



# 2025 Summer Market Guidelines

## I. MISSION

The South Lansing Farmers Market strengthens the local food system, supports our local economy, and improves community health by providing a vibrant community gathering space where consumers purchase fresh, affordable, nutritious foods directly from local growers and producers.

## II. SCHEDULE

- A. The market is open **Thursdays, May 15 thru October 23, 2025**, in the parking lot of Feeder's Pet Supplies, 5016 S. MLK, Lansing, 48910.
- B. Market hours are **3-7pm, May – September, 3-6:30pm in October**.

## III. APPLICATION

- A. Applications for **prepaid full-** and **part-time** vendors are accepted thru **May 12, 2025**.
- B. Daily vendor applications must be submitted by Monday before the first requested market.
- C. Preference is given to returning vendors, those who grow or produce items locally, and those offering items not already represented at the market.

## IV. VENDOR CATEGORIES

- A. **Fresh Produce:** fresh fruits and vegetables, food-producing plants and seeds, herbs, mushrooms, microgreens.
- B. **Meat/Eggs/Dairy:** fresh or frozen beef, pork, poultry, fish, goat, lamb, sausage, jerky, eggs (chicken, duck, quail), cheese, butter.
- C. **Value-Added Foods:** jams/jellies, fruit preserves, pickled vegetables, sauces/salsas, soup/dip mixes, spices/seasonings, granola, honey, maple syrup, fruit syrup, bottled craft beverages, flour, roasted coffee beans, cinnamon roasted nuts, caramel corn, frozen foods.
- D. **Baked Goods/Desserts:** yeast breads, quick breads, cookies, pies, cakes, cupcakes, cobblers, brownies, sweet rolls, coffee cakes, muffins, scones, turnovers, chocolates, freeze dried candies, cotton candy, puddings, cheesecake.
- E. **Food Establishment:** hot meals, a la carte foods, frozen treats, and hot/cold beverages prepared or poured onsite for immediate consumption.
- F. **Houseplants/Cut Flowers:** Non-edible potted plants, hanging flower baskets, bouquets.
- G. **Plant-Based Products:** personal care, household, and apothecary products made with herbs, botanicals, essential oils and extracts.
- H. **Pet Snacks:** baked, freeze dried, or dehydrated foods for pets.
- I. **Arts/Crafts:** items designed and created by the vendor's own hand: candles, jewelry, knit/crochet items, sewn/quilted items, wood and metal crafts, leatherwork, home goods.

- J. **Personal Services:** massage, reiki, reflexology, tarot reading, face painting, henna art.
- K. **Nonprofit 501(c)3:** local agencies share their mission, programs, and services with shoppers.
- L. **Day Sponsor:** individuals, businesses, and government entities who recognize the importance of healthy food access in our community and provide financial support to sustain our urban farm and market operations.

## V. FEE CATEGORIES

- A. Vendors are classified as full-time prepaid, part-time prepaid, and daily pay-as-you-go.
  - 1. **Full-time prepaid** vendors reserve 16-24 markets for **\$288 per booth for the season**.
  - 2. **Part-time prepaid** vendors reserve up to 15 dates for **\$18 per booth per market**.
  - 3. To receive prepaid discounts, vendor fees must be **paid in full** within 14 days of approval or prior to the first market attended, whichever occurs first.
  - 4. **Daily** vendors pay **\$25 per booth per market**, due before 3pm each day they attend. Daily vendors are not “drop in” vendors. **Dates must still be reserved** on the vendor application.
    - a. Daily vendor fees cannot be paid with SNAP benefits or deducted from vendor reimbursement checks.
- B. **Nonprofits** may apply for **one free booth space per season**. Additional dates requested are subject to the daily vendor rate.
- C. **Day Sponsorships** are **\$250-500 per market**. Promotional benefits include sponsor story, logo, and links in social media promotions (7.7K reach), market day signage, and acknowledgement every 30 minutes during the market. **\$500 sponsors** receive a spotlight booth at their chosen market(s), from which they can share their products and services with up to 800 visitors.
- D. **Canopies can be rented for \$20/day, table and chair for \$10/day**. Availability is limited.
- E. **Electrical access is \$5/day**. Vendors provide their own extension cords and power strips
- F. **Vendor fees are non-refundable**.

