suspend or revoke the selling rights of any vendor who repeatedly disregards one or more of the rules as outlined in these guidelines.

If Market staff suspends or revokes a vendor's selling rights for any reason, the selling rights of all working at that booth—primary seller and additional sellers, whether it be family, friends, agents, employees, etc.—are likewise suspended or revoked.

The rules, policies, and guidelines are determined, and may be changed, by the Market staff with approval of the Maple Grove City Administrator. Vendors will be notified of any significant changes and the date they become effective.

No person or entity other than the City of Maple Grove, Maple Grove Farmers Market or agents thereof may make use of the Maple Grove Farmers Market name or logo without the express permission of the City of Maple Grove.

Feedback

The City of Maple Grove encourages feedback about the farmers market. Both positive comments and constructive criticism may be sent the following ways:

By phone: 763-494-5955 (farmers market voicemail)
By email: farmersmarket@ci.maple-grove.mn.us
By mail: Maple Grove Farmers Market, P.O. Box 1180, Maple Grove, MN 55311

In the case of verbally bringing an item to the attention of market staff, a vendor may be asked to explain the issue at hand in writing. Market staff will share the information with appropriate City personnel for follow up if necessary.

Vendor Rights

The vendors as a whole should feel free to comment to staff of the Maple Grove Farmers Market with respect to:

The overall management, operation and administration of the Market.

The improvement of the market site and associated areas, the layout of the vendor's space, and other physical improvements.

The regulations of the market, including the hours of operation; designation of stall space; charging of market fees; housekeeping, rules, sanitation.

The advocacy and support of the market and development of continuing advertising and promotional programs for the market.

Market Staff Responsibilities

The Market Manager supervises the operations of the market. The Manager will apply the rules and guidelines of the market and has the authority to interpret and implement policy. The Market Manager is the final authority on market day.

Market staff will be responsible for public as well as vendor concerns. They also serve as liaison between vendors/customers and City staff/officials.

Market staff shall notify vendors of any rule violations.

Market staff will handle any promotional reimbursements to vendors.

Market staff shall assign all stall space.

Market staff has the authority to request any person to leave the market operating area and, if necessary, call the police for assistance.

Vendors are encouraged to approach Market staff if they encounter a problem. Any discussion of the problems in front of customers or other vendors is strongly discouraged and shall be avoided.

Musicians, entertainers, chefs, sponsors, community organizations, etc. must have the prior approval of the Market staff.

Weather

While the Market is rain or shine, instances of severe weather can effect market operations. This includes situations of severe weather forecasting, lightning, thunder, downpours, extreme heat or cold, wind or snow.

Market manager/staff will decide whether to hold the market or delay the market opening based on the information available and weather reports. They will also determine if vendors are excused to leave early due to severe weather based on the information available and weather reports.

Please know it is acceptable for a vendor to call and say they are not comfortable attending because of weather conditions. Also, if a vendor arrives at the Market and conditions are not good for their product or set up, they should make the decision if it is conducive for them to participate and notify staff accordingly.

Vendors should call the market voicemail (763-494-5955) for updates.

No refunds will be given if the Market is cancelled, delayed, or closed early for any reason. It is the vendor's responsibility to keep their contact information up to date in the event the Market is cancelled. Staff will make every effort through phone and email to notify vendors of any cancellations or changes.

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.) as well as conduct any sampling.

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.

Vendors should be aware at anytime Hennepin County officials visit the farmers market throughout the season to assess sampling procedures, 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!