

Moses Lake Farmers Market

Vendor Guide 2010 Market Season



Saturdays, May 1 — October 30
Moses Lake McCosh Park
Market Hours: 7:30 a.m. to 1:00 p.m.

Wednesdays, June 2 — September 29
Downtown Moses Lake
Corner of Third Avenue and Ash Street
(next to Sinkiuse Square)
Market Hours: 2 p.m. to 7:00 p.m.

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Mission Statement:

The mission of the Moses Lake Farmers Market is to provide a venue for sellers of fresh produce, quality foods, and quality crafts. It will directly connect local producers that provide a variety of products to consumers. The market aims to foster an atmosphere that develops positive community relationships.

Contact Information

Moses Lake Farmers Market
P.O. Box 691, Moses Lake, WA 98837
mlfarmersmarket@yahoo.com

509-750-7831

Misty Laughlin, Manager

Marsha Hamm, Cashier

Office hours:

Saturdays:

6:00 a.m. to 1:00 p.m. - May through September

6:30 a.m. to 1:00 p.m. - October

Wednesday:

1:00 p.m. to 7:00 p.m.

Fee Schedule

The membership and stall fees provide vendors with an established market place, advertising, market management, inspection, and other oversight as needed.

- Membership Seasonal Dues \$30.00
- Reserve Fee Per Stall for Season \$35.00
 This fee is due two weeks before Market opens.
- Daily Stall Fee,..... \$15.00
- Nonprofits are not required to purchase a membership fee.

To vend, a vendor must pay the membership fee plus the daily stall fee. **All stall fees are payable on market day at the beginning of the market.**

Stalls are approximately 12 feet wide.

The market manager or assistant manager will make all non-reserved stall assignments. Vendor location assignments will be made at the market manager’s discretion taking into consideration the order of daily fee payments, anticipated number of vendors, product mix, customer flow, and special promotions.

Reserved stall assignments will be made by a vendor committee prior to the market season. **Vendors with reserved spaces should notify the market manager if they will not be attending the market or will be late on any given day.** Reserved spots will be held until 7:00 a.m. and then made available to non-reserved vendors.

General Market Rules

1. An attitude of cooperation, collaboration and professionalism are expected of all members at all times.
2. All vendors must receive and read this Vendor Guide booklet and acknowledge they have read it by signing the appropriate area on the member application form.
3. The application form must include the vendor's name, business name, location of where produce or crafts are produced, and a description of the products being sold. The manager will verify that the vendor is in compliance with the market rules before they are allowed to sell at the market.
4. **Vendors must display a sign at all times while vending at the market stating the legal the name of their business.** The sign must be in full view of the public at all times. The sign must measure no less than 18" x 12" with the name of the business in a font or type no smaller than 2" in height. The sign must also state the location of the vendor (addresses not required). Signs are not permitted in the middle of the traffic pathways. Banners, sandwich boards, and dry erase boards qualify as signs if they meet the size requirement above.
Vendors who do not comply with this rule will be assessed a \$5.00 penalty for each market day.
Vendors offering organic produce are encouraged to include this information on their sign along with the state certification number.
5. Vendors or their immediate family are encouraged to be present in their stalls at all times. If an employee is representing the vendor said employee must be familiar with the rules for accepting WIC and with the market token program.
6. General liability insurance must be purchased by each vendor. The MLFM is *not* responsible for loss and/or damage incurred or caused by vendors.
7. **All products sold at the Market must be hand crafted, home grown or produced.** Vendors are required to produce 90% of items sold at the market. The market manager, for due cause, may require proof the vendor is complying with this rule. If the vendor cannot provide this proof, the manager will

General Rules, continued

not allow the vendor to continue to sell at the market that day. If the vendor wishes to continue selling at future markets, the vendor may request in writing a field inspection. The vendor may be required to pay the expenses incurred for this inspection. Field inspections will be completed within one week of the request by the vendor. If the inspection proves the vendor is in compliance, then the vendor will be allowed to sell at future markets. Any decisions made based on this inspection may be appealed to the full Board of Directors. During the 2010 season, the Board of Directors will require the market manager to perform random unannounced field inspections of vendor operations at no expense to the vendor.