## VI. PAYMENT OPTIONS

- A. **FREE payment options include:**
  - 1. CashApp
  - 2. Venmo (if sent via bank account or debit card)
  - 3. MSUFCU M2M
  - 4. cash or check
- B. **PayPal and credit card (direct or via Venmo) options include 4% service fee:**
  - 1. \$299.52 for full-time prepaid
  - 2. \$18.72/day for part-time prepaid
  - 3. \$26/market for daily vendors

## VII. ATTENDANCE/CANCELLATION

- A. The Market is **open rain or shine**. We only cancel for extreme heat, gale-force winds, and lightning.
- B. Only approved vendors on the schedule may attend. **No drop-ins**.
- C. Vendors are expected to attend all markets indicated on their applications. **If cancellation** is necessary, vendors must **notify the Market Manager by noon on Wednesday**.
- D. Daily vendors who **fail to provide required notice of cancellation** must pay the vendor fee for the market missed before returning.

- E. **No call/no shows” are NEVER permitted.** Vacant spaces compromise the appearance of the market and pose a safety risk to shoppers when cars drive through them. Missing vendors also frustrate shoppers looking for advertised products. “No call/no show” vendors are subject to suspension from the market.

## VIII. MARKET DAY LOGISTICS

- A. Booth fees cover a **10’x10’ space**. Additional space can be added for the daily rate as needed during the season.
- B. **Vendors provide** their own **canopies, tables, chairs, weights, and signage**.
- C. Vendors may **arrive as early as 1pm to set up**. They must be onsite and **checked-in by 2pm**.
- D. Vendor placement is prioritized based on seniority (years with the market), attendance (full-time vs part-time), payment status (prepaid vs daily), and electrical needs.
- E. We make every effort to maintain a consistent vendor placement for our full-time vendors, but there are weeks when placement may change.
- F. It’s possible (in rare cases) that not all vendors will be able to park adjacent to their booths. Those who cannot may drive to their booth space to unload, then move their car.
- G. **Vehicles are not permitted** in the market center **after 2pm**.
- H. Booths must be set up and vendors **ready to sell by 2:45pm**.
- I. Pre-sales (before 3pm) are permitted if customers arrive early, however the EBT “bank” is not guaranteed to open until 3pm.
- J. **Vendors are responsible for their own credit card, WIC, and SMF transactions** (see Section XII). There is no wifi in the parking lot, so please be prepared to use data or set up a hot spot.
- K. Vendors must **stay until the market closes** unless permission has been granted in advance by the Market Manager.
- L. **Vendors must bring weights to securely anchor their canopies** at all times.
- M. Vendors who rent (canopy, table, chairs) or borrow any items from the Market must return those items before leaving.
- N. Vendors requesting electrical access **must provide extension cords (100ft) and power strips**. Electrical hook-ups are limited, and vendor placement may change to accommodate access.
- O. Vendors are required to **display signage** identifying the **name and contact information** for their farm or business and all **methods of payment accepted, including SNAP benefits**.
- P. Signage, displays, products, and equipment must be contained within the booth space reserved and not restrict access to or visibility of another vendor.
- Q. Vendors may not share or sublet booth space without prior consent from the Market Manager.

