



MUSKEGON FARMERS MARKET

WINTER 2023-2024 MARKET Guidelines

Winter Market: Saturdays only December 2nd through April 27th
(Closed December 30th & January 6th)

Winter hours 9:00 am – 2:00 pm
All selling stops promptly at 2:00 pm

Seasonal vs. Daily Stall Requirements

1. Seasonal stall renters reserve their space for the entire season. Seasonal vendors are defined as those vendors who have previously held seasonal stalls in the General Market Season. Seasonal stall renters must be in their stall(s) by 8:00 a.m. every Market day. If they are not in their stall(s) by that time, their stall(s) will be considered open for the day and may be rented to a daily vendor. Seasonal stall vendors who are going to be late must make prior arrangements to preserve their stall for that day. Arrangements must be made with the Market Manager, preferably within 24 hours of market day. Market Manager can be reached at (231) 722-3251 or (231) 747-0985 (market cell) or email muskfarmermkt@shorelinecity.com.
2. Daily stall renters must register with the Market Manager or agent, who will determine eligibility. No reservations may be made for daily stalls. Daily renters should report to the Market Manager in person between 8:00 a.m.- 8:15 a.m. Daily renters must submit the appropriate paperwork and receive approval to attend Market one week prior to the vendor's first day at Market. No daily vendor may participate if the required paperwork is not in place. The Market Manager must have in her (his) possession:
 - A. Completed and signed winter vendor application
 - B. Proof of insurance (Required Acord 25 form) if applicable
3. Appropriate licensing, when applicable.
4. Daily assignments are on a first come first serve basis. Sign-up is at the Market office. The Market Manager reserves the rights for assignments so as to create a balanced placement of various vendors for the good of the market as a whole. Priority goes to those who are:
 - A. Growing their own food
 - B. Greenhouse products
 - C. Producing their own edible product (e.g. baked goods, honey, etc.)
 - D. Craftsperson/artisans
5. In the interest of preserving product quality and a positive guest experience, it is our goal to provide indoor space to all interested vendors during the winter months. Winter stalls are for

specific stall locations and dates and do not include space at any other time or event during the year.

Craftsperson/Artisan

A craftsperson/artisan is defined as a person creating a product such as candles, apparel, jewelry, photography or other fine arts. All products must be created by the person selling the product or a family member of that person. All vendors of such items must be preapproved by the Market Manager and **have a state of MICHIGAN SALES TAX license on file with the Market.** Sales will not be permitted until Market Staff has a current copy.

Craftspeople/artisans may rent a daily stall at 8:15 am after all qualified perishable products have been assigned a daily stall. If more vendors than stalls are present, a lottery will be performed.

Vendor Rental Rates

\$30.00 per stall – Daily for a bay stall (10 feet by 10 feet)

\$20.00 per stall – Daily for an interior stall (5 feet by 5 feet)**

**Must unload product and move vehicle to designated parking area.

Daily rentals are to be paid prior to set up.

Return seasonal vendors must fill out a Winter Market application and return it by November 11, 2023.

Products Allowed for Sale in Market

Vendors must list on their application all products they will be selling under appropriate categories. Failure to do so will result in not being able to sell that particular product(s) for the entire season.

This market is for the sale of fruits, vegetables, flowers, and related food items. Samples of food products given to the public must be handled as required by Michigan Department of Agriculture and Rural Development (MDARD) and the Health Department of Muskegon County. This is not a flea market. Antique and/ or rummage sale items cannot be sold. Fine art, photography, and craft items may be allowed as room permits, and must be made by the seller. The vendor may sell genuine homemade crafts that have been made in his/her home. Some retail products may be allowed only as a supplement to his/her homemade/grown product and only in a limited amount and must have prior approval from the Market Manager.

Vendor Compliance with Federal, State, and Local Government/Market Manager Inspections

1. Vendors shall not misrepresent or misbrand the quantity, quality, type, or origin of food or products in any way.
2. Vendors must comply with licensing and identification, weights, measures, and handling standards imposed by Federal, State and local governments.

- 2-a This includes labeling standards set by MDARD for Cottage Food.
3. The Market Manager has the right to inspect any products offered for sale at any time. Misrepresentation of items sold may be cause for dismissal from the Market.
4. Seed receipts and proof of land rental may be required.
5. Vendors claiming to grow organic products must post their organic certification **and** provide a copy to the Market Manager.
6. Vendors requiring licensing of any kind must post a copy of the license at their stall.

Required Liability Insurance

Vendors selling processed food items and/or produce; and those selling soaps, lotions, balms, oils or any other products applied to the skin, or hair are required to carry liability insurance. The City of Muskegon will set the coverage limits. Current liability insurance coverage required is \$500,000.00, naming the Muskegon Farmers Market as additionally insured. Daily vendors must present proof of liability insurance before they can operate a selling space. Proof of liability insurance should be on an Acord Form 25, General Liability Certificate (contact your insurance agent).

