

MILL CITY  **FARMERS MARKET** **MPLS**



Vendor Handbook

Dear Mill City Farmers Market Vendors,

Thank you all for yet another great season! We are moving into our 15th Outdoor Season this year and reflecting on the ways this market has grown through the years. With a refreshed Strategic Plan and other exciting pieces yet to be announced, we are looking forward to making this next season the best yet. We continue to cultivate and grow the market, and educate our community about healthy, local food. This would not have been possible without our supportive community and amazing vendors.

We accomplish great things in conjunction with our community and volunteers. Mill City Farmers Market operates with a balanced mix of earned income through booth rental, grants, individual donations and corporate sponsorships. Thanks to the generous support of our community, our fees have not increased since 2010. We consider carefully how we spend our limited resources, a strategy that has helped us forge long-term partnerships with foundations, corporate donors and the community, in order to support our educational programming and our vendor community.

In 2017 we launched the Mill City Farmers Market Charitable Fund, a 501(c)(3) non-profit to support our Next Stage and Hardship Grants, educational programming, and food access efforts. This nonprofit status allows us to accept tax deductible donations from our donors and sponsors and put more resources into expanding and enriching our educational efforts.

This Vendor Handbook is meant to act as an extensive guide to all parts of Mill City Farmers Market. Please take the time to read it thoroughly and reach out with questions or comments.

Eat well and be well,
Mill City Farmers Market staff



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About Mill City Farmers Market

History:

Mill City Farmers Market (MCFM) was founded in June 2006 by Brenda Langton, whole foods educator, chef and owner of Spoonriver Restaurant, in collaboration with the Mill City Museum to promote “Healthy Foods, Local Farmers”.

We launched a Tuesday Night Market at The Commons in 2017, and it ran two seasons in the summer of 2017 and 2018. We were excited about the prospect to offer more opportunities for our neighbors to grocery shop locally and expand our reach. While the market grew in popularity, we found that the customers were not grocery shopping, thus it was not financially viable for our vendors.

Mill City Farmers Market is comprised of a 501(c)(4) non-profit and a 501(c)(3) that both seek funding from local businesses, corporations, foundations, and individual donors. The (c)(4) is everything it takes to run a farmers market: staff time, equipment, marketing, lease agreements. The Mill City Farmers Market Charitable Fund (MCFM-CF) is a 501(c)(3). This arm of the market strengthens and grows our educational, food access and farmers market vendor grant programs.

MCFM Mission:

MCFM inspires and nurtures a healthy community by building a local, sustainable and organic food economy in a vibrant, experiential marketplace.

MCFM Vision:

Our vision is to be a nationally recognized marketplace model that connects, educates and empowers a community to support a healthy, sustainable food system to contribute to the success of local food growers and producers.

MCFM-CF Mission

MCFM Charitable Fund supports a healthier community through partnerships, educational programming, and support for organic farmers and local food producers.

MCFM-CF Vision

Our vision is to grow a just, local, sustainable food system by sharing resources and collaborating with others for the health of our community.



Shared Values:

Inclusion:

We support access to healthy food for all residents of our community.

Stewardship:

We sustain farmers that cultivate the health of land, animals and people.

Integrity:

We ensure the quality of sourcing, production and growing practices of our vendors.

Learning:

We provide experiential opportunities that educate people about the quality, sourcing and true value of food.

Leadership:

We strive to be a leader, innovator and public force for a healthy planet.

Partnership:

We believe authentic, collaborative relationships are essential to achieving our vision.

Community:

We promote a thriving and inclusive gathering place that bridges our agricultural heritage in a National Historic Landmark.

Culture:

We value local entrepreneurs and artisans and the ways in which they enrich our community.



Sustainability Statement

As part of the 2020 application, all vendors participating in Mill City Farmers Market (MCFM) are expected to read and agree to the following Sustainability Statement.

Local:

MCFM supports local food; food that is fresh, healthy, seasonal and that builds and strengthens local economies. In selecting vendors, MCFM gives priority to regional farmers and producers who bring products to market that are 100% grown and harvested on land they own and/or operate. Occasional non-local exceptions, reviewed on a case-by-case basis, are made for producer-direct products that complement MCFM's mission and fill product gaps.

Sustainable:

MCFM vendors are selected based on their fit with our mission and commitment to environmentally, economically and socially sustainable practices. MCFM supports growers and vendors committed to sustainable practices and land stewardship, including USDA Certified Organic and Certified Naturally Grown growers.