## IX. PRODUCTS/LABELING

- A. Vendors are expected to know and comply with all applicable city, state, and federal health and safety requirements related to the products they sell.
- B. Only Michigan-grown agricultural, value-added, handmade, and homemade products may be sold at the market.
- C. The Market strives to maintain a **60/40 ratio of SNAP eligible vendors to non-food vendors**. Vendors selling hot foods intended for on-site consumption are not included in this equation.
- D. It is essential that the Market maintains a **healthy balance of products to satisfy customer interest and demand**. When products are not available locally, vendors may be allowed to sell produce or value-added products GROWN OR PRODUCED by OTHERS in MICHIGAN. This practice is known as **“brokering.”**

This Market defines brokering as **“the sale of products bought or traded directly from another farmer or producer.”**

- E. Approval of brokered items is granted at the sole discretion of the Market Manager based on the following considerations:
  - 1. **Resale** of produce and other items purchased from commercial retail establishments or wholesale distributors is **strictly prohibited**.
  - 2. **Brokered items may not duplicate locally grown or produced items already offered** at the market. Rare exceptions may be granted to meet shopper demand.
  - 3. **Vendors must disclose all anticipated brokered items on their application**, including the name and address of their source. If a change in products or their origin occurs mid-season, vendors must submit a written amendment to their application and receive approval from the Market Manager before selling.
  - 4. Vendors of brokered items must **display signage clearly identifying brokered items**, the name of the Michigan farm or business that produced them, and the city where they were grown or made.
  - 5. Vendors of brokered items must be familiar with the conditions under which foods were grown and items were made.
- F. **Prices of all items must be clearly displayed**. Individual unit pricing is not required if signage clearly lists prices for all items available.
- G. Vendors are strongly encouraged to **accept a variety of payment methods** (credit card, CashApp, Venmo, Zelle, M2M, PayPal, etc.). Use QR codes to simplify the process.
- H. Vendors with **organic certification must clearly label which products, if any, are not organic**.
- I. Food products must be clean, wholesome, free from spoilage, properly identified, and safe for human consumption.
- J. All arts and crafts must be an **individual’s own creative effort** and be sold by the artist or representative thereof.
- K. Vendors without an online presence (website, Facebook, etc.) must email photos of items to be sold for review during the application process. This does not apply to returning vendors.

## **X. PROMOTION**

- A. South Lansing CDA promotes the Farmers Market via weekly email updates, street banners, yard signs, flyers, articles in neighborhood newsletters and church bulletins, online community calendars, social media sites and continuous word-of-mouth.
- B. Vendors on Facebook are encouraged to **like and follow** the [South Lansing Farmers Market](#) page (personally and from your business page) so we can feature links to your pages and cross promote. We know many of our vendors have loyal fans who follow them from market to market, and we ask everyone to cast a wide net to attract customers.
- C. Please **invite your customers and fans to like and follow our FB page**, so they see weekly market and vendor promotions. We like and follow all your pages.
- D. Customers stay interested in markets that advertise new offerings each week. Please post on the market page any new items you’ll be bringing the following week. Tag South Lansing Farmers Market in posts with photos and descriptions to entice shoppers.
- E. Vendors are encouraged to **display signage promoting unique aspects** of their wares, e.g., locally grown, freshly picked or baked that day, gluten-free, sugar-free, vegan, certified organic or using organic practices, etc.

## XI. LICENSES AND INSURANCE

- A. Every vendor selling items or services is responsible for collecting and submitting Michigan Sales Tax.
- B. Processed and hot food vendors must submit **proof of licensure** by MDARD or the Ingham County Health Department before acceptance to the market.
- C. **Cottage Foods** exempt from licensure must be labeled with “Processed in a facility not inspected by the Michigan Department of Agriculture & Rural Development.”
- D. Vendors subject to licensing requirements must keep a copy of necessary documents onsite to prove compliance during random inspector visits.
- E. Canopies can flip. Tables can collapse. Customers can trip, or claim they found a mouse in their cupcake. #&%#@ happens, which is why **we require vendors to carry insurance** that covers general liability, produce liability, and medical payments. 1M per occurrence, 2M aggregate, 5K medical.
- F. Vendor **policies must name the market** (South Lansing Community Development Association /dba South Lansing Farmers Market) **as an additional insured**.
- G. Applicants must submit a **certificate of insurance** with coverage limits for **general liability, product liability, and medical payments** and the **endorsement form naming the market as addition insured**.

