

2017 Rules & Regulations



City of Isanti
110 1st Avenue NW
PO Box 428
Isanti, MN 55040

Market Manager – Katie Everett

Office: 763-444-5512 Cell: 763-772-5856 Email: isantiparks@cityofisanti.us

1. Name: Isanti Family Farmer's Market (The "IFFM")

- A. Shall be open to producers and vendors that live within a 50 mile radius of Isanti, MN or as approved by the Market Manager.
- B. A Farmers' Market consists of two or more producers, selling produce or food that they raised or created directly to individual customers at a defined location on a periodic basis.
- C. Definitions:
 - i. A **vendor** is the retail seller at a stall, booth or tent. Both farmers and non-farmers selling at a farmers' market are vendors.
 - ii. A **producer** refers to the farmer, grower, baker, maker of homemade foods, arranger of flowers, etc. selling at a farmers' market.
 - iii. A **member** is a vendor who is an official market participant (member of the market's association of vendors).

2. Mission Statement

The Isanti Family Farmers' Market serves as a community gathering place for consumers to purchase locally grown and handmade products that promote healthy lifestyles while sustaining local agriculture; to stimulate public interest and knowledge; to increase local consumption of local products; and to educate the next generation about food production. It is a market in which farmers, growers and producers sell their own products direct to the consumer, thereby creating a direct relationship. This market will emphasize quality, freshness, wholesomeness and creative marketing.

3. Supporting Structure

- A. Funding is provided by the Isanti Parks, Recreation and Culture Department.

4. Governance

- A. IFFM is governed by the City of Isanti Parks, Recreation and Culture Board and/or Market Manager.
- B. The City of Isanti Parks, Recreation and Culture Board and/or Market Manager monitors the effectiveness, quality, efficiency, and financial stability of the farmer's market as a means of ensuring accountability to vendors, the community, and the vendor association.
- C. The City of Isanti Parks, Recreation and Culture Board and/or Market Manager enforces the rules and regulations of the farmers' market.
- D. The IFFM will not discriminate against any person based on race, color, creed, national origin, sex, age, disability or sexual orientation.

5. Purpose

- A. This Vendor Rules & Regulation handout is intended to describe the organization and administration of the Isanti Family Farmer's Market. It details rules and regulations to be followed by the Market Manager, vendors and management of the IFFM. The City of Isanti Parks, Recreation and Culture Board and/or Market Manager shall deal with any issue not covered in this handbook.

6. Use

- A. The use of the IFFM is restricted to the sale of local products from within a 50 mile radius of Isanti, MN. Special exceptions may be allowed from time to time, upon the approval of the IFFM Market Manager in response to local supply and productivity.

7. Market Location & Season

- A. Located at 400 West Dual Blvd - the open space to the north of the Municipal Liquor Store on Heritage Blvd in Isanti, MN
- B. Dates: Every Friday, beginning May 26, 2017 through September 29, 2017
- C. Time: 2:00 – 6:00 pm
- D. Mailing Address: 110 1st Avenue NW, PO Box 428, Isanti, MN 55040
- E. Attn: Katie Everett OR Market Manager
- F. Phone inquiries can be made: 763.444.5512 (Office) or 763-772-5856 (Katie's Cell)
- G. Email: isantiparks@cityofisanti.us
- H. Website: www.isantifamilyfarmersmarket.org

8. Membership

- A. **Eligibility:** All Producers and Vendors are welcome upon receipt of approved application. The Market Manager has the right to refuse admittance if a Producer or Vendor does not follow market rules:
9. Grower, Producer, Crafter, Local Business or Artisan residing within 50 mile radius of Isanti, MN or has permission from Market Manager.
10. Member has paid applicable fees and completed application.
11. No one will be accepted into the market without a completed application and all necessary state permits, licenses, and payment of annual dues, plus stall fee.
12. Vendors are required to be present during the first four (4) consecutive Fridays of the market season.
13. New and continuing applications will include copies of all appropriate licenses.
14. Membership fees will not be refunded if expelled from the IFFM.
15. Vendors are responsible for acquiring the appropriate licenses, when applicable, and tax forms.
- B. **Member Expectations:** The supporting members, as a whole, should feel free to comment to the City of Isanti Park, Recreation and Culture Board and/or IFFM Market Manager with respect to:
16. The overall management, operation and administration of the market.
17. The improvement of the market, site, vendor layout, and other physical improvements.
18. The regulation of the market, including the hours of operation, designation of stall space, charging of market fees, sanitation, posting of signs and other matters of interest to the public or vendors.
19. The advocacy and support of the market and development of continuing advertising and promotional programs for the market.