Vendor Commitment:

Each vendor at MCFM is committed to a holistic approach to sustainability that includes:

- Building and maintaining **healthy soils** by applying farming practices that include crop rotation, compost, cover crops, green manures and reducing tillage
- Serving the health of soil, people and nature by limiting or rejecting the use of **synthetic pesticides and fertilizers**
- Rejecting the use of **GMOs**, genetically modified seeds, and genetically modified livestock feed
- Treating **livestock humanely** by providing pasture for ruminants, access to outdoors and fresh air for all livestock, banning cruel alterations and using no **hormones, GMOs, or antibiotics in feed**
- Conserving natural resources by **reducing erosion and pollution of air, soil and water** through responsible farming practices



- Practicing **minimal processing** and **responsible post-harvest handling** for all food products to preserve the natural **nutritional value** of food
- Operating within a framework of **sound business planning**
- Guaranteeing **honorable workplace practices**, including fair and reasonable compensation for employees and a safe, respectful work environment
- Supporting agricultural **markets and infrastructures** that enable small farms to thrive
- Producing prepared/processed foods using raw ingredients that are locally grown and **sourced from within the market** or from other purveyors practicing sustainable farming, whenever possible. Prepared and processed foods are required to use a minimum of 25% local ingredients in their products (see "Local Sourcing Standard" on next page).
- Producing non-edible products using local and sustainable sourcing as appropriate for the product
- Providing clear, written information about production methods and product ingredients to any customer who requests it

Market Commitment:

MCFM strives for organizationally sustainable practices including maintaining financial stability as well as the integrity and diversity of our vendor/product selection. We examine our waste management practices in order to reduce our environmental impact. Furthermore, we work in the community to strengthen agricultural infrastructures that enable small farms to thrive and work to develop ways to make local healthy food available to more of our community.

MCFM and our vendors are committed to educating our customers about sustainable, local agriculture as well as encouraging and empowering them to participate actively in their food choices.



MCFM Local Sourcing Standard

Businesses selling value-added foods, baked goods, or prepared food must use a *minimum* of 25% local products in their ingredients, preferably using local ingredients sourced directly from MCFM agricultural vendors. The percentage will be derived by volume of total ingredients purchased for products sold at MCFM.

MCFM defines “local” as purchased within a 250-mile radius of Mill City Farmers Market or business location. Local is NOT defined as purchasing from a local purveyor - for example purchasing lemons from Co-Op Partners.

Benefits:

1. All vendors make a defined collective commitment to supporting local farmers, agriculture, and the local food economy.
2. Sourcing expectations are defined, thus making it easier to communicate and promote to our customers.
3. This standard sets Mill City Farmers Market apart from other markets in the Twin Cities, further solidifying its identity as a trusted source for local, sustainably produced products.

Exceptions: Certified Organic businesses that cannot source ingredients organically AND locally may be exempt on a case-by-case basis.



Educational Programs and Activities at **Mill City Farmers Market**

Mill City Farmers Market strives to be an educational marketplace for our customers, while also driving sales for our vendors. Listed below are the important programs and initiatives Market Management supports to create a vibrant food economy for our market customers and vendors!

Mill City Cooks:

Mill City Cooks is our weekly cooking demo hosted by Market Chefs Jenny Breen, Beth Jones and Nettie Colón. These Market Chefs, along with occasional guest chefs, create and demonstrate simple recipes with ingredients from vendors at the market. The goal of this program is to show customers how simple it is to shop the Market for healthy, weekly meals. Recipes from this program continue to be our most popular website, email newsletter and social media content. If you would like to collaborate with the Market Chefs to highlight a recipe featuring your produce or products, let us know. This is a great way to become more involved with the market AND highlight your business!

Power of Produce (PoP!):

The Power of Produce (PoP) Club is a nationally recognized kids program that started at the [Oregon City Farmers Market](#) in 2011 to empower kids to make healthy food choices. Kids ages 3-12 can sample a seasonal fruit or vegetable (bought from a Market farmer) at the information booth. In exchange for trying the weekly vegetable, children receive a \$2 PoP token that they may spend on any fruit, vegetable or food-bearing plant at the Market. The goal of Power of Produce is to develop the next generation of healthy eaters and to offer a fun, family activity at the market.

