



Farmers Market Regulations 2011

Buy Fresh Buy Local – Siouxland

1. **Location:** The location for the Siouxland Farmers Market will be the suite parking lot for the Tyson Event Center located north of TriView Avenue at the corner of Tri View Avenue and Pearl Street.
2. **Permit/Fee/Licenses:**
 - a) Buy Fresh Buy Local – Siouxland, Inc. (BFBL) will hold a blanket City of Sioux City Transient Merchant's License that will cover all vendors selling at Sioux City Farmers Market. Individual vendors are not required to purchase the City's Transient Merchant's License unless they will be vending elsewhere in the City.
 - b) Vendors will be responsible for obtaining a State of Iowa Sales Tax Permit, if applicable, and filing proper reports and paying all sales tax due on taxable sales.
 - c) Vendors shall be responsible to obtain all licenses for hazardous food products. Vendors who do not obtain the necessary and proper permits and licenses for selling hazardous food products will not be able to sell those products at the Market. Violation shall result in Loss of Privilege as defined elsewhere in these rules.
 - d) All vendors of food products, whether they be food for preparation and consumption later (such as a produce vendor or winery), or food for consumption on site (such as burgers and brats for lunch) shall maintain at their expense Comprehensive General Liability Insurance with policy limits not less than a Combined Single Limit for Bodily Injury, Property Damage, and Personal Injury Liability of \$100,000 per occurrence and \$300,000 aggregate.
3. **Days/Hours:** The Market will be open between the hours of 8:00 a.m. to 1:00 p.m., local time each Wednesday and Saturday from May 4, 2010 through October 29, 2010. Vendors may set up no earlier than 7:00 a.m. each day and all vendors must leave the market area by 2:00 p.m. on Market days. Vendors may not set up and/or sell products at the Sioux City Farmers Market site at any other time.

These hours may be changed upon three-day's notice from the Convention Center/Tyson Event Center that the area will be used for a City-sponsored function. The notice will be posted at the facility and notice given to BFBL. BFBL shall notify each vendor by email or regular mail of the conflicting date. Any vendor attempting to use the facility during the period reserved by the City will be asked to leave.

4. **Association Dues:** All vendors wishing to secure a sales space at the market shall join the Farmers Market Association and shall pay dues based on size of space. All monies collected will be used for the operation and marketing of the Market.

A vendor is described as any person, business, or group who is selling a product, service, or item and/or taking money in any way, shape or form from patrons of the Market. All vendors shall pay the association dues and all vendors shall be registered with BFBL.

- Without exception, no vendor shall rent a space smaller than 10 linear feet.
- All spaces are 10 feet wide with a 2-foot wide separation. Maximum depth of any vendor booth is 20 feet and shall generally be delineated as the depth of the parking spaces in the lot.
- For vendors who wish to rent multiple spaces, staff shall assign the appropriate number of spaces based on the total length requested by the vendor. Multiple space length is based on the first 10 feet plus multiples of 12 feet. The length of spaces rented shall be determined by the length of the vendor's display rounded to the next largest space divider. For example, if a vendor has a 40 foot long display, the vendor shall be charged for the 46 foot length space.
- All dues and fees are payable to **Buy Fresh Buy Local – Siouxland, Inc.** no less than two weeks prior to the vendor's first date at the market. If a vendor joins the market after Labor

Day, the vendor will be charged ½ of the applicable dues rate based on the size of the vendor's stand/unit.

- Market fees are due paid in full regardless for the number of days a vendor intends on vending at the market.
- The vendor may not "pass along" his/her space to other vendors on the days that the registered vendor is not in attendance.
- Vendors using electrical service without paying shall be in violation of market rules.
- Buy Fresh Buy Local-Siouxland reserves the right to do spot checks of vendor facilities to verify that producer is in compliance with market rules.

Membership Schedule:

One 10 foot space - \$350 per year	46 linear feet - \$875 per year
22 linear feet - \$525 per year	58 linear feet - \$1,050 per year
34 linear feet - \$700 per year	70 linear feet - \$1,225 per year
(Each additional vendor space - \$175 additional)	

Electrical Service (110 volt, 20 amps maximum): Additional \$50 per year.