9. Fee Structure

- A. All applications will need to be reviewed prior to acceptance to the IFFM. Notification given for acceptance can be done the day of market if all information is provided.
- B. Payment of fees required with application submission.
- C. Fees will be refunded if not accepted by Park, Recreation and Culture Board or Market Manager of IFFM.
- D. Annual Membership Fee: \$10, Annual Booth Fee \$100, Half Season Booth Fee \$60, Daily Booth Fee \$10.
- E. Vendor fees are NON-REFUNDABLE after May 27.

10. Vendor Agreement

- A. **Application Process:** All applicants for membership must complete a signed Vendor Application. The purpose of the application. The Vendor Agreement also lists all the products (by category and sub-category) that are approved for sale at the market.
- B. **Applicant:** The Applicant Vendor is the grower, producer, crafter, local business or artisan resident admitted to the membership. Vendors should list ALL other family members or production employees who are to participate in the booth/stall during the current season.

- C. **Review & Jurying:** All products to be offered for sale must be approved by the Market Manager. The IFFM Market Manager reserves the right to refuse acceptance of any applicant vendor or vendor product that is not in keeping with the rules, regulations or standards of IFFM.
- D. **Authority:** The IFFM Market Manager reserves the right to cancel any Vendor Application. Failure to comply with the aforementioned documents is grounds for termination of vendor membership and termination of the Vendor Application.
- E. **Warnings:** The Market Manager will issue warnings to vendors not in compliance with these responsibilities. After a total of 3 such warnings have been recorded, the vendor will be asked to explain to the IFFM Market Manager and/or City of Isanti Parks, Recreation and Culture Board why the Vendor Application should not be terminated.

11. Product Categories

- A. Vendors who wish to participate in the IFFM must submit a Vendor Application packet including a product list by category to the best of their ability. It is the vendor's responsibility to ensure that all products in each category comply with current MDA and USDA regulations and are properly identified and labeled. This market is being established as an outlet for local agriculture, produce and craft products to help promote sustainable farming, rural enterprise and local commerce.

12. Booth/Stall Allocation & Requirements

- A. Space is allocated by the market manager to paid-up, full-season vendors first. The priority for remaining space is given by preference to paid-up, half-season vendors secondly and then to new members thereafter.
- B. Vendor space is limited to 10x10 stalls. (some stall may be larger)
- C. Disputes over stall spaces will be settled by the Market Manager. All such decisions are subject to appeal to the City of Isanti Park, Recreation and Culture Board.
- D. Customer parking will be clearly designated by conspicuous signs and arranged to ensure safety and market visibility.
- E. Market vendors are encouraged to display their name or farm name at the front of the booth that identifies their farm or business.
- F. Vendors are responsible for providing all display materials for their respective booth/stall, including but not limited to tables, racks, awnings, chairs, etc.
- G. Vendors are responsible for setting up and tearing down all display materials.
- H. The market manager may require that unsafe or unsightly materials be removed from the booth/stall area.
- I. The IFFM accepts no responsibility for damage or loss to display materials.
- J. All tent-type stalls/booths are required to be weighted down appropriately in case of wind or storms.
- K. Vendors are encouraged to keep their booth stall open for the entire market day hours and should not begin teardown before the designated market closing time unless approved by Market Manager.

