



# 2026 Summer Market Guidelines

## I. MISSION

The South Lansing Farmers Market increases access to healthy food, supports our local economy, and inspires pride in our community by providing a vibrant gathering space where consumers purchase fresh, affordable, nutritious foods directly from local growers and producers.

## II. SCHEDULE

- A. The market is open **Thursdays, May 14 thru October 22, 2026**, 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 **April 30, 2026**.
- 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 (must be licensed).
- C. **Value-Added Foods:** jams/jellies, soup/dip mixes, spices/seasonings, granola, honey, maple syrup, milled flour, roasted coffee beans, pickled vegetables, sauces/salsas, fruit syrups, bottled craft beverages, cinnamon roasted nuts, caramel corn, frozen foods (some items require licensure).
- D. **Baked/Candies/Desserts:** yeast breads, quick breads, sourdough, cookies, pies, cakes, cupcakes, cobblers, brownies, sweet rolls, coffee cakes, muffins, scones, turnovers, chocolates, freeze dried candies, cotton candy. Dairy puddings and cheesecakes require licensure.
- E. **Food Establishment:** hot meals, a la carte foods, frozen treats, and hot/cold beverages prepared or poured onsite for immediate consumption. Must have appropriate license and insurance.
- F. **Houseplants/Cut Flowers:** Non-edible potted plants, hanging flower baskets, bouquets.
- G. **Natural/Herbal Products:** personal care products, household cleaners, and apothecary items made with herbs, botanicals, essential oils and extracts.
- H. **Pet Snacks:** baked, freeze dried, or dehydrated foods for pets (must be licensed and insured).
- 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, face painting, henna art.

- J. **Wellness Services:** massage, reiki, reflexology, tarot reading..
- K. **Nonprofit/Government Outreach:** nonprofit/government agencies share their mission, programs, and services with the community.
- L. **Sponsor:** entities who recognize the importance of healthy, affordable food access and support our effort to strengthen the local economy and foster pride in our community provide financial support to sustain our market operations.
  1. Sponsors are prominent in online, email, and social media promotions and print marketing materials. Sponsors are recognized at each market with signage, announcements, and a prime booth location. Weekly sponsors are prominent in social media promotions (20K reach) during the week prior to market and with a booth, sponsor signage, and live announcements (400-600 shoppers) during the market. Seasonal
  2. and weekly

## V. FEE CATEGORIES

- A. Vendors are classified as full-time prepaid, part-time prepaid, or daily pay-as-you-go.
  1. **Full-time prepaid** vendors reserve up to 24 markets for **\$300 per booth**.
  2. **Part-time prepaid** vendors reserve up to 16 dates at **\$18 per booth per market**.
  3. To receive the prepaid discount, fees must be **paid in full** within 14 days of approval or prior to opening day, whichever is 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 be reserved** on the vendor application.
- B. **Weekly Sponsor: \$500** sponsors are acknowledged in print and social media promotions (20K reach) during the week prior to market and with a booth, sponsor signage, and live announcements (400-600 shoppers) during the market.
- C. **Seasonal Sponsor: \$5,000** sponsors are recognized in ALL promotions and marketing materials, as well as sponsor signage and live announcements at EACH market.
- D. **Approved Nonprofit/Government agencies** may attend one market free as a featured community partner. Additional market dates are subject to aforementioned vendor fees.
- E. A limited number of **canopies may be rented for \$20 per day. An 8ft table and chair are \$10 per day.**
- F. **Electrical access is \$5 per day or \$100 flat fee** prepaid for the season. Vendors must provide their own extension cords and power strips
- G. **Vendor fees are non-refundable.**

## VI. PAYMENT OPTIONS

- A. **FREE payment options include:**
  1. CashApp
  2. Venmo (must be person to person)
  3. MSUFCU M2M
  4. cash or check
- B. **4% service charge** is added to credit card payments:
  1. \$312 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 days missed before returning.
- E. **No call/no shows” are NEVER permitted**. Vacant spaces compromise the appearance of the market and pose a safety risk because someone invariably drives their vehicle into the market through those spaces. Missing vendors also frustrate shoppers looking for advertised products. “No call/no show” vendors may be temporarily suspended or expelled from the market.

## VIII. MARKET DAY LOGISTICS

- A. Each booth is **10’x10’**.
- 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. Except on rare occasions, **vendors park behind their booth space**. When vendors have to park elsewhere, they may drive to their booth 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 a hot spot.
- K. Vendors must **stay until the market closes** unless permission has been granted in advance by the Market Manager. Early departure may alter booth placement.
- 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.). Please display signage with 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, Etsy, Facebook, Instagram, 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, church bulletins, community calendars, social media, and continuous word-of-mouth.
- B. We like and follow all your FB pages, and we ask that you **like and follow** ours, personally and from your business page. This allows us to tag your pages and cross promote.
- C. 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. Please **invite your followers to like and follow our market FB page** so they see weekly market and vendor promotions.

- 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. **Check in** at the market on socials each week.
- 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 selling foods subject to licensing requirements must keep a **copy of necessary documents** onsite to prove compliance during random inspector visits.
- E. Vendors agree to accept legal and financial liability for all claims of injury, property damage, or other losses related to or arising from their participation in the market, which is why **we ask ALL vendors to carry insurance** for general liability, product liability, and medical payments.
- F. Policies must name South Lansing Community Development Association (dba South Lansing Farmers Market) as an **additional insured**.
- G. Email **Certificates of insurance** to [market@southlansing.org](mailto:market@southlansing.org).

## 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 spot check booths each week to ensure vendors are following Market Guidelines and licensing regulations.
- B. Market staff reserve the right to investigate any reported or suspected violations, including but not limited to, allegations of discrimination, broker or licensing violations, unverified product origination, and improper acceptance or use of SNAP payments.
- C. Investigations may include gathering witness statements, calls to verify of state or county licensing, visits to farms and commercial kitchens to confirm product origination, etc.
- C. When violations are discovered, the market manager will notify the vendor of steps necessary to become compliant with market guidelines.
- D. If violations persist, vendor will be subject to corrective measures and/or sanctions, depending on the severity of the offense. These include but are not limited to: relocation of booth space, suspension from a certain number of markets, withholding of SNAP reimbursement checks (if violation is related to non-payment of booth fees), or dismissal from the market.
- F. Findings of violations and corrective measures may be appealed to the South Lansing CDA Board of Directors for further review. Decisions rendered by the Board are final.

Thank you for your interest in the 2026 South Lansing Farmers Market. We are committed to supporting our vendors and serving our community. Please contact us with any questions.

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