Non-Produce Vendor Daily Rate: A daily vendor rate of \$30 per day per 10-foot space is available for non-produce vendors only including arts, crafts, food for consumption on-site and food-related commercial products. Examples of food for consumption on site include food or drink to be eaten immediately such as donuts, coffee, soda, hot dogs, tacos, etc. If a vendor requires more than 10 feet of space, a charge of \$30 per space multiple shall be applied. For example, if a vendor requests 22 linear feet, the total charge shall be for the original 10-foot space plus one additional 12-foot space for a total of 22 feet. The total charge shall be \$60 per day.

Eligibility for a daily rate requires notice and payment of the vendor fee no less than one week prior to the date requested. The Market Manager shall review applications and has the sole authority to approve or deny the application. If approved, the Market Manager shall assign a space or spaces to the vendor.

5. **Space:** Each vendor must complete a vendor registration form and pay yearly dues before the Market Manager will assign a vendor space. Each vendor's space will be assigned by a combination of factors including, but not limited to, the need for electricity, vendor size, best mix of products, access and arrival time. All vendors utilizing electricity shall be located on the north side of the market vendor area.
6. **Sales Area:** Sales outside the designated area are prohibited. Each vendor shall have a sign with their name and produce labeled as certified organic, organic, chemical free, etc. prominently displayed within the space assigned. Sign shall be considered a banner or rigid sign and a minimum of 24 inches by 36 inches. All vendor signs must be placed within the vendor's space. Unless the vendor's vehicle is an integral part of the vendor's display, vendor vehicles shall be parked in the parking lot south of Tri-View Avenue
7. **Clean-up:** Each vendor must clean up daily his immediate area and collect all trash or other debris blown from his area to the surrounding public or private property.
8. **Merchandise:** The only products that can be sold at the Sioux City Farmers Market are:
 - a) Honey packaged by the vendor.
 - b) Meat produced by the vendor and packed at State or Federally approved facilities and with all necessary permits obtained by the Siouxland District Health.
 - c) Eggs produced by the vendor and sold according to State or Federal regulations.
 - d) Fresh fruits and vegetables grown by the vendor.
 - e) Flowers, trees and other similar types of vegetation grown by the vendor.
 - f) Baked goods that are not potentially hazardous made by the vendor unless the vendor has purchased a license to sell potentially hazardous food at a farmers market from Siouxland District Health.
 - g) Crafts made by the vendor.
 - h) Art work crafted by the vendor.

- i) Vendors of food for consumption on the market site. Examples include donuts, coffee, hot dogs, tacos, funnel cakes, etc. All vendors of food for consumption are subject to permit, regulation, and inspection by the Siouxland District Health.
- j) Non-potentially hazardous food products: must be shelf-stable, sold for consumption off premise and does not require refrigeration. (Examples: jams, jellies, dried noodles or pasta)
- k) Wine made by the vendor.
- l) Food-related commercial products. Applications by vendors selling food related products such as food preparation utensils and equipment; specialized cookbooks; or spices, oils, and herbs that are not grown, produced or packaged by the vendor will be considered under this category. Each application will be considered on a case-by-case basis depending on the type and quality of the products sold and their relevance to the goals of the market. The Market Manager reserves the right to limit the number of vendors in this category. Food-related commercial products are limited to one 10-foot space per business and shall pay a premium price of \$500 per season membership. Vendors of commercial products under this category will be required to provide no less than four (4) product demonstrations daily depicting how their product is used. These demonstrations shall be spaced adequately apart (eg. hourly) and must feature how the product can be utilized to prepare food available at the Market. A majority of products used in demonstration shall be purchased from other market vendors.
- m) Any other merchandise approved by Market Staff that is made, grown or crafted by the vendor.
- n) Locally Produced Products Not Sold By The Producer (Non-Producer Vendor). Local producers of products listed in paragraphs a. through k. above may partner with another existing Market vendor to market their products. Such producers shall purchase only one space and shall obtain all licenses, pay all fees, and install signage as a separate vendor, as if the producer would be staffing the booth him/herself. The partner vendor shall enter into a written agreement, a copy of which shall be provided to the Market Manager, which will detail the business arrangement between the vendor and the producer including the monetary consideration for the vendor's duties to sell such products. Producers who are partnering with another vendor shall pay dues for that single space at a rate of \$500 per year. Only products not currently available at the Market from a Producer/Vendor or within the product/category limits approved by the market shall be allowed to be sold by a partner vendor. The Market Manager will assign space to a Non-Producer Vendor as space is available.

