

**2019 Moses Lake Farmers Market
Vendor Guide**

Mission Statement:

The mission statement of the Moses Lake Farmers Market is to provide a venue for sellers of fresh produce, quality foods, and quality crafts. The market 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.

Vision Statement:

For the longer term, the Moses Lake Farmers Market envisions being situated at multiple places and days, having the ability to promote such an invaluable community activity in a family-friendly environment. 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.

Contact Information:

Moses Lake Farmers Market
509-750-7831
P.O. Box 691, Moses Lake, WA 98837
moseslakefarmersmarket@gmail.com

Market Manager Hours:

Saturdays

6:00 a.m. - 2:00 p.m.

May through the end of October

509 750-7831

mlfmmanager@gmail.com

Market Hours:

Saturdays 8:00-1:00

May through the end of October

Messaging the Facebook page is not messaging the manager. Please see the phone number and email listed above.

Fee Schedule:

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

***+ Daily Stall Fee - \$20.00**

All stall fees payable on market day at the beginning of the market.

- **Membership Seasonal Dues - \$50.00**
- **Reserve fee per stall for season - \$35.00**

- **Reserve fee per stall between amphitheater and parking lot \$75.00 per stall maximum two stalls.**
- **Non-profits are not required to purchase a membership fee.**
- **There are no refunds.**
- **All fees, except the daily, are due at the annual meeting or at least two weeks before the opening of market.**

Members attending the annual meeting will have the opportunity to renew their membership when submitting their paid application.

To vend, a vendor must pay the membership fee and reserve fee (if applicable). Craft vendors must pay the membership fee, the \$10.00 jury fee (to be juried prior to first market they attend) and a reserve fee (if applicable).

*Two vendors may vend in the same stall; however, each vendor must be a current market member and pay for their own separate membership fee.

***Stalls are approximately 12 feet wide.**

*Reserved stall assignments will be made by a Vendor Reserve Committee prior to the market season. Those wishing to purchase a Reserve stall after the opening day of market will be filled by the market manager if available.

*The market manager will make all non-reserve stalls assignments. When assigning non-reserve stalls the manager will take into consideration the anticipated number of vendors, product mix, customer flow and special promotions.

Vendors with reserved stalls must notify the market manager by 6:30 p.m. the day before market if they will not be attending the market or will be later than market opening.

Reserved stalls will be held until 7:30 a.m. sharp, then made available to non-reserved vendors. **NO SHOWS:** Reserve vendors that have indicated they would sell on a particular market day and fail to notify the market manager by noon on Friday, that they will not be able to sell on Saturday, will be charged \$10.00 for that day. If a no-show balance is due, it will be payable to the market manager before continuing to vend.

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, and agree to, by signing the appropriate area on the member application form.
3. The application form must include the vendors 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 at all times while vending at the market stating the legal 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 vendors business (addresses are not required). Signs are not permitted in traffic pathways. Banners, sandwich boards, and dry erase boards qualify as signs if they meet the size requirement above and must be restricted to the booth area. **Vendors who do not comply with this rule will be assessed \$5.00 penalty, payable that vending day.** Vendors offering organic produce are encouraged to include this information on their sign along with the state certification number.
5. **Vendors of prepared foods must display all appropriate State and County licenses and permits along with proof of insurance.**
6. Vendors or their immediate family are encouraged to be present in their stalls at all times. Vendors are responsible to familiarize their employees with the market rules, the rules for accepting WIC and with the market token program.
7. The MLFM strongly encourages vendors to carry their own general liability insurance. The MLFM is not responsible for loss and/or damage incurred or caused by vendors or shoppers.
8. **All products sold at the Market must be hand crafted, home grown, or locally produced by the vendor.** 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 not allow the vendor 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/studio inspection. Field/studio 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 market season; the Board of Directors might require the market manager to perform random unannounced field/studio inspections of vendor operations at no expense to the vendor.
9. Commissioned brokers and/or commissioned salespersons cannot be vendors at the market.
10. Customers who have legitimate complaints about the quality of products should be given a full refund or replacement from the vendor. Vendors misrepresenting or having inferior goods will be prohibited from continuing to sell that market day. 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.
11. Vendors are not allowed to sell or give away animals at the market, as well as the general public. All animals must be on a leash or carried.
12. 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.

