



# FARMERS MARKET

## Rules and Regulations

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### **|MARKET SPONSOR|**

The YMCA Farmers Market is a program of the YMCA of Greater Grand Rapids.

### **|MARKET VISION AND PURPOSE|**

The YMCA Farmers Market increases access to locally-grown, homemade, and healthy food in Grand Rapids' Westside neighborhoods, while also creating economic opportunity for beginning, small-scale, and minority farmers and food producers. The Market aims to bridge the gap between West Michigan's urban and rural communities, and to create a supportive and vibrant community space.

### **|MARKET MANAGER|**

The Market Manager is a paid employee of the YMCA of Greater Grand Rapids and is responsible for the operation of the market. All farmers and vendors shall comply with requests from the manager, who is responsible for the orderly and efficient conduct of the market and for implementing the rules and regulations. For the 2014 season the Market Manager is:

Sara Vander Zanden  
Healthy Living Agriculture Manager, YMCA of Greater Grand Rapids  
475 Lake Michigan Dr NW Grand Rapids MI 49504  
Office Phone: 616.855.9680  
Cell Phone: 616-430-0511  
Email: svanderzanden@grymca.org

### **|LOCATION|**

475 Lake Michigan Dr. NW, in the grassy area east of the David D. Hunting YMCA main entrance

### **|DATES AND HOURS OF OPERATION|**

The Market will be held every Thursday from 3:00pm to 7:00pm, beginning June 5, 2014 and ending September 25, 2014. Setup begins at 2:00pm and vendors agree to be prepared to sell by 3:00pm. The market premises shall be vacated by 8:00pm. Market is held rain or shine, but the YMCA of Greater Grand Rapids reserves the right to cancel the market due to unsafe or potentially unsafe weather conditions.

### **|VENDOR FEES|**

Each vendor shall pay \$10 per Thursday stall. Alternatively, a seasonal rate of \$125 may be paid at the beginning of the season (\$45 savings). Fees may be waived for youth, school, or nonprofit groups.

Tents can be rented for \$5 per day or for \$60 per season. Tables can be rented for \$2 per day or \$20 per season.

Stall fees, in addition to tent and table rental charges, will be deducted from the vendor's food assistance and credit/debit sales bi-weekly reimbursement. No cash will be accepted for vendor fees. If a vendor would like to pay on a seasonal basis, pre-payment is permitted by a check made out to the YMCA of Greater Grand Rapids. A \$25 fee will be charged for returned checks.



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### **[VENDOR ELIGIBILITY]**

Participation in the market is open to farmers, growers, and food producers from the West Michigan area. Both seasonal and daily vendors are welcome at the market. No craft vendors are permitted. Nonprofits serving the target population of the market are permitted and booth space will be set aside for them.

Vendors are expected to accept all forms of food assistance for which their products are eligible. More information on food assistance programs can be found in the *Food Assistance Programs Agreement*.

### **[ITEMS PERMITTED FOR SALE]**

The YMCA Farmers Market encourages the sale of fresh, wholesome, high-quality farm produce and value-added products, subject to the approval of the Market Manager. The range of products to be sold must be listed on the application form required of all vendors. Additional products not listed on the application form must be approved by the Market Manager. Only produce grown in Michigan is permitted for sale at the market, and all produce items not grown on the vendor's own farm must be labeled with the name and location of the farm of origin. Value-added products made primarily from locally-grown produce are permitted, but vendors must comply with all applicable laws and regulations. Cottage foods are permitted. Vendors agree to sell only lawful products.

### **[APPLICATION PROCESS]**

Interested vendors must complete an application to be submitted to the Market Manager along with all required documentation listed in the application. Submission of an application does not guarantee placement in the market. Applications will be reviewed by the Market Manager who will notify the vendor whether the application has been accepted within two weeks of the date the application is received. Priority will be given to small-scale, regional farmers and producers who bring fresh fruits and vegetables to the market. The YMCA Farmers Market reserves the right to reject any applicant.

### **[STALL ASSIGNMENT AND SPECIFICATIONS]**

Each stall is approximately 10' wide by 16' deep. There are a limited number of tables and standard 10'x10' tents available to rent from the YMCA. The rental cost for tents is \$60 for the season or \$5.00 weekly. Tables can be rented for \$20 per season or \$2.00 per market day. The Market Manager will determine market layout on a weekly basis, but will make an effort to keep seasonal vendors in the same location each week. Please see the Market Manager when you arrive at the market for your space assignment. Limited electricity is available at the market. Speak with the Market Manager if you require electrical access.

### **[MARKET PROGRAMS]**

Nutrition education is an important part of the YMCA Farmers Market. As such, each week there will be activities geared towards both children and adults, including food and nutrition demonstrations, fun and educational games, and distribution of healthy recipes featuring seasonal produce. Vendors are welcome but not required to contribute produce towards these demonstrations.



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### **[FOOD ASSISTANCE PROGRAMS]**

One of the primary aims of the YMCA Farmers Market is to increase access to local, homemade, and healthy food for lower-income communities. Thus, all vendors are expected to participate in any food assistance program that applies to their merchandise. The Market Manager will provide vendors with all necessary processing equipment and training.

