



LUDINGTON FARMERS MARKET INFORMATION SHEET & VENDOR GUIDELINES

Location:

- North James Street Plaza Area, City of Ludington

Days and Dates of Operation:

- Fridays.
- May 6 – October 7 2011. (weather permitting and vendor interest we will extend)

Hours of Operation:

- Market Hours: 3:00 p.m. – 8:00 p.m. (rain or shine, daylight permitting Sept. & Oct. Hours 3:00pm -7:00pm).
- Vendor Set-up: 1:00 p.m. – 2:30 p.m.
- Seasonal vendors must occupy their space by 2:30 p.m. Vacant spaces can be assigned by the Market Master. If you know that you are going to be late notify the Market Master ASAP. A space will be reserved for you.
- Vendors are not to begin packing up until the Market ends at 8:00 p.m. unless they are out of product, at which point the Market Master must be notified.
- All booths must be completely removed after the close of sales at 8 p.m. each Friday.

Fees:

- Seasonal rental May 6 – October 7 (Seasonal vendors must be in place by 2:30 PM to keep their space)
 - 1 space - \$100.00 early registration. After May 11th \$125.00**
- Daily rate May 6 – October 7.
 - 1 space \$15.00.
- Space size will be approximately 10 feet wide and 10 feet deep. Multiple spaces are available but require a second space fee.
- Season Specific Produce Rate: Reservation must be for 4 consecutive weeks-produce only, cannot be used in conjunction with daily or other seasonal rates. 4 weeks must be specified at reservation time and can only be adjusted one week on either end to accommodate growing season. *Product examples: Cherries, blueberries, asparagus, etc*

Goals and Priorities

Our primary goals for the Ludington Farmers Market are:

- _ to support local food producers and the local food system
- _ to provide an outlet for direct sales to consumers at non-traditional times
- _ to educate consumers about the variety of local foods that are produced and sold during the fall, winter and early spring
- _ to support the local economy by encouraging local sourcing and local production

A. Food vendors

Accordingly, we prioritize food vendors in the following order; if we have so many vendors that we cannot accommodate everyone, we will accept vendors according to these priorities:

- a. Fresh food vendors (produce, meat and poultry, eggs, and other products raised in our bioregion)

- b. Value-added producers (baked goods, prepared products, cheese, sweets, etc.) whose products are *both* produced locally and sourced locally
- c. Value-added producers whose products are *either* produced locally or sourced locally
- d. Value-added producers whose products are *neither* produced locally nor sourced locally

B. Craft vendors

In order to meet the needs of our customers, we will also have a selection of high-quality handcraft vendors. *Our goal is to have about 75% food and 25% craft vendors at each market*, depending on vendor interest.

Craft vendors whose products are based in the agricultural economy will be given preference (e.g. fiber arts, personal care products made from herbs and botanicals, leather work, etc.).

We do reserve the right to limit craft vendors with same or similar type items to allow for a wider variety of products.

C. Non-profit organizations

We will provide one space per market, free of charge, to non-profit organizations. Priority will be given to organizations working in the areas of sustainability, agricultural and natural resource conservation, and community and economic development, including the arts. Products sold by non-profits will be evaluated on a case by case basis. A copy of the non-profit certification is required at the time of application.

Space Assignments:

- Market Master shall make assignment of spaces.
- Seasonal vendors will have the same space throughout the season.
- Seasonal renter may not move or sublet their spaces without the Market Masters approval.
- Seasonal vendors will be assigned to spaces first, then Daily vendors.
- Vacant spaces will be assigned on a first come first serve basis.
- In the event that one or more spaces become available and a seasonal vendor would like to move to that available space, vendors with seniority will have first option. If there are two or more vendors with the same seniority, a drawing would then be held.