13. Vendors are to avoid political campaigning. No soliciting or campaigning will be allowed during market hours.
14. Vendors will not be able to move their vehicles in or out of the market area during times when such movement would pose a danger to people in the shopping area. Vendors may not leave prior to closing time of the market (1p.m.) unless approved by the market manager.
15. **No vendors will be allowed in the park before 6 a.m. All vendors must vacate the park by 2 p.m.**
16. When driving through the park stay on paved path. To unload or load pull off ½ way to let others pass. Please off load and load as quickly as possible to help all enter and leave safely and quickly.
17. After offloading, vendor vehicles are to be parked in the Dogwood and “A” Street parking lot during market hours. Please do not park in the Amphitheater Parking lot.
18. We encourage vendors to set and secure a canopy in their assigned booth space. Vendors are required at all times to safely secure and anchor canopies to the ground.
19. Each vendor is responsible for cleaning stall(s) before leaving the market premises. All spoiled produce, plants, unwanted crafts, garbage, boxes, sacks, etc.... shall be removed from McCosh Park by the vendor. The garbage cans furnished by the city are for the markets customers, not the vendor’s boxes or produce.
20. Vendors are not allowed to park in the Amphitheater parking lot unless they have permission for the market manager.
21. No generators or other portable engines are allowed on the market site without prior permission from the market manager.

Enforcement:

- All rules of the market are enforced by the Market Manager or his/her designee, who has on-site authority. Complaints or problems should be directed to the market manager in a timely manner.
- If a vendor does not abide by the rules of MLFM and comply with federal, state, and local regulations applicable to market participation, the market manager or designee may take any action deemed appropriate, including assessing fines or barring the vendor from selling at the market for that day and any future market days.
- If a vendor is issued a fine/fee due to non-compliance, the vendor must pay fine that day, but no later than the next vending day, or vendor will not be allowed to sell until the fee is paid.
- Customer complaints will be forwarded to vendors and kept on file. Continual complaints will be addressed by the MLFM Board of Directors and dealt with accordingly.
- MLFM reserves the right to visit and inspect any farm or business of any vendor as well as request any documents verifying employment or employee status.
- The Market manager will uphold the MLFM rules and guidelines set forth by the Board of Directors and will ensure all vendors equally comply with said rules.

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 rules established by the City of Moses Lake and administered by the Parks and Recreation Department.

Token Redemption Program:

This program offers the Farmers Market the mean to help vendors increase sales by accepting credit, debit, and EBT/SNAP cards. A common wireless terminal is used at the cashier's booth where cards are swiped and tokens are given to the customer to be used to purchase product from all qualifying vendor present. Vendors then redeem the tokens that they have taken with market cashier. There are **two colors** of tokens issued by the Farmers Market, red and black.

- **\$1.00**, One dollar, tokens will be issued in BLACK. They are to be purchased by participants in the EBT/SNAP Food Stamp program. No change may be given for these black tokens. There is no fee for the black EBT Tokens and will be redeemed for full value.
- EBT/SNAP tokens **CAN** be used to purchase prepackaged foods, food bearing plants (peppers, tomatoes, etc.,) or herbs and produce.
- EBT/SNAP **CANNOT** be used to purchase food prepared on-site by food vendors/concessionaires, including drinks.
- Black tokens are to be redeemed by the vendor at the cashier's booth, not to be exchanged with other vendors and **not to be used as change.**
- If you are a non-qualifying vendor caught taking EBT/SNAP tokens, you will be dismissed from the market. This is a federal law and we want to keep our privilege to use this system.
- **Vendors are required to educate ALL employees on the EBT/SNAP program and vending rules.**
- **\$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 are required to accept red tokens. To cover the cost of the credit/debit fees there is a 3% fee when vendors redeem tokens.
- The cashier may issue a slip for large purchases that will be stamped with a market logo and signed. Change will be made if necessary by the vendor.
- Vendors must redeem tokens no later than 1:15 p.m., minimum \$10 please. Vendors will fill out a redemption sheet, with number of each color, token dollar amount, vendor name, and date.
- A check will be made ready the following market that the vendor sells at.

Vendors not participating at the Farmers Market the following week may request their check be mailed to them. Checks from the last day of market will be mailed to the vendors address on file.

Rules for Food Vendors and Concessionaires:

1. Concessionaires 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 and labeling of prepared food products.
3. Vendors must have and display in plain sight a Washington State Food Handler's Permit. The market management suggests putting the permit in a small Plexiglas stand.
4. Vendors must 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. A copy of these needs to be sent in with application, along with proof of current insurance.
5. If power is required, bring your own power cord and adaptors for hook-up to city power.
6. Vendors **CANNOT** collect or redeem EBT tokens.
7. Must have a canopy or enclosure over preparation areas.

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>

Grant County Health District contact – Cyndi Cantu 509 766-7960 ext. 46

Nonprofit and Service Organization:

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 an individual nonprofit group may vend or promote their organization at the market. Nonprofit organizations must pay a daily \$20.00 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 propose 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 fundraising 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.

Craft Vendor Rules and Policies

All new craft vendors will be juried before vending. After being accepted to the market only new items need to be juried.