SNAP Food Assistance Program is provided to individuals in the form of a Bridge Card. Individuals can choose to spend their SNAP dollars on any food item that is sold at the market.

WIC Project FRESH, Summer EBT for Children, and Market FRESH benefits are provided to eligible individuals in either the form of paper coupons or a WIC Bridge card to spend on any Michigan-grown fresh fruits or vegetables.

Customers using their SNAP Bridge Cards to shop for food at the Farmers Market will receive an equal amount of Double Up Food Bucks dollars, up to \$20 per market day. Double Up Food Bucks can be used to purchase Michigan-grown fruits and vegetables.

### **[LICENSING AND REGULATIONS]**

All applicants must comply with current city, county, state and federal laws governing their business activities and must provide the Market Manager current copies of any licenses, permits, inspections and certificates required for the sale of their products along with their application. The YMCA of Greater Grand Rapids is not liable for vendors' non-compliance with city, county, state and federal regulations.

### **[INSURANCE]**

Vendors who hold general liability insurance are required to show proof of insurance (premises and product) in an amount not less than \$500,000 and name the YMCA of Greater Grand Rapids as an additional insured. Proof of insurance shall be provided with the vendor application form and should be on an Acord 25 form General Liability Certificate and name the YMCA of Greater Grand Rapids as additional insured. Your insurance agent should be able to provide you with this form.

### **[HOLD HARMLESS AND INDEMNIFICATION]**

The Vendor hereby releases, waives and discharges and covenants not to sue the YMCA, its directors, officers, employees, and agents (hereinafter referred to as the "Releasees") for any damages to property whatsoever or for any injuries or death of any nature to Vendor or Vendor's employees, principals or agents, or claims and liabilities of any nature or kind whatsoever of Vendor or Vendor's employees, principals or agents, arising out of or in any way related to this Agreement, Vendor's presence at the YMCA Farmers Market, or Vendor's activities at the YMCA Farmers Market. The Vendor hereby agrees to indemnify, defend and hold harmless the Releasees from any and all claims whatsoever of any nature or kind against the Releasees, or from any loss, liability, damage, fee or cost of any type or nature incurred by the YMCA, arising out of or related in any way to this Agreement, Vendor's presence at the YMCA Farmers Market, Vendor's activities at the YMCA Farmers Market, or Vendor's products sold or consumed at the YMCA Farmers Market. The Vendor hereby assumes full responsibility for and risk of bodily injury, death or property damage that may be incurred arising from the Vendor's use of or operations at the YMCA Farmers Market.



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The YMCA of Greater Grand Rapids shall not be liable or responsible for transactions made between buyers and sellers at the YMCA Farmers Market, nor shall the YMCA be responsible for theft, accidents, or lost or stolen articles.

### **|RULES FOR MARKET OPERATION|**

**Attendance:** Vendors are expected to be at all markets indicated on their application form, unless prior arrangements have been made with the Market Manager. Vendors will still owe stall fees for absences. Please contact the Market Manager at 616-430-0511 if you are running late.

**Cleanliness:** Vendors are responsible for keeping their area clean, attractive, and in good sanitary condition. Vendors must clean up their areas before departing and are responsible for removing their own trash. All stalls will be left in the same condition as when arrived.

**Courtesy and Non-Discrimination:** Vendors are expected to treat customers, other vendors, and the Market Manager and market staff in a courteous manner. Discrimination will not be tolerated.

**Distribution of Information:** No dissemination of flyers or leaflets, posting of posters or signage, etc., is permitted without the permission of the Market Manager.

**Illegal Activities:** Vendors shall not participate in any illegal activities or possess alcoholic beverages or any controlled substance while on market premises.

**Inspection:** The Market Manager has the right to inspect any products offered for sale at any time. The Market Manager has the right to conduct on-site inspections of farms and/or kitchens.

**Parking:** Vendors will be directed to parking areas for their trucks, cars, trailers, equipment, etc.

**Pets:** No pets or other animals shall be allowed in the Market except to assist individuals with disabilities. The sale of live animals is not permitted at the market.

**Pricing:** Vendors shall establish retail, not wholesale prices. Forestalling, price-fixing, and underselling are prohibited. Prices shall be clearly posted.

**Right to Revise Rules:** These Rules and Regulations are subject to change by the YMCA of Greater Grand Rapids.

**Signage:** Vendors are required to have a prominently sign stating their name and location. Product names and prices must be clearly displayed. Produce items not grown on the vendor's own farm must be labeled with the name and location of the farm of origin.

**Smoking:** Smoking is prohibited. The market is a non-smoking environment.

**Vendor Representative:** All vendor spaces must be under the on-site supervision of a responsible person 16 years of age or older. The representative of the vendor must be directly involved with or knowledgeable about the production of the produce or products being sold at the market.

### **|ENFORCEMENT OF RULES|**

Any violations of the Rules and Regulations shall be reported to the Market Manager. The Market Manager will review violations of the Rules and Regulations and determine the consequences of such violations, including both verbal and written warnings and possible expulsion from the market with or without refund of any pre-paid vendor fees.