



2024 Summer Market Guidelines

I. MISSION

The South Lansing Farmers Market supports a sustainable local food system by providing a vibrant community gathering space where consumers establish relationships with small-scale local growers from whom they purchase fresh, affordable, locally-grown produce and artisan food products.

II. SCHEDULE

- A. The Market is open **Thursdays, May 16 thru October 17, 2024**, in the parking lot of Feeder's Pet Supplies (formerly Soldan's), 5016 S. MLK, Lansing, 48910.
- B. Market hours are **3-7pm, May - September. October markets end at 6:30pm.**
- C. There is **no market on 4th of July.**

III. APPLICATIONS

- A. Applications for **prepaid full- and part-time** vendors are accepted thru **Friday, May 10, 2024.**
- B. Vendor fees must be **paid in full** within 14 days of approval or prior to the first market attended, whichever is occurs first.
- C. **Daily vendors** must submit applications **by 5pm on the Friday before** the first market they wish to attend.
- D. Applications are reviewed as they are received. We make every effort to provide a response within 72 hours.
- E. Preference is given to returning vendors, those who grow or produce items locally, and those offering items not already represented at the market.
- F. Acceptance is conditional, and booth space will not be assigned, until fees are paid.

IV. VENDOR CATEGORIES

- A. **Fresh Produce:** food-producing plants, fresh fruits and vegetables, herbs, mushrooms, microgreens.
- B. **Meat/Eggs/Dairy:** fresh or frozen beef, pork poultry, fish, goat, lamb, sausage, eggs (chicken, duck, quail), cheese, butter.
- C. **Value-Added Foods:** jerky, jams/jellies, fruit preserves, pickled vegetables, spices, seasonings, sauces, salsas, soup and dip mixes, honey, maple and fruit syrup, bottled craft beverages (kombucha, herbal tea), rice flour, roasted coffee beans, frozen take-n-bake foods.

- D. **Baked Goods/Sweets:** yeast breads, quick breads, cookies, pies, cakes, cupcakes, cobblers, brownies, sweet rolls, coffee cakes, muffins, scones, turnovers, chocolate, freeze dried candies, cotton candy.
- E. **Hot Food/Ready to Eat:** full dinners, a la carte items, and hot or cold beverages prepared and/or served onsite for immediate consumption: Requires proper licensing.
- F. **Non-Food/Artisan:** fresh cut flowers, flowering plants, houseplants, and items designed and created by the vendor's own hand, but not for human consumption: pet snacks, bath and body products, candles/scents, jewelry, knit/crochet items, sewn/quilted items, wood and metal crafts, leatherwork, home goods.
- G. **Personal Services:** massage, reiki, tarot reading, face painting, henna art.
- H. **Nonprofit 501(c)3:** participants share their mission, programs, and services with shoppers.
- I. **Day Sponsors:** individuals, businesses, government agencies, etc., who recognize the benefit of healthy food access in our community and provide financial support to sustain 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 16-22 markets for **\$275 per booth**, paid in full within 14 days of approval.
 2. **Part-time prepaid** vendors reserve up to 15 dates at a rate of **\$18 per booth per market**, paid in full within 14 days of approval. (# dates X # booths X fee)
 3. **Daily** vendors pay **\$25 per booth per market**, due before 3 p.m. each day they attend. Daily vendors are not “drop in” vendors. **Dates must still be reserved on the vendor application.**
 - a. Daily vendor fees may not be paid with SNAP benefits.
 - b. Daily fees cannot be deducted from vendor reimbursement checks.
 - c. **Daily vendors are responsible for paying vendor fees for all dates reserved**, even if they fail to attend (see Section VI.E below).
- B. The **booth fee** for approved **non-profit** organizations is **waived** once per season. Nonprofits provide their own canopy, table, and chair. For additional dates (up to one per month), or if the group engages in sales or fundraising activities, the daily rate applies.
- C. **Day Sponsorships** are **\$250 per market**. Sponsors receive a variety of **promotional benefits:** corporate spotlight in digital marketing materials (7K reach), market day signage, and public announcements during the market. Day Sponsors receive a free booth, canopy, table, and chairs, and the opportunity to share their products and services with up to 800 visitors at each market.
- D. **Canopies and tables** can be rented for **\$20/day and \$10/day**, respectively. Limited availability. Must be reserved in advance.
- E. **Electricity** is available for **\$5/day**. Access is limited, and 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
 - 3. MSUFCU M2M
 - 4. cash or check
- B. **PayPal includes a 3.6% service fee:**
 - 1. \$285 for full-time prepaid
 - 2. \$18.65/day for part-time prepaid
 - 3. \$25.90/market for daily vendors