Merchandise sold at the Farmers Market must meet all local, state and federal health guidelines. Products purchased from other vendors or businesses may not be sold at the market. If you are selling product by weight, you must have an NTEP or Class 3 Certified Scale.

The Market Manager retains the right to limit the number of vendors and products in any category and to limit the number of vendors eligible for the market as a whole.

9. ***Competitive Locations/Dumping:*** Vendors may not set up and sell their products in Sioux City locations other than the Sioux City Farmers Market that are in competition with the Farmers Market during Farmers Market hours on Market Days. No "dumping" (ie. deep discounting) of produce will be allowed by any vendor.
10. ***Non-Vendor Exhibitors:*** From time to time, non-vendor exhibitors may be allowed to display at the market. Non-Vendor Exhibitors shall only exhibit, promote or display free or non-commercial food or nutrition related information. Examples of Non-Vendor Exhibitors are the WIC Program Staff, Department of Health, College and Universities, Food and Nutrition Programs, etc. Non-Vendor Exhibitors may not sell or exchange money for any service, product or information provided at the Market. Non-Vendor Exhibitors shall apply to Market Staff for permission to display at The Market no less than 1 week prior to the date that the exhibitor would like to set up. Any Non-Vendor Exhibitor who fails to obtain permission from the Market Coordinator prior to setting up at The Market shall be asked to leave immediately. Any Non-Vendor Exhibitor who refuses to leave shall be considered trespassing and charges may be filed.

Sponsors, whether food related or not, may set up a booth (tent & table required) to provide information about their company, but may not sell products.

11. **Quality of Product:** All fruits, vegetables, berries, and flowers should be fresh and of good quality. If products are not deemed of good enough quality to sell at the Market as determined by the Market Manager, the Market Manager may restrict the sale of such products for that day.
12. **WIC/SFMNP/CVV Vendors:** All vendors who are participating in the WIC and SFMNP programs shall comply with all regulations pertaining to those programs. Participating in the Sioux City Farmers Market does not exempt the vendor for all responsibilities relating to that program.
13. **No Smoking:** The Sioux City Farmers Market is a smoke-free location. Because the Market is located on the grounds of a public building, Iowa law prohibits smoking. Vendors or patrons must step to the public sidewalk south of the market area to smoke. Vendors must leave their booth and the Market site to smoke. This will be strictly enforced!
14. **Loss of Privilege:** Any vendor who refuses to comply with these rules and regulations will lose the privilege of selling at the Sioux City Farmers Market, will forfeit the vendors fee paid and will be asked to leave. Failure to leave promptly will be considered trespassing and charges may be filed.
15. **Vendor Reporting:** All vendors agree to report total annual sales figures to the Market Manager within 30 days of the close of the Market year. These figures shall be provided with total security for the vendors in mind. Sales figures are requested to provide benchmarks and progress measures for the Market as a whole. Sales figures will not be maintained on an individual vendor basis, only for the Market as a whole. Vendors who do not report their sales amounts for the year will not be allowed to return to the following year's Market.
16. **Sponsor/Manager:** Buy Fresh Buy Local – Siouxland, Inc. is the sponsor/manager of the Sioux City Farmers Market and has the authority to enforce the rules and regulations. The contact information for Buy Fresh Buy Local – Siouxland, Inc is:

Address: 505 Fifth Street, Suite 200, Sioux City, Iowa 51101

Email: siouxcityfarmersmarket@gmail.com

Web Site: www.farmersmarketsiouxcity.com

17. **Important Contact Information:**

Market Manager: Dee Polak - Cell Phone: 712/253-9503 Email: dpolak@longlines.com

Secretary/Treasurer: Roger Caudron - Cell Phone: 712/253-0198 Email: ricaudron@gmail.com

18. **Checks Payable:** All checks shall be payable to Buy Fresh Buy Local – Siouxland, Inc.

I have read these Sioux City Farmers Market regulations and will comply with them.

Name of Applicant (Please Print Clearly)

Date

Signature

Please sign above and return with payment to Buy Fresh Buy Local – Siouxland, Inc., 505 Fifth Street, Suite 200, Sioux City, Iowa 51101, by April 1, 2011 or if an occasional vendor at least 2 weeks prior to your first day at the market.

Effective Date: February 9, 2011