



## DOWNTOWN PETOSKEY FARMERS MARKET 2016 MARKET GUIDELINES

*The mission of the Downtown Petoskey Farmers Market is to promote the image and economic development of Downtown Petoskey and economic development within the local agricultural community, as well as to give those who grow, fish, forage and harvest a place to be rewarded for their efforts.*

1. Downtown Petoskey Farmers Market will be held weekly on Fridays, from June 17, 2016 to September 30, 2016 from 8:30 am until 1:00 pm in its Howard Street location.
2. Vendors from the five counties of Antrim, Charlevoix, Cheboygan, Emmet and Otsego Counties will be given priority. However, upon invitation to participate, vendors from outside the five counties will be considered. These situations will need a two-week notice to the Petoskey Regional Chamber of Commerce and will be considered by the entire Market Committee. All vendors must be growers, fishers or foragers of the product they bring to market.
3. All vendors will complete the required vendor application that includes a hold harmless clause before participating in the Market. Vendors must provide this application to the Petoskey Regional Chamber of Commerce **before their on-site market activities begin**. New vendors wanting to come to their first market should notify the Market Master at 231-347-4150 at least 48 hours in advance.
4. Vendors who wish to commit to vending for the entire season will pay an annual Market membership of \$175 for a 10X10 space, or \$275 for a 20X10 space that supports sustainability of the Market. This fee will cover weekly fees and guarantee permanent vending space. Weekly vending fees will be \$15 for a 10X10 space, or \$25 for a 20X10 space. The Market Master will collect this money and turn it over to the Petoskey Regional Chamber of Commerce for handling.
5. The Petoskey Farmers Market is a rain or shine market, and will not be cancelled due to inclement weather. Booth fees and other expenses sustained by the vendor are not reimbursed by the Chamber for any reason, including, but not limited to, inclement weather or lack of sales.
6. The intention of the Market is to provide local farmers with a retail-marketing outlet for items grown on their own lands. The rules for selling in the Petoskey market are as follows:
  - A. 90% of the farmers' retail offerings must be products grown, farmed and harvested on their own lands. Fished or foraged products are exempt from this rule, but must be fished or foraged in northern Michigan.
  - B. 10% of the farmers' retail offerings can be synergistic products, defined as:
    - a. Produce not grown on vendors own farms, but purchased locally for resale at the market on a very limited basis;
    - b. Baked, canned, bagged, bottled, or jarred items that enhance the farmers' market offerings. These items must be made with either products grown by farmers or of high quality, Michigan grown products. All items in this category must be approved in advance by the Market Master.
  - C. Other synergistic products are permitted as long as they are not competing with a similar product sold in Downtown Petoskey. These products will be selected by the Market Master, who will extend an invitation to the vendor to the market. These products must meet strict criteria, including high quality, Michigan-produced ingredients.

- D. No craft items will be allowed for sale other than those produced from produce farmed on farmer's own land, i.e. candles, soaps, potpourri, wreathes and flower arrangements.
  - E. The Market Master has the authority to determine when a certain product has reached capacity in the market, and can reject any additional offerings of that type by any farm.
7. The Market Master will assign market spaces in advance of the market, and the vendor will keep the same space throughout the season. There will be three weekly slots available in the market for producers with short-term needs in the market. These weekly slots are \$15 per week, and must be reserved in advance.
  8. Market vendors will fully comply with any federal, state or local law regarding the sale of any item at the market and will hold the Market harmless regarding the same. All processed foods of any kind should come from a licensed facility and the vendor will provide a copy of the said license to the Market Master prior to participating in their first market. Certified organic growers will be required to provide current certification proof. It is the responsibility of the vendor to be knowledgeable regarding the Michigan Food Code and work with the Market Master and local inspection officials in this area.
  9. All farms are asked to provide a written statement of growing practices at their booth, available to the public upon request.
  10. Sampling is allowed if the samples are prepared in a commercial kitchen prior to the market start time. No vendor can make a product on site and either offer for sampling or sell due to food regulations. Samples of fruits and vegetables should also be prepared off-site and brought to market ready for sampling. Foods that must be sliced or cut for sampling at the market should be handled with clean instruments, and with ample hand and implement washing equipment available.
  11. Vendors may begin setting up at 8:00 am and must have vehicles parked and in place no later than 8:20 am. Parking is provided in the Darling Lot. Vendors will be provided free parking in designated areas. Tear down must begin at 1:00 pm, as the street reopens at 1:30 pm. All vendors must be off the street by 1:30 pm. No vehicle can be driven on Howard Street within the market between the opening of 8:30 am and the closing of 1 pm.
  12. Each vendor will be responsible for his/her own area during the Market and for the clean up at each day's closing. All refuse must be taken with the vendor or disposed of in provided waste receptacles. Tents must have weights.
  13. The management of the Downtown Petoskey Farmers Market is comprised of Chamber officials, MSUE representatives and a volunteer advisory committee. Management will make final decisions on any discrepancy of interpretation of these guidelines, as brought to management's attention by the Market Master.
  14. Violations of any of these guidelines will be handled as follows: 1<sup>st</sup> – verbal warning; 2<sup>nd</sup> – written warning; 3<sup>rd</sup> – dismissal from 2016 Market and review by management prior to being allowed to participate in future years.
  15. As situations present themselves, the 2016 Downtown Petoskey Farmers Market guidelines above may be amended. In this event, vendors will be advised in writing a week prior to the amended guidelines start date.