Product Display:

- Vendors will be responsible to furnish overhead coverings. (tents, awnings, umbrellas, etc.)
- There is absolutely NO staking allowed. Vendors should use weights such as cement blocks, sand- filled or water-filled bottles, etc.
- Vendors must display a sign with name and city clearly visible to the public. Sign size should be a minimum size of 8.5 X 11
- Each vendor stall must be under the “on site” supervision of a responsible person 18 years of age or older.
- All vendor specific signs and other related structures such as tents shall be removed from the premises at the completion of each market day. All signs and structures must be weighted down for weather.
- Vendors shall display products only within their assigned area.
- Vendors shall at all times conduct themselves in a pleasant and courteous manner with customers and other vendors.

Product:

- Items sold at the Ludington Farmers' Market are limited to fruit, produce, prepared baked goods, cheese, eggs, jams, syrups, and jellies (with compliance to all applicable

prepared food laws and copies of proper permits on file with the City of Ludington DDA prior to sale), flowers, and plants.

- Farmers may display items for sale by fellow Farmers. Produce grown by someone other than the seller must be signed appropriately identifying the farm/grower of origin. Failure to give credit to the producer may result in expulsion from the Farmers Market.
- All produce must be Michigan grown. Preference will be given to Farmer's and Artisan's from Mason, Lake, Oceana & Manistee Counties.
- Milk, butter, and meat products are prohibited, unless produced at a licensed local facility and the vendor complies with all health and legal regulations.
- Flea market type items are not permitted.
- No resale items are permitted.
- Crafters and artisans are welcome; however, only hand-crafted items, made by the vendor may be sold.
- Additional or questionable items must be approved by the City of Ludington Farmer's Market committee before they are offered for sale. Artisans and crafters are asked to please provide a detailed description & pictures of the items for sale and works in progress, if you are a new seasonal vendor or have a new product. Please email hvenzke@ci.ludington.mi.us or attach photos to the application.
- All items sold at the Ludington Farmers' Market, as well as weights and measures, are subject to inspection and approval by the Michigan Department of Agriculture.
- In accordance with the Michigan Department of Agriculture Regulation Number 556 open air municipal and farmers markets the sale of animals will not be allowed at market.
- Vendor pets are not allowed at market as no animals are permitted in the market area. There will be signage stating no pets allowed in Market area, and customers will not be allowed to bring their pets into the Market area.
- Taxes are the sole responsibility of the vendor.
- Musicians are welcome to apply for performance times at the market.

Market Regulations:

- The Ludington Farmers Market does not intend to set vendor prices. However, vendors will keep in mind that this is a retail market, not a wholesale market. Please establish a fair retail price. Vendors will not practice distress pricing.
- All Vendors are required to meet all applicable rules and regulations of the County of Mason, State of Michigan and Federal laws. (Michigan Department of Agriculture, Food Division)
- Vendors are responsible for keeping their area clean, attractive, and in good sanitary condition.
- Any and all vendor generated waste; rubbish or trash must leave the market with the vendor. **Do not use any City of Ludington trash receptacles.**
- All seasonal vendors will be issued a Vendor Market Pass that should be displayed on the driver's side dashboard of their vehicle (to avoid being ticketed while parked in the parking lot). After a Vendor has completed his/her display set-up, they are asked to move their vehicle to a designated area of the parking lot (if the vehicle is not part of their display)
- All vendors must complete the enclosed forms and return to the City of Ludington Downtown Development Authority before participating in a market.
- Produce and food vendors must comply with all state, local, and federal requirements governing the sale and production of their products, and acquiring all necessary permits and licenses and providing copies of each to the City of Ludington DDA prior to participating in the market.

- All prepared food items must be produced and packaged in licensed and inspected facility, labeled appropriately, and compliant with all applicable laws and regulations.
- No foods are to be prepared for consumption in the Ludington Farmers' Market or its premises.
- The City of Ludington DDA shall not be liable or responsible for transactions made between buyers and sellers at the Ludington Farmers' Market, nor shall the DDA be responsible for theft, accidents, or lost or stolen articles.
- The market takes place rain or shine. Reimbursements of vendor fees are not made for unattended market days.
- Rules are subject to change by the City of Ludington DDA. The City of Ludington DDA reserves the right to expel or refuse admittance to any vendor or customer who exhibits disruptive behavior at the market, or violates any of the rules listed above.

