

Sara Hardy Downtown Farmers Market

Traverse City DDA
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2010 Market Rules

1. Introduction

The Sara Hardy Downtown Farmers Market (the Market) is operated by the Traverse City Downtown Development Authority (DDA) and is managed by the Market Master. The purpose of the Market is to create a sales venue for area farmers, provide opportunity for consumers to purchase quality farm-grown goods, to provide a community gathering place, and to promote and stimulate economic development and create traffic in the Downtown area.

2. Time and Place

The Market takes place on Wednesdays and Saturdays in season on dates established every year by the Downtown Development Authority. The market begins at 8:00 a.m. and ends at 12 noon. The DDA shall set dates based upon recommendation by the Farmers Market Committee.

The Market takes place in parking lot “B” at the southwest corner of Cass and Grandview Parkway in downtown Traverse City.

3. Who Can Sell

Only vendors registered and approved in accordance with these Rules may sell at the market. Applications are available by contacting the DDA office and must be submitted two days in advance of the first market the Vendor wishes to attend. Applications shall be sent to the attention of Rob Bacigalupi. Applications will be required every year. Any dispute of a determination made by the Market Master may be appealed to the Farmers Market Committee.

Vendors must reside and produce their product within the State of Michigan. If space is limited preference will be given to vendors from Grand Traverse, Antrim, Kalkaska, Wexford, Leelanau, Benzie and Manistee Counties. Vendors must display a sign indicating what county they are from and must identify the origin of all grown products that come from a county other than their home county.

Those vendors registered in the 2007 season who otherwise met the 2007 rules but who resold goods, are grandfathered.

4. What Can Be Sold

A majority of products sold at the market must be grown or produced by the vendor selling them. Vendors may sell:

- A. **Raw Agricultural Products:** Including fruits, vegetables, grains, flowers, bedding plants and potted plants. In order to be allowable, bedding and potted plants must be grown from seed, plug, cutting, bulbs or bare root. No resale of pre-finished plants is allowed. Transplanted plants must be grown to the point where roots fill the pot (roots hold the soil when the pot is removed).
- B. **Value-added Agricultural Products:** These products include raw agricultural products grown by the seller that have been processed, or any product, the sale of which a government agency regulates. Examples are milk, cheese, oils, vinegars, meats, eggs, honey, preserves, jams, soaps and herbal preparations. The value-added product must be made from at least 25%, by sales value, material grown or gathered (i.e. mushrooms, twigs, grapevine) by the vendor selling it. Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.
- C. **Bread Products:** Eligible bread products must be baked from dough made by the vendor. The Market Master may limit the number of bread vendors based on availability.

5. Market Day and Fees

Vendors may set up early but should cease sales at 12:30 p.m. Vendors must vacate their space by 1:30 p.m. that day. The Vendor space must be left clean and free of debris. Only one vehicle may park in the vendor stall. Any other vehicle vendors bring must be parked in accordance with Section 7 of these Rules.

Once accepted, vendors pay the Market Master \$25 each market day for Saturdays and \$20 on Wednesdays.

6. Compliance with Rules

Compliance with these Rules is essential to a smooth running and successful Farmers Market. Honesty from all vendors is expected and required. Vendors who violate any rule are subject to expulsion from the Market.

Any vendor found to be or suspected to be in violation of these Rules by the Market Master will be sent a warning letter from the DDA. In the case of a violation of Rules 3 or 4, the vendor will be given 7 days to provide proof of compliance to the satisfaction of the Market Master, . Vendors may appeal the Market Master's decision to the DDA staff

who will respond in 3 days. If the vendor is not satisfied with the DDA staff ruling, they may continue the appeal to the Farmers Market Committee, who will meet within two weeks to hear the appeal.

All complaints regarding Rules violations must be submitted in writing to the Market Master. The Market Master will have forms available for this purpose.

The Farmers Market Committee, or their designee, from time to time may make farm visits based on complaints. Based on such a visit, the Committee may request the Market Master to issue a violation.

7. Parking

Close in parking is crucial to serve customers of the Farmers Market. Vendors are discouraged from bringing additional vehicles. Vendors who must bring an additional vehicle are allowed to park one car each in the parking facilities identified in this Section as Available Parking. On Saturdays, the north side of Lot B along Grandview Parkway is Available Parking available to vendors at no charge. These spaces are available on Wednesday subject to meter rates. Lot C, just east of the Chamber of Commerce building, is Available Parking usable by vendors subject to meter rates and other restrictions posted in the lot. On Saturdays only, Lot T, located at the southeast corner of Union and Grandview Parkway, is Available Parking at no charge to vendors. Vendor vehicles found in violation of this section will be subject to ticketing.

8. Miscellaneous

- a. Pets: Vendors are not permitted to bring pets to the Market
- b. Fowl Feed: No duck feed or other food for fowl is allowed.
- c. Semi Trucks: No semi trucks are allowed
- d. Peaceful Environment: Loud radios, arguments or profane language will not be tolerated.
- e. Food Establishment License: Vendors who sell processed foods must contact the Department of Agriculture and obtain a Food Establishment License. The local MDA can be reached at (231) 922-5210.