Craft Jury Members:

- The Jury Committee will be comprised of six volunteer Farmers Market members and a minimum of two non-members. A minimum of three committee members will attend each evaluation session.
- Members will be appointed by the board of directors from those that volunteer.
- All least one board member will be a committee member, and one board member will attend all jury sessions.
- During the market season, a jury committee member will check the vendors for non-juried items that may have been added to the booth. The matter will be settled by the board of directors, and a penalty of \$25.00 will be assessed.

Specific Criteria:

1. All new vendors whose goods are in compliance with Market rules and guidelines, who wish to participate in the market as vendors, will be required to complete a craft jury form and submit with their application all applicable materials.
2. A vendor will not be allowed to participate in the market without submitting a completed application to the market manager and obtaining approval of the craft jury.
3. Crafts must be the product of a home or cottage type industry using an intermediate type technology rather than an industrial type production. To be considered "hand crafted" the item must show evidence of manual skills obtainable only through a significant period of experience and dedication.
4. Vendors must be the original producer of all handmade items being sold, resale items will not be allowed.
5. Examples of unacceptable items would be, but not limited to:
 - A. Tracings of paint by number, postcards, prints, printed materials.
 - B. Ceramics or pottery from commercial molds, woodcarvings using duplicating
 - C. Kits in any form, and any other items, which clearly do not reflect originality of design.

6. All craft vendors must comply with and abide by all the Rules and By-Laws of the Moses Lake Farmers Market. The market manager has the discretion to immediately remove any craft item that he/she considers objectionable. The Board of Directors must review the manager's decision within 14 business days and make an official ruling on the matter.
7. Pieces too large to be carried easily can be represented at jurying by photographs. Judges reserve the right to ask craft vendors to bring the item if it is in question. All crafts will be photographed at jurying to ensure what each craft vendor sells at market has been juried.

Jury Process and Notification:

- To be juried, new vendors will set up their crafts at a designated time and will then leave the premises. Potential craft vendors will not be present at the jurying to ensure open and frank discussion. Craft vendors can pick up their crafts in one hour. The craft vendor will be notified by email or mail of their acceptance one week before the 1st market day. **There will be no crafts juried on market day.**
- The Craft Jury Committee will score each entry, with the higher scores accepted into the market, and if needed, the lower scores placed on a wait list, or until the crafter is re-juried and receives a higher score. Members with seniority will have priority over new members.
- The Craft Jury Committee will notify new vendors by mail or e-mail announcing the Craft Jury dates. The notification will include the craft jury application, the time and location of the event,
- Each vendor will pay a \$10.00 jury fee.
- The jury fee is non-refundable.
- Each vendor will be juried for the first three years, after that time they will be grandfathered in, except for new items

Off Season Markets:

Holiday Market: 1st Saturday in December

Cupids Market: 2nd Saturday in February

Please watch the market's website and Face book page throughout the market season for any new information.

Remember all proceeds go towards advertising which support the market vendors and its valuable customers.

Facts about MLFM:

The Moses Lake Farmers Market was established in 1978.

Each year we strive harder to provide more promotions and a broader advertising campaign. The market has been growing slowly year after year, thanks in large part to the high quality of vendors, and is now one of the largest markets 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.

Tips for Success:

- Being patient and friendly increases sales.
- Avoid sitting whenever possible.
- Studies show that 75% of products purchased are displayed between elbow and shoulder height.
- Abundant displays attract attention. "Pile it high and kiss it goodbye".
- 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 changes, 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.
- Recognize and greet regular customers.
- When standing you can be more expressive and are seen as more energetic. This can translate into increased sales.

Facebook, Social Media and Website:

Do you have Facebook? Do your friends? More than likely they do and you should.

In the world we live in more people are checking information on their smartphones. You walk down the street and you can see people holding up their phones and either talking with

someone, googling, Facebooking, Instagraming, taking a selfie or texting with their friends and family.

Moses Lake Farmers Market is on Facebook. We do this as a form of advertising for our market and our posts also help inform those who follow our page. Currently we have 3600+ followers and it's amazing the people that message us checking to see if a vendor is going to be at market and what products are available.

Members are encouraged to have a Facebook page and tag Moses Lake Farmers Market. This is one way to let the market audience know that you are at market and what you have to sell. Certain members have used this to their advantage encouraging people to come down early for the best selection.

If you are on Instagram, you can sync that up to your Facebook page as well.

People to thank:

We have a couple of volunteers who keep our Facebook page alive all year, even during the off season. It may not seem like a lot, but they try to share market updates, market related stories, Washington State news, local events, recipes, cast iron cooking as well as new items and fresh produce at market.

Our webmaster is also a volunteer.