Disputes or Concerns

- All disputes shall be settled by the Market Master.
- Any seller, daily or seasonal in violation of these rules is subject to suspension as determined by the Market Master. Violators shall forfeit rental of space.
- The directions of the Market Master must be complied with in all matters pertaining to the operation of the market. Complaints or appeals concerning the actions of the Market Master may be made in writing to the:

**Community Development Department
City of Ludington
400 S Harrison Street
Ludington, MI 49431**

hvenzke@ci.ludington.mi.us

231-845-6237

Fax: 231-845-1146

PLEASE NOTE:

The Ludington Farmers Market is a relatively small market. With the goals outlined above it is our intent to keep a diverse and varied product mix. Produce duplications will occur as growing seasons and products change, however, the Ludington Farmers market reserves the right to limit the number of duplicate craft or vendor items for sale. We reserve the right to refuse daily admittance to those selling duplicate products already represented at the market.



LUDINGTON FARMERS' MARKET APPLICATION

Applicant Name: _____
Business Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Cell: _____
E-mail: _____ Website: _____

The items we are planning to offer at the Ludington Farmers' Market include:

- | | |
|--|---|
| <input type="checkbox"/> Vegetables | <input type="checkbox"/> Baked goods* |
| <input type="checkbox"/> Fruit | <input type="checkbox"/> Honey/Jams/Syrups* |
| <input type="checkbox"/> Herbs | <input type="checkbox"/> Cheese/eggs* |
| <input type="checkbox"/> Flowers | <input type="checkbox"/> Potted plants |
| <input type="checkbox"/> Musician/Entertainer | <input type="checkbox"/> Meats |
| <input type="checkbox"/> Wine (law pending) | |
| <input type="checkbox"/> Arts and crafts items (please describe and include pictures of your works): | |
| <input type="checkbox"/> Other: _____ | |

******ARTS & CRAFT ITEMS:** Please attach a complete list of things you plan on offering. Any new item not listed on original application must get market manager approval before offering it.

- *Please note that all prepared food and dairy items must be produced and packaged at a licensed and inspected location and properly packaged and stored. A copy of all relevant licenses and permits must be on file at the City of Ludington DDA office prior to these items being offered for sale at the Ludington Farmers' Market.*
- *While we are aware of the current Michigan Cottage law allowing some types of prepared food items not made in a licensed facility to be sold at farmers markets, this does not fall in line with the Ludington Farmers Market established rules and guidelines.*

We plan to participate at the Ludington Farmers' Market:

Checks may be made payable to the City of Ludington

- Season pass-\$100.00 prior to May 11, \$125.00 after May 11.
 - Selected days: Daily pass-\$15 (payable on market day & subject to site availability)
 - Season specific produce pass: \$40.00 4 weeks must be reserved now.
-

FRIDAYS 2011: (if you are applying for a seasonal space, please list dates you will not be able to attend) If not known at this time please contact the market manager with as much advanced notice as possible.

Check Here if you are a Produce Vendor interested in accepting Project Fresh or Bridge Cards. Details will be made available as new guidelines are released.

The Ludington Farmers' Market utilizes vendor pass fees to help with promotional costs. You can purchase a vendor pass for either the entire season, or pay by the day.

As a vendor participating in the Ludington Farmers' Market, I assume all risks of injury suffered while on and/or upon the premises of the City of Ludington. I release and agree not to sue the City of Ludington, its agents, servants, associations, employees, or anyone connected with the City of Ludington for any claim, damages, costs, or cause of action which I may, or in the future, have as a result of injuries or damages sustained or incurred while on and/or upon the premises of the City of Ludington as a vendor participating in the Ludington Farmers' Market.

By signing below, I (print name) _____ acknowledge that I have read the waiver of liability above, as well as the attached rules and regulations for the Ludington Farmers' Market, understand both, and agree to abide by them.

SIGNATURE: _____

Date: _____