VII. ATTENDANCE/CANCELLATION

- A. The Market is **open rain or shine**. We cancel only in cases of extreme temperatures, torrential downpour, high wind, and lightning.
- B. Only approved vendors on the schedule may attend. **Drop-in vendors are not permitted.**
- C. Vendors are expected to attend all markets indicated on their applications. **If cancellation is necessary, vendors must notify the Market Manager by 10am on market day.**
- D. Daily vendors who **fail to attend** their reserved market **are still responsible for the vendor fee**, which must be paid before returning to the market.
- 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. “No call/no show” vendors are subject to temporary, and possibly permanent, 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 12:30pm to set up**. Vendors must be onsite and **check in with the Market Manager 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 that on some days, not all vendors will be able to park behind their booths. Those who cannot may drive their vehicle to their booth space to **unload before 2pm.**
- 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. We're done fighting sales before the market opens. We have dozens of 2nd shift workers who stop to shop before we officially open. **If you're set up and ready to sell, you may do so as early as 2pm.** The EBT "bank" is not guaranteed to open until 3pm.
- J. **Vendors are responsible for their own credit card transactions.** We do not have wifi in the parking lot, so please be prepared to use data or set up a hot spot.
- K. **NEW in 2024: Produce vendors are responsible for processing their own WIC sales.** Coupons have been replaced with WIC EBT cards, which vendors will now accept at their booths using a smartphone app or POS device.
- L. Vendors must **stay until the market closes** unless permission has been granted in advance by the Market Manager.
- M. **Vendors must provide weights to securely anchor their canopies** at all times.
- N. Vendors who rent (canopy, table, chairs) or borrow any items from the Market must return those items before leaving.
- O. Vendors requesting electrical access **must provide their own extension cords (100ft) and power strips.** Electrical hook-ups are limited, and vendor placement may change to accommodate access.
- P. Vendors are required to **display signage** identifying the **name of their farm or business** and all **payment methods accepted.**
- Q. Signage, displays, products, and equipment must be contained within the booth space reserved and not restrict access to or visibility of another vendor.
- R. Vendors are responsible for keeping their booth space and the adjacent parking lot clean. Vendors must remove all boxes, bags, trash, and food waste.
- S. **Vendors may not share or sublet booth space** without prior consent from the Market Manager.

IX. PRODUCTS/LABELING

- A. Only Michigan-grown agricultural, value-added, handmade, and homemade products may be sold at the market.
- B. The Market strives to maintain a **60/40 ratio of SNAP eligible vendors to non-food vendors.** Vendors who sell hot foods intended for on-site consumption are not included in this equation.
- C. It is essential that the Market maintains a **healthy balance of products to satisfy customer interest and demand.** In some cases, when products are not sufficiently available at the market, 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."**
- D. 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 by the Market Manager 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.
- E. **Prices** of all items sold at your booth **must be clearly displayed**. Collusion and price gouging are strictly prohibited. Items do not have to be individually priced as long as signage lists prices for all items available.
- F. Vendors with **organic certification must clearly label which products, if any, are not organic**.
- G. Food products must be clean, wholesome, free from spoilage, properly identified, and safe for human consumption.
- H. All arts and crafts must be an **individual's own creative effort** and be sold by the artist or representative thereof.
- I. Vendors who do not have pictures available for review online (website, Facebook, Instagram, Etsy, 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, ads and 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. 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. Each vendor must submit to the Market Manager a **valid copy of all licenses and permits** required to comply with United States Department of Agriculture (USDA), Michigan Department of Agriculture & Rural Development (MDARD), and Ingham County Health Department (ICHHD) rules and regulations.
- C. Vendors subject to licensing and/or permit requirements must keep a copy of necessary documents onsite to prove compliance during random inspector visits.
- D. Products exempt from licensure under the **Cottage Food Law** must be labeled with “Processed in a facility not inspected by the Michigan Department of Agriculture & Rural Development.”
- E. Vendors are highly encouraged to obtain their own insurance against all liabilities.

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 coins, Double Up Food Bucks (DUFEB) coins, and Senior Market Fresh coupons. The Market Manager will provide instruction on all requirements. Vendor agreements regarding food assistance must be signed before vendors can accept payments.
- B. Know the policy and pay attention to coins and coupons you are offered for payment. **Vendors CANNOT be reimbursed for SNAP payments accepted for ineligible items.**
- C. Vendors who receive SNAP payments from customers may not spend it with other vendors or trade with anyone for cash.
- D. At the end of each market, **vendors report total sales from food assistance and turn in payments received** (EBT coins, DUFEB coins, and Senior Market Fresh coupons). Market staff will verify that coins and coupons submitted match sales reported, and both parties indicate agreement by signing a receipt.
- E. **Reimbursement checks** for EBT, DUFEB, WIC Project Fresh, and Senior Market Fresh sales are distributed at the first market of the month, for the amount accrued in the prior month. Vendors who are not at the market when reimbursements are distributed can make arrangements to pick up checks from the Market Manager or request checks be mailed. Checks for October reimbursements are mailed to vendors in November.
- F. Vendors are strongly encouraged to **accept credit cards and various forms of e-payment** (CashApp, Venmo, Zelle, M2M, PayPal, etc.). Every year, fewer shoppers pay with cash, and you will lose sales if you don't offer e-payment options.
- G. The state requires hot food and non-food vendors to obtain and keep current a **Michigan Sales Tax License**. Vendors are responsible for collecting and submitting sales tax on all prepared food and art/craft transactions. Sales and Use Tax FAQs:
http://www.michigan.gov/taxes/0,4676,7-238-43519_43529-154427--,00.html
How to apply for a Michigan Sales Tax License (it's free):
https://www.michigan.gov/taxes/0,1607,7-238-43519_43521_44039-5922--,00.html

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 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.
- B. The Market Manager will monitor all Federal, State, City and Local health guidelines. Changes to safety recommendations will be shared with vendors prior to enactment at the market.
- C. Vendors must comply with all safety requirements set forth by the Market Manager.

Thank you for your interest in the 2024 South Lansing Farmers Market! Please don't hesitate to contact us with any questions or concerns. 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
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