8. Commissioned brokers and/or commissioned salespersons cannot be vendors at the Market.
9. Vendors misrepresenting or having inferior goods will be prohibited from continuing to sell that market. This decision can be appealed to the full Board of Directors. The Vendor Quality Assurance Committee will investigate the matter and make a recommendation to the Board.
Customers who have legitimate complaints about the quality of products should be given a full refund or replacement
10. Vendors must comply with the Grant County Health Department's requirements regarding pets. Vendors are not allowed to sell and/or give away animals at the market.
11. Vendors are responsible for conforming to all local, state, and federal laws and regulations concerning collection, reporting, and payment of all taxes, employment rules, etc. This rule includes obtaining, if required, a Washington State UBI number for reporting sales and B & O taxes.

Saturday Market Requirement:

No vendor vehicles may enter or leave the inner circle during Saturday Markets at McCosh Park between 7:30 a.m. and 12:00. Therefore, any vendors needing to leave before 12:00 must be on the outside circle.

General Rules, continued

Wednesday Market Requirements:

1. All vendors must use a canopy and provide **25 pound weights for each of the supports**.
2. Vendors must not drive on the sidewalk pavers.

City of Moses Lake Rules for Using McCosh Park

The Moses Lake Farmers Market is located in McCosh Park. The park is owned and operated by the City of Moses Lake. Vendors will observe the following rules established by the city:

1. All vendors who wish to use a canopy during normal market operations are required at all times to safely secure and anchor them to the ground.
2. Damage to the turf must be avoided. Vendors must place a rug or other protection on the turf in high use areas.
3. No generators or other portable engines are allowed on the market site without prior permission of the market manager.
4. Vehicles weighting more than 10,000 GVW are not permitted on the turf.
5. Only one vehicle per stall will be allowed on the lawn. Vendors must not drive on underground sprinklers, valve boxes, or wet areas. Vendors will be responsible for damages caused by their vehicles to park property.
6. Vendors are responsible for cleaning their stall areas before leaving the park. All spoiled produce, plants, unwanted crafts, garbage, boxes, sacks, etc. **must be removed** from the park. The garbage cans furnished by the city are for market customers, not for vendor use. Garbage cans and dumpsters of neighboring businesses are not to be used by vendors under any circumstances.

Nonprofit and Service Organization Rules

The mission of the Moses Lake Farmers Market is to provide a specialized commercial venue for our members. While we encourage nonprofit and service organizations to participate in the market, it must be with the understanding that our members' needs are the first priority. The number of nonprofit and service organizations participating during any market event will be limited. The market manager has the authority to assign which Saturday or Wednesday an individual nonprofit group may vend or promote their organization at the market. Nonprofit organizations must pay a daily \$15.00 stall fee if items are to be sold or fund-raising activities are conducted.

1. Nonprofit organizations must fill out an application form and submit it to the market manager no less than one week prior to the date of the proposed market in which they wish to participate.
2. Applications must be signed by an officer of the organization and include proof of the IRS nonprofit status and/or a copy of the Washington State corporate nonprofit license.
3. The application must include a description of any fund-raising activity (raffle, sale of prepared foods, etc.) and the intended charitable beneficiary of the fund-raising. A list of items to be sold at the market must also be included in the application.
4. One person must be designated as the contact person for the organization. The market manager will contact this person concerning scheduling market dates.
5. An adult (18 and older) must be present at all times. Youth organizations must have a person under 18 and an adult in the booth at all times.

Nonprofit organizations must comply with all vendor rules, including the requirement that craft items be handmade. Selling produce donated to the organization is not permitted.

Rules for Food Vendors

Off-site Preparation

1. Vendors must comply with all city, county, state, and federal health requirements concerning the preparation and labeling of prepared food products.
2. Vendors must have and display in plain sight a Washington State Food Handlers' Permit. The market management suggests putting the permit in a small Plexiglas stand.
3. Vendors are asked to supply the market manager a copy of the County Health Department or USDA's approval letter or certificate of inspection of the certified kitchen where food is prepared. The manager will keep these copies on file throughout the market season.

Rules for Concessionaires

Food Vendors, On-site Preparation

1. Concession stands must be pre-approved by the Board of Directors before use at the market.
2. Vendors must comply with all city, county, state, and federal health requirements concerning the preparation of food products.
3. Vendors must have and display in plain sight a Grant County Food Service Permit and a Washington State Food Handlers' Permit. The market management suggests putting these permits in a Plexiglas stand.