Winter Market Regulations

1. All vendors must display a sign with their name and address clearly visible to the public. This sign should be appealing to the eye, in keeping with the character of the market, and in good, clean condition. Have your display of goods look inviting to the customer.
2. No materials may be attached to the market stalls without the permission of the Market Manager nor any permanent alterations made to market stalls.
3. Vendors are responsible for providing their own tables. Tables are to be covered/protected from product. Vendor equipment/tables must be removed at end of market day. Storage space is NOT available.
4. The City of Muskegon does not intend to set vendor prices. Please establish a fair retail price.
5. All vendors must clean the area they occupy before they leave. **All selling must stop promptly at 2:00pm in order to allow proper cleanup procedures.** Please bear in mind that the Market is open from 9AM-2PM even if the Market is slow. Clean up may begin at the 1:30PM but vendors are required to stay until 2PM unless they have prior authorization (and of course in the case of and emergency!). If a vendor must leave early, they are required to use the walk doors. The overhead doors are not to be opened until 2PM in order to retain the heat and cause minimal disruption to the Market. Vendor areas are defined as the selling area and parking spaces directly behind their selling area, when provided. Vendors must remove all waste, rubbish, trash and dirt. Trash and residue is to be placed in the dumpster located behind the market building. **Vendors may NOT use garbage cans located inside the market for their waste.**
6. Each vendor's stall must be under the "on-site" supervision of a responsible person 16 years of age or older.
7. In accordance with the Michigan Department of Agriculture Regulation No. 556 for "open air municipal and farmer's markets", the sale of animals/livestock will not be allowed in the market area. No animals/livestock are allowed in the market area. Certified disability dogs are allowed. Market Manager must have certification on file.

8. Products, such as Purple Loosestrife (Lythrum Salicaria) or any other aggressive invading plants that are a threat to our ecological system cannot be sold at market.
9. Parking: Vendors and their employees are allowed to park on market property in designated areas only. The designated area is confined to the parking stalls along Western Avenue between Terrace and Market Street only. **The biggest complaint of customers is the lack of CLOSE and CONVENIENT parking. Leave the nearby parking spaces for our paying customers!**
10. Smoking is not permitted within 25' of entrances, windows or ventilation of the market building or food vendors. Smoking is not allowed in the stall area.
11. No soliciting or distribution of literature is permitted on market property.
12. Vendors shall not engage in disruptive conduct. This includes playing of music, ringing of bells, etc. Any disagreements between vendors are to be handled in a respectful and professional manner away from stalls and customers.
13. No space heaters are permitted in the indoor market.
14. Vendors may not use the Farmers Market Logo unless they have received written permission from the Market Manager.
15. Vendors disagreeing with the Market Manager interpretation of the guidelines may have their grievance heard before the informal Farmers Market Advisory Committee. The complainant will be required to fill out a Grievance Form and submit it with a payment of \$25. If the board finds favor with the complainant, the \$25 will be refunded.
16. Vendors who believe that another vendor is misrepresenting their product may submit a Product Challenge Form. There is a \$100 filing fee (which can be shared by a group of vendors). This fee is returned to the challenger(s) if the claim is verified. Please submit this form directly to the Market Manager on the market day or within one week of the market during which the alleged violation occurred. MFM will not reveal challenger(s) identities to anyone. The fee will be used to cover the expenses of time and travel to investigate the challenge.
17. Failure to comply with any and all of the Guidelines and Regulations may be cause for dismissal from the Market. It is the responsibility of each individual vendor to make their employees aware of Market Guidelines and Regulations.
18. Consequences for infractions are as follows:
 - a. First occasion: Verbal warning.
 - b. Second occasion: Written warning.
 - c. Third occasion: \$500.00 fine. Return to Market not permitted until the fine is paid.
 - d. Fourth occasion: One month suspension effective immediately.
 - e. Fifth occasion: Permanent expulsion from the Market.

Community Service Organizations

1. Charitable, educational or other community service organizations must complete an application 2 weeks prior to applicable days for approval by the Market Manager. If approved by the Market Manager, the organization may pay required fees.
2. These organizations must comply with all market rules and will be considered vendors.

3. City-sponsored groups and events shall be assigned spaces at the discretion of the Market Manager.

At the direction of the Market Manager or his/her agent, vendors must be in compliance with all matters pertaining to the operations of the market. Complaints or appeals concerning the actions of the Market Manager or his/her agent may be made in writing to the City of Muskegon City Clerk's Office 933 Terrace St. Muskegon, MI 49440.

The Winter Market Guidelines are intended to be followed in conjunction with the Muskegon Farmers Market General Vendor Guidelines.

The City of Muskegon reserves the right to revise and/or modify any of the guidelines stated in this document at any time.

Updated 10-07-2023