## XII. SNAP REIMBURSEMENT AND SALES REPORTING

- A. Vendors who sell **SNAP-eligible food items** are required to accept all applicable forms of food assistance, including EBT tokens, Double Up Food Bucks (DUFb) coins, WIC cards, and Senior Market Fresh cards.
- B. **Vendors selling WIC and Senior Market Fresh eligible foods** must be registered to process payment cards at their booth using a smartphone app or POS device.
- C. **SNAP agreements** must be signed before vendors accept payments. The Market Manager will provide instruction on all requirements.
- D. Know the policy and pay attention to coins you are offered for payment. Be sure they are **stamped with “South Lansing Farmers Market”** and only accepted for eligible food items.
- E. **We will NOT reimburse** vendors for EBT tokens and DUFb coins accepted **for ineligible items or issued by other markets**.
- F. At the end of each market, **vendors turn in EBT tokens and DUFb coins with a receipt listing total sales from all SNAP benefits**. Market staff will verify that tokens/coins submitted match sales reported, and both parties indicate agreement by signing the receipt.
- G. EBT/DUFb **reimbursements are processed at the end of each month** for all sales verified during that month. Payments are electronically deposited to the account of your choice.

## XIII. COMMUNITY CONSIDERATIONS

- A. The South Lansing Farmers Market is a safe and welcoming space for everyone. We value the social, economic, political, religious, and cultural diversity of our vendors, volunteers, customers, and guests, and **we expect everyone to be treated with dignity and respect**.
- B. Vendors are expected to be honest, courteous, and professional at all times. Discrimination of any kind will not be tolerated.
- C. Applicable local, state, and federal laws must be followed all times.
- D. **Smoking is strictly prohibited** everywhere on the property.
- E. Pets are welcome at the market, including yours. Please keep your animal on a leash, in a crate, or otherwise under your control at all times.

#### **XIV. NON-COMPLIANCE**

- A. Market staff walk the market each week to ensure vendors are in compliance with Market Guidelines and licensing regulations. Please tell us if you witness or suspect potential violations.
- B. Market staff reserve the right to investigate any reported or suspected violations. This includes, but is not limited to, broker verification, license verification, and compliance visits to farms, licensed kitchens, etc.
- C. Non-compliance will result in the following interventions:
  - 1. First offense: verbal warning with recommendations to become compliant.
  - 2. Second offense: written warning with compliance requirements, signed by Manager and vendor, and placed in vendor file.
  - 3. Third offense: referred to the South Lansing CDA Board of Directors for disciplinary action.
- D. **“No call/no shows” are not subject to warnings.** Vendors will be considered for suspension.
- E. Depending on the severity of non-compliance, disciplinary measures may include, but are not limited to, relocation of booth space, suspension from a certain number of markets, withholding of reimbursement checks (if violation is related to non-payment of daily booth fee), or dismissal from the market for the remainder of the season.
- F. Findings of non-compliance and disciplinary measures may be appealed to the Board in writing. The Board will render a decision within seven days of receipt.

#### **XV. HEALTH & SAFETY PRECAUTIONS**

- A. Vendors must comply with all safety requirements set forth by the Market Manager.
- B. Vendors with known exposure to anyone with a confirmed case of COVID-19 or exhibiting symptoms (fever over 100.4F, persistent cough, shortness of breath) consistent with COVID-19 must notify the Market Manager immediately.
- C. The Market Manager will monitor all Federal, State, City and Local health guidelines. Changes to safety protocol will be shared with vendors prior to enactment at the market.

Thank you for your interest in the 2025 South Lansing Farmers Market! Please don't hesitate to contact us with any questions. We pledge to do everything we can to support our vendors and shoppers.

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*South Lansing Farmers Market is a program of  
South Lansing Community Development Association*