Meet Your Vegetables

Meet Your Vegetables is an internship program with a mission to give nutrition students practical experience educating themselves and our community on seasonal and local produce. Undergraduate students in public health, food systems and nutrition sciences create simple, fresh recipes that they sample at the top of the Chicago Mall June through August to encourage customers to eat more vegetables!



Greens for Good Gleaning Program:

Mill City Farmers Market forged a partnership with [Campus Kitchen](#) in 2014 and has been donating produce to the Cedar-Riverside Neighborhood since 2010. In 2018 MCFM Vendors collectively donated between 143-667 lbs of produce each week and 6090 lbs. for the season from participating MCFM farmers. Augsburg College volunteers collect unsold produce from farmers at the end of the day, and the excess produce is distributed in the Cedar-Riverside neighborhood, primarily to seniors in low-income housing. Beginning in 2018, MCFM began monetarily compensating farmers for their donations at a wholesale price of \$1 with the help of our program sponsor, Delta Dental of Minnesota.

Community Booths:

Each week we offer community booth spaces to different non-profits or small businesses. We partner with like-minded organizations that support the Market's mission and vision to educate our customers and promote a healthy lifestyle. Partner organizations are generally involved in local and sustainable food, or health and wellness organizations. Community booths are not permitted to sell anything.

Music:

Each week, we feature a local musician or band to bring live music to the Market. Our goal for the music is to help create a festive, welcoming atmosphere at the Market and to highlight entertainment that is representative of our diverse Minnesota community. Many customers have commented on how much they appreciate the various musicians we bring to the Market.

Friends of the Market

Friends of the Market is an annual donation program, modeled loosely after a co-op membership. These donations support the Market's Charitable Fund, which works to expand the Market's [educational and food access programs](#), increase grants to local farmers and food makers and so much more. Customers become a Friend by signing up online or at the Info Booth and receive coupons, a monthly newsletter and invitations to special events.

Volunteers:



We love our volunteers! We have a core group of amazing volunteers that have logged countless hours for us over the years. Each week there are typically at least four or more volunteers onsite helping us manage our zero waste stations or assisting in the kitchen demo. Please make sure to thank them if you get a chance!



MCFM Marketing Initiatives

Mill City Farmers Market actively promotes its market and vendors through many channels. We have a full-time Marketing Manager who creates an annual marketing strategy and manages our website, social media and various other digital and print approaches, detailed below.

Website (millcityfarmersmarket.org)

MCFM's website garners about 125,000 visitors per year (84% of which are visiting for the first time). The website promotes details for market dates (produce guide, vendor map, music, etc.), recipes, vendor profiles, information about our programming and a blog with bi-weekly articles.

Email newsletters

MCFM sends weekly email newsletters before each market and a monthly Friends of the Market email newsletter. The weekly market newsletters highlight market events and products through a "Did You Know?" section linking to our blog or a vendor profile and our #WeeklyMarketMeal. Friends of the Market monthly newsletters include an in-depth feature story about a vendor or MCFM program.

As of December 2019, we have 9,800 weekly subscribers with an average 25% open rate.

Social Media

MCFM has built a strong online community and drives market traffic and sales through social media. As of December 2019 MCFM's Facebook has 15,000 followers (↑ followers by 15% since 2018) and our posts have a typical organic reach between 10% and 30%. We also create Facebook events for the markets, which we pay to promote along with select posts and formal ads.

Our Instagram account is rapidly growing (↑ followers by 22% since 2018). As of December 2019, we have nearly 7,900 followers have a typical organic reach between 10% and 30%. Our Instagram and Twitter handle is @MCFarmersMkt.



Print, Digital and Earned Media

MCFM writes a column every 3 weeks in the Minneapolis' Southwest Journal print newspaper and is regularly featured in the digital Mill District newspaper Mill City Times. Additionally, MCFM writes and distributes 3-4 press releases per year for major events such as opening day, National Farmers Market Week, Bread Festival, etc. We are typically featured on local TV news shows 1-2 times per year, in the Star Tribune 3-5 times per year and in various other local print & digital media (City Pages, Meet Minneapolis, etc.) monthly.

Old School: Fliers, Coupons and Personal Connections

As a small business and supporter of so many small businesses, MCFM understands and values the importance of personal marketing connections. We distribute fliers to neighboring business and residences, print and digital coupons, direct mailings, content to condo concierge/community engagement staff and other creative approaches to promote the market at a personal level.