13. Vendor Expectations

- A. At least one vendor (under definitions above) as listed on the Vendor Application must be present to sell at a market day unless approved otherwise by Market Manager.
- B. No vehicles will be allowed inside defined Farmers Market Area during open hours of operation of 2:00 to 6:00 PM. Vendors and vehicles will be allowed in the Market Area before and after the market is open for set-up and tear down of vendors.
- C. Vendors (under definitions above) may employ or provide a salesperson that is hired solely for market sales in a booth/stall. All salespersons in a booth/stall must be accompanied by a vendor who is listed on the Vendor Application or approved by Market Manager.
- D. Vendors shall be open and ready for business at start of market and no later. Vendors arriving late will be assigned a stall by the market manager from the available vacant space, if any remains. The market manager may reassign any stall not occupied 10 min prior to opening of market. A vendor shall make every effort to notify the market manager as soon as possible if they are not going to be in attendance that week.
- E. Vendors are responsible for their own booths/stalls and will leave their site clean and in a condition suitable to the City and the property owners.
- F. Hawking and false advertising is forbidden.
- I. Sales must be conducted in an orderly and businesslike way. Each vendor is responsible for handling and safely keeping their cash box or other monetary container.
- J. Vendors will not start selling products before the designated time of the market start. No presales or pre-

- bagging are allowed, as this is unfair practice for those customers that cannot come prior to Market start.
- K. Vendors should load and unload in such a way as to avoid obstructing the flow of traffic and the work of other vendors.
- L. All items offered for sale must have pricing displayed clearly for each item or group of items. Pricing should be clear and legible.
- M. Vendors are encouraged NOT to practice “distress pricing” for the express purpose of undercutting other vendors with same or similar products. When the market manager perceives “distress pricing” is occurring, the IFFM Board reserves the right to impose pricing ranges or to cancel any Vendor Application.
- N. Each vendor is responsible for his/her sales tax collection, where applicable.
- O. The City of Isanti, City of Isanti Park, Recreation and Culture Board and the IFFM Market Manager are not liable for any injury, illness, theft, loss, or damage of any kind to either the buyer or seller, or their property, arising out of or pertaining to preparation for, participation in, or use or consumption of products bought, sold, or provided at the IFFM. By participating in the IFFM, seller further agrees to indemnify and hold the City of Isanti, City of Isanti Parks, Recreation and Culture Board and the Market Manager harmless for and against any claims for such injury, illness, theft, loss or damage. Insurance coverage is the responsibility of the individual vendor. The IFFM bears no responsibility for any vendor’s property at the market.
- P. All vendors are strongly encouraged to carry their own general liability and product liability insurance, as the City of Isanti, City of Isanti Parks, Recreation and Culture Board and Market Manager does not provide coverage.
- Q. IFFM Rules are subject to change. Changes to IFFM rules will be communicated to vendors in writing.

14. Market Miscellaneous

- A. Walkways between vendor spaces must be kept open.
- B. Selling is allowed only in designated areas.
- C. No part of the market may be used for overnight storage.
- D. No alcoholic beverages or unauthorized weapons are allowed in the market or on the market grounds.
- E. Vendors do reserve the right to ask customers to not smoke around their booth/stall.
- H. At the end of the market day, all refuse must be placed in the bins provided. Garbage and recycling bins will be provided by the market manager and removed at the end of each market day. For produce and food vendors, it is especially critical to clean up scraps of any such refuse material from the ground due to the risk of encouraging vermin.
- I. No smoking in vendor booth areas. Smoking areas off-site include the public parking areas. Please ask for other nearby locations.
- J. The only animals allowed in the farmer’s market area of operation are police dogs or service animals, such as patrol or disability service dogs – per MN Department of Health.

15. Food Safety and Sales

- A. All processed foods offered for sale must be protected from contamination.
- B. Containers, wrappings and gloves must be single-use only where applicable.
- C. Review MDA, FDA, DHS and USDA requirements frequently if any questions remain.
- D. The Minnesota Department of Health (MDH) contacts for Isanti County are Crystal Elva (651-201-3981, crystal.elva@state.mn.us) and James Noyola (651-201-4929, james.noyola@state.mn.us).

16. Community Booths / Local Business of Week Booth

- A. A community booths/stall is available to charity and non-profit organizations at no cost for promotional or educational purposes. Any group interested in using that stall shall contact the Market Manager at least one (1) week prior to the assigned day.
- B. A Local Business of the Week Booth will be provided at no cost to a local business. Interested businesses should contact the Market Manager for scheduling. This booth will give a local business an opportunity to educate the public as to what products and services this business provides.
- C. All IFFM rules and regulations apply to the vendor and persons residing in that stall.