Links:

The following web sites provide valuable information concerning food handling permits and requirements:

<http://www.doh.wa.gov/ehp/food/>

<http://www.granthealth.org/Healthcardhours.html>

Scale Requirements

Scales must be in full sight of the consumer at all times. For more information on scale requirements see:

http://agr.wa.gov/Inspection/WeightsMeasures/Info_own_operate.aspx

A Few Facts About the Market

The Moses Lake Farmers Market is celebrating its 32nd year of operation this season! We will be working hard to provide four festivals, more special events, promotions and a broader advertising campaign. The market has been growing slowly year after year. The market, thanks in large part to the high quality of vendors, is now one of the largest in Eastern Washington.

Become Involved

The Moses Lake Farmers Market is unique! Very few farmers' markets are owned and operated by the vendors through their membership in a market association. We are! This arrangement has one very important responsibility. Members must be willing to become involved with the decision making activities of the market. Members need to volunteer to serve on the board of directors and committees or the market will simply cease to exist. Participation is not just encouraged, it is essential.

Friends of the Farmers Market, a separate nonprofit corporation, helps the MLFM with fundraising and other activities. This organization has a 501(c)(3) IRS designation and can accept grants and tax deductible donations.

Token Redemption Program

This program is made possible through a grant from Washington State Farmers Market Associations Wireless Technology Project. This grant program provides Farmers Markets with a wireless terminal that can take credit/debit and EBT-Food Stamp cards. There will be **two colors** of tokens issued by the Farmers Market.

\$1.00, One dollar, tokens will be issued in **black**. They are to be purchased by participants in the EBT-Food Stamp program. All vendors selling food products (not hot), food bearing plants (peppers, tomatoes, etc.) or herbs will accept the Black EBT tokens. No change may be given for these tokens. There is no fee for black EBT Tokens and tokens will be redeemed for full value.

\$5.00, Five dollar, tokens will be issued in **red**. They are to be given to those customers using credit or debit cards. All vendors at the Farmers Market, for all products they sell will accept red tokens. Change (cash only, not black tokens) may be given for these tokens. To cover the cost of credit/debit fees there is a 3% fee when vendors redeem red tokens.

Vendors may redeem tokens weekly, minimum \$10 please. Vendors will fill out a redemption sheet, with number of each token color, token dollar amount, vendor name, and date then place slip with the tokens in a large envelope provided by the market. A check will be ready at the following market that vendor sells at.

The Manager or Treasurer will deliver envelopes and redemption checks to the vendors during the next market.

Vendors not participating at the Farmers Market the following week may request their check to be sent to them by providing a stamped, self addressed envelope. Checks from the last day of the market will be sent to the vendors address on file.

We anticipate that this program will increase revenues. Adding card sales will allow more dollars from new sources to be spent at the Farmers Market.

Vision Statement

For the longer term, the Moses Lake Farmers Market envisions being situated at multiple places and days, and having the ability to promote this invaluable community activity in family-friendly environments. By being a proactive organization, we will connect the public with our market vendors and enhance the various venues and activities in ways that could potentially make the marketplace more appealing and attractive, thereby expanding and improving it.

Civic Partners

The following associations and governmental entities have provided financial and in-kind support for the Moses Lake Farmers Market.

City of Moses Lake

Friends of the Farmers Market

Grant County Tourism Commission

Moses Lake Business Association

Moses Lake Chamber of Commerce

WSU Grant/Adams Area Extension

WSDA Small Farms Program

Washington State Farmers Market Association

Local Farms – Healthy Kids Program

Tips for Success

- Being patient and friendly increases sales.
- Studies show that 75% of products purchased are displayed between elbow and shoulder height.
- Abundant displays attract attention. “Pile it high and kiss it good bye.”
- Using a combination of colors, textures, and fragrances creates interest and excitement.
- Restocking and rearranging product throughout the day keeps things tidy and attractive.
- Having enough change, bags, and smiles keeps customers happy. Today’s consumers are accustomed to convenience.
- Displaying the WIC sign near qualifying produce increases sales.
- Taking a walk around the market shortly before opening will help you direct customers to what is available at other vendor’s stalls. You will profit from this simple courtesy in the long run.
- A colorful creative sign will help people remember a vendor and become a repeat customer.