For marketing questions or suggestions, please contact: Jenny Heck, Marketing and Events Manager at jenny@millcityfarmersmarket.org



Board of Directors, Staff, Committees

MCFM Board of Directors

Joe Dicker, Board Chair and Attorney

Dy Drake, Director of Organizational Effectiveness at Medica

Laura Frerichs, MCFM vendor & Co-Owner of Loon Organics Farm

Faye Jones, Farmer & former Executive Director of MOSES

Kathy Klink, Board Secretary & Faculty in the Department of Geography, Environment and Society at the University of Minnesota

Kelly McManus, Owner and Creative Director at McManus Creative

Josh Resnik, CEO of The Wedge, Linden Hills and Co-op Partners Warehouse

Anna Sawyer, Board Treasurer & Finance Manager at General Mills

David Stevens, Site Manager at the Mill City Museum

MCFM-CF Board of Directors

John Crippen, Board Chair, Co-Founder of MCFM & Executive Director at Hennepin History Museum

Joe Dicker, Attorney

Shannon Hendricks, Board Treasurer, Chief Compliance Officer at Delta Dental of Minnesota

Emily Paul, Board Secretary

Mike Romanowski, President of CoBank

Jean Szevich, Philanthropy Consultant

Ken Story, Development Associate at HIRED

Dale Woodbeck, General Manager at Lakewinds Food Co-op



Year Round Market Staff

Brenda Langton, Founder:

brenda@millcityfarmersmarket.org

Martha Archer, Executive Director:

martha@millcityfarmersmarket.org

Christine Novotny, Program Manager:

christine@millcityfarmersmarket.org

Jenny Heck, Marketing and Events Manager:

jenny@millcityfarmersmarket.org

Stepheni Hubert, Bookkeeper:

bookkeeper@millcityfarmersmarket.org

Market Chefs

Lead cooking demonstrations with Mill City Cooks

Jenny Breen:

jennybroccoli@gmail.com

Beth Jones:

jone1188@umn.edu

Nettie Colón:

nettie@redhengastrolab.com

Vendor Advisory Committee

Facilitates communication between the vendors, staff, and the board members as representatives of the vendors.

Pam Benike, Prairie Hollow Farm:

pambenike@bitstream.net

Mike Braucher, Sunshine Harvest Farm:

sunshineharvestfarm@hotmail.com

Tim Peters, Zula Juice:

tim@zulajuice.com

Lynne Reeck, Singing Hills Goat Dairy:

ldreeck05@yahoo.com



Phil Ward, Black Cat Natural Foods:
phil@blackcatnaturalfoods.com

Chris Chookiatsirichai, Artist
Chris@loungecats.com

Art Market Review Committee

Helps evaluate new artist applications

Mary Kay Baumann, Creative Director, American Craft Magazine

Katie Covey, Weisman Art Museum

Anita Kunin, Community Member

Kay McGuire, Guthrie Theater Shop

Jahna Peloquin, local arts advocate and Fashion Week MN Organizer

Kayla Campbell, Senior Designer at MCAD

Year Round Market Staff Brenda, Martha, Christine, Jenny
*More committee members are added each year

Food Application Review Committee

Helps evaluate new food applications

Kim Eslinger, Mill City Times

Marjorie Hegstrom, Previous MCFM Executive Director, Wedge Coop Board Chair

Chelsea Korth, Community Member

Lara Miklasevics, Local Chef, Food Stylist

Elisa Lobo Neese, Local Foods Advocate, Health & Wellness Coach

Mill City Cooks Market Chefs Jenny Breen, Nettie Colón, Beth Jones

Year Round Market Staff Brenda, Martha, Christine, Jenny
*More committee members are added each year



2020 Markets Overview

Saturday Outdoor Market 2020:

When:

- Saturdays, May 2 – October 31, 2020

Time:

- May – September: 8am - 1pm

- October: 9am - 1pm

Location:

- Between the Guthrie Theater and the Mill City Museum on the Chicago Mall and in the Mill City Museum Train Shed.

Winter Market 2020-2021:

When:

- November – April: Twice a month, dates TBD

- November/December: There are additional markets for the holiday season.

Hours:

- 10am - 1pm

Location:

- Inside the Mill City Museum common area. No museum admission is required for MCFM vendors or customers.

