

2015 Greene County Farmers Market

The Greene County Farmers Market is a regional local market with vendors from across the central Iowa area. Dates: Tuesday June 2 - Sept 29 from 4-6:30 pm (17 Markets) Location: East Side Courthouse, Jefferson Market Coordinator: Chris Henning 515-370-2436, farmersmarket@greencountyiowa.com.

Rules & Regulations - reviewed May, 2015

Iowa code provides for Farmers Market rules in great detail. Greene County Extension has numerous publications and the code is available online. Please direct all questions to the market manager or the Iowa Department of Inspections and Appeals (515-281-6538).

Fees: 16' frontage (2 tables) for Whole Season: \$120

Vehicle part of display: additional \$30 (\$150 season total)

16' frontage (2 tables) for One Day at Market: \$20

8' frontage (1 table) for Youth Entrepreneurs: \$50/season or \$5/day

Fully paid vendors will be assigned locations; daily vendors will be assigned locations as they pay. Every effort will be made to keep vendors in their usual spaces. No prorating or special discounts. Market fee must be paid on or before first day you attend. All fees go directly back into promotions and advertising. Please make checks payable to Greene County Farmers Market and mail to Chris Henning with the application below.

Space: Limited space is available. The market manager will coordinate setup and address concerns. There are limited electric hook ups available. Currently there is no extra charge for electricity. The county allows Farmers Market to use the courthouse parking rent-free. To keep their good will, all vendors will be expected to help clean up at the end of Market. All vehicles must be in Market before 3:45 and may not leave until Market close.

Times: Setup is between 3:15 and 3:45. Everything must be ready to go before Market starts. Sales are from 4pm to 6:30pm. Vendors and Food Providers are expected to be open and in business during that time. No early sales: Market opens when the Bell Tower strikes 4pm. For the safety of those in Market, vehicles may not enter later than 3:45 and may NOT leave before the close of Market.

VENDOR PRODUCTS

Fruit, Vegetables and Food Vendors: Producers must sell produce and products they grow or make themselves. Producers must be able to discuss how, where and under what conditions the product was grown/made/baked with the customer. Copies of any necessary licenses or certificates must be given to the market manager prior to sale.

--Types of Products for Sale: All products must be local. Fresh fruits, vegetables, herbs flowers, plants, nuts, honey, jams, jellies, and eggs (must be kept below 45°F) must be locally grown *by* the vendor. Baked products that are not potentially hazardous (see below) must be made by the vendor.

--Potentially Hazardous Foods/Food Products: Potentially hazardous food products including meat, poultry and dairy may only be sold with a mobile food unit or farmers market license. No home style canned goods may be sold unless processed in a licensed food processing plant, with the sole exception of jams and jellies. Meat pies, soft pies, custard-filled products and cream-filled products also require a license.

--Labeling: All food must be labeled with its common name and vendor name, address, and phone number. Food prepared in a licensed food establishment or food processing plant must be labeled accordingly.

--USDA Organic labeling: If your product is USDA certified organic or inspected/certified in some other way, we encourage you to label it so. However, you may not label your products unless they are IN FACT certified. You may label products chemical free, pesticide free, hormone free, etc. without certification. Be prepared to back up your claims to customers. Baked goods that use all certified organic ingredients are not also certified

and may not use the USDA organic label unless baked in a certified kitchen. However, a label stating that all ingredients are organic is acceptable.

--WIC and Senior Checks: Our market is certified to accept WIC and Senior Checks for purchases of uncut fruits and vegetables, and garden plants to grow fruits and vegetables. Individuals must be certified each year to accept these checks. For questions and certification, contact the market manager or Paul Ovrem at 515-242-6239. Please let the manager know if you are certified, so that we can finish our certification paperwork and submit it to the state.

--Sanitation: All items must be displayed on well constructed, well maintained tables/shelves, etc; all edible items must be displayed *at least* 1 ft. off the ground or in containers. Food may not be disposed of in on-site dumpsters; all vendors must remove any loose garbage from their area and dispose of it off-site. Areas must be swept and cleaned at the end of Market.

Homemade/Handmade Crafts Vendors: All art and craft products must be locally made by the vendor. No “party”, “antique/collectible” or “flea market” goods are allowed.

Food Providers: All food providers must be a nonprofit organization. As vendors, they are required to pay the daily market fee; rules regarding setup and length of Market must be followed. Anticipate serving 125-175 to avoid running out early. Providers are responsible for observing food handling rules and regulations.

Youth Entrepreneurs: In order to be considered a Youth Entrepreneur, the vendor must be between 10 & 17. Youth vendors must staff their own table, talk to their customers and make their own change. The product, be it food or craft, must have been produced substantially by the youth vendor with minimal assistance from adults.

All Vendors:

--Display: Displays should be neat; vendors should use photos and signs to identify their farm or business, facilitating a farm to fork connection. All items must be displayed on well constructed, well maintained tables/shelves.

--Sanitation: Vendors must sweep and clean displays as needed and provide their own equipment, tables, etc. Products must be 1ft. off the ground or in containers. Plastic bags provided for customers may NOT be reused bags from grocery stores, they must be new. Hand washing station is provided for vendor use. At the end of market, garbage must be removed to be disposed of off-site. Areas must be swept.

--Insurance: For their own safety, all vendors must carry their own liability insurance. Market itself does not carry insurance, and the city/county will not cover you if, for example, your squash falls on someone’s toes or your food makes someone sick. Contact your homeowner’s or farm insurance company to make sure you are covered. Liability policies for selling at Farmers Market are very affordable.

--Conduct: No smoking is permitted on courthouse grounds. Vendors will be asked to leave Market if smoking on the grounds. Please be courteous to others. Inappropriate conduct or language toward other participants, customers or management will not be tolerated and may be grounds for immediate dismissal. Look out for each other; if you suspect theft from you or another vendor, contact the manager ASAP so proper steps can be taken.

Cancellations: Market will be held regardless of the weather. In the event of extreme bad weather such as lightning/hail we may use the east room of the courthouse as shelter; the manager will have a weather alert system on hand. If weather is threatening, please use your own judgment in regard to your attendance. If you will not attend, contact Market manager through text or phone.

Pricing: Vendors have different motives—some do this for fun or as a hobby while others make a living from this type of selling. There is a range of pricing needs to be met. Underselling fellow vendors causes contention and should be avoided. For suggestions on pricing, contact your local extension office for current produce

prices. Although it is not required, customers appreciate prices listed and explained: by pound, size, unit, dozen, etc. Contact the manager if you will be accepting EBT, credit or debit cards.

Promotions: Contact the market manager with any specials you have so they can be included in advertisements. Customers like to know when the first tomatoes, sweet corn, melons, apples, pumpkins, etc. come in. Greene County Farmers Market has a website at greenecountyfarmersmarket.com and is on Facebook at facebook.com/GreeneCountyFarmersMarket. If you'd like to be featured, email a description of your business and products along with an "action" photo to farmersmarket@greenecountyiowa.com. Or better yet, POST to Facebook and link to the Farmers Market page.

2015 Contacts:

Market Coordinator:

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Food Provider Coordinator:

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Publicity:

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