Please Note:

The schedule of days and hours of operation are subject to revision by MCFM management. MCFM vendors must complete an additional application for winter markets, but no additional application fee is necessary.



2020 MCFM Rules of Operation

At the Market

MCFM Market Site Guidelines:

- Restroom areas are to be used for sanitary purposes only and may not be used for washing produce, preparing foods, dumping water, etc.
- Music may not be played at any booth or in the general market area, except with prior permission from Market Management.
- MCFM prohibits solicitation and political activities during market hours.
- Non-profit and community groups may present educational materials or information about their organizations, missions, etc. with prior approval from Market Management.
- No live animals may be sold or given away at the market.
- No water (bottled or cups) may be sold by vendors. There is free water available at the market.
- Mill City Farmers Market is smoke-free. Tobacco products are prohibited on all market sites, including cigarettes, e-cigarettes and chewing tobacco. This provides a more pleasant and cleaner environment for everyone. Market staff can direct users to nearby, offsite locations where tobacco use is permitted.

Individual Booth Guidelines:

- Vendors are responsible for providing all tables, tablecloths, chairs, scales, signs, containers, shopping bags, etc.
- **All** vendors are **required** to bring a canopy or tent and weights. Health code requires prepared food vendors to have overhead cover at all times.
- Market sites can be very windy; therefore tents **must be** firmly anchored from set-up to take down by **25+ pounds of weight attached to each tent leg AT ALL TIMES. If you fail to bring a full set of weights you will be charged a \$10 fee to rent them.**
- Site displays, canopies, signage, etc. may not infringe upon walkways or neighboring booths.



- Vendors are required to maintain a **clean and attractive booth display** at all times. See the section on "Farmers Market Marketing 101" for more detail.

- **All vendors must post clear, visible signs with their business name and location.** See the "Vendor Checklist" for more details.

- **All product pricing must be visibly displayed.**

- All back stock and cardboard boxes must be stored under the tables or stacked neatly out of the way. Also, all food items must be 6" off the ground, per health code requirements.

Booth Management:

- Vendors must guarantee customer satisfaction for all goods sold.

- Vendor booths must be staffed by Owner/Operator, someone with a direct connection to the farm/business or an employee knowledgeable about products and production practices.

- No one under the age of 16 can sell or maintain a booth space without an adult present.

- For safety, we recommend cash boxes and other valuables be stored securely or supervised.

Booth Assignments:

- The Program Manager will send a Vendor Update email on the Wednesday before every market. This email contains your booth assignment and other pertinent Information regarding the market. All vendors are required to read this email to stay up to date, even if you are not attending market that week.

- Vendors unable to attend a scheduled market date should call or email Market Management with as much notice as possible. Cell phones are the best way to communicate important information to Market Management.



- Vendors may not sublet their booth to any other vendors without Market Management approval.
- Change in space assignments may occur at Market Management discretion.

Shared Booth Space & Partnerships

Partnered businesses are permitted to share market space and resources in some **pre-approved** cases. These special cases could include:

- A new or small-scale business who could not fill a full booth
- Value-added food vendors who are primarily using the agricultural vendor's products
- Secondary business has a product that fills an important gap in the market's offering.

Each shared booth member is required to have their own liability insurance, submit a separate application, pay a separate application fee and pay booth fees (rates to be decided by MCFM staff).

To be considered, interested vendors should submit a written request to MCFM management. Parameters to be decided upon by partnered businesses in conjunction with MCFM staff.

Health and Site Cleanliness Rules:

- Vendors are responsible for complying with Health Department Guidelines and license requirements, as appropriate.
- All vendors serving prepared food and samples are required to provide a **hand wash station** in accordance with the guidelines set forth by the Health Department. Market Management reserves the right to ask vendors to stop sampling if they do not have a proper hand wash station.
- Vendors must remove all trash and debris from their sites. MCFM will have a few brooms and dustpans available or vendors may choose to bring their own.
- All waste (compost, recycling, and/or trash) **MUST** be deposited in the proper waste receptacle in the alley of the market site at the end of the day. Vendors are responsible for bringing their own trash, recycling and compost bags.
- All food must be stored/displayed at least 6" off the ground and all containers used to store and display produce, as well as all spray bottles, must be cleaned regularly and cannot have been used to store chemicals.



- All vendors must wear clean clothing and footwear at all times.
- Per City of Minneapolis Health Department guidelines, vendors may not eat in their booth location.

Conduct Guidelines:

Always treat other vendors, customers, and MCFM staff with respect and cooperation.

Violence Policy:

Safety is of the utmost importance for MCFM staff, visitors and vendors. Verbal or physical violence of any kind will not be tolerated by MCFM. Anyone participating in an act of violence (threats or threatening behavior included) may be removed from the premises immediately. Suspension or termination may ensue in addition to criminal charges.

Enforcement and Disputes:

- Market Management has ultimate onsite authority and enforces all rules of the market.
- Market Management may take any action deemed appropriate if a vendor does not follow the rules.
- Market Management reserves the right to request any vendor to immediately remove any merchandise deemed unacceptable.
- If vendors have a formal dispute or complaint, it may be submitted to Market Management and/or the Board of Directors in writing. The Board of Directors will address all formal complaints.
- Failure by vendors to comply with market rules will be addressed by Market Management with the support of the Board of Directors. In the event of irreconcilable disputes, this process may result in vendor removal from the market.



Inclement and Severe Weather Protocols:

Vendors are responsible for reading and understanding Saturday Market "Inclement and Severe Weather Protocols" as outlined in the Vendor Handbook and adhering to the requirements.

Alternative Currency Guidelines:

The Mill City Farmers Market uses three different types of currency that all vendors. All vendors must sign the "Vendor Agreement for EBT Token Program" to participate. Please see the "Alternative Currencies" section for more details on the program.

Fees and Payments:

Payment Policy:

Your first Market payment is due by April 15th. Payments after that are subject to the payment plan you have selected. All payments are expected to be on time, otherwise penalty fees will ensue. Please see the "Payment Structure" section for Saturday Market for more details.

Penalty Fees and Policies:

Late Arrival/Set-up Fee:

A \$25 fee will be assessed to vendors who do not have their booths completely set up at the start of the market. MCFM reserves the right to increase penalty fees with repeat offenses.

Early Departure Fee:

A \$25 fee will be assessed to vendors who tear down and leave their booth before 1:00pm. MCFM reserves the right to increase penalty fees with repeat offenses.

Parking at the Meters Fee:

A \$25 fee will be assessed if Market Management finds any vendor parking at a meter. Parking is limited in the area, and customers have priority.

No Call No Show:

A \$25 fee will be assessed for vendors who "No Call No Show" plus stall fees forfeited.

Failure to bring proper equipment will result in additional fees.

(Tent = \$10/day, Weights = \$10/day, Table = \$5/day)



"No Call No Show:"

A \$25 fee will be assessed for vendors who don't show up for a scheduled market day and don't contact the Market Manager. Stall fees are also forfeited.

Cancellation Policy:

Vendors who cancel their spaces without appropriate notice will be charged in full and are not eligible to receive a refund.

Returned Check Fee:

Vendors whose checks are returned due to insufficient funds will be charged a \$25 fee and until the matter is resolved will not be allowed to attend the market.

Late Payment Fee:

Vendors will be charged \$25 each month they have an overdue balance.

Reimbursement Policy:

Only under extenuating circumstances (family or health emergency, business failure, etc.) may a vendor be eligible for partial or full reimbursement of booth fees. This will be assessed on a case-by-case basis only when sufficient advance notice (when reasonable) is given to Market management. Sufficient advance notice is defined as two or more weeks. (Advanced discounts will be taken into consideration when calculating refunded fees).

Produce & Flower Farmer Credit Policy

Mill City Farmers Market recognizes that produce and flower farmers will sometimes have to cancel market due to seasonal variables out of their control. With this in mind, MCFM will credit vendor booth fees for produce and flower farmers who notify the Program Manager of their absence by the end of the day on Tuesday prior to the Saturday Market. This deadline allows the Program Manager to find a vendor replacement, or factor this change into making the weekly map. The credit will be issued for the following season.

Credits will reflect the amount of money originally paid for the booth fee – for example, if the vendor received a 10% discount for paying by April 15, their credits will be for \$31.50 rather than \$35 to reflect the 10% discount.

Credits can only be used for future seasons. MCFM will not reimburse payment if a vendor does not return the following year. We do not refund artists, food makers, meat and cheese farmers or prepared food vendors for cancelled dates.



Vendors who cancel their spaces without appropriate notice (defined above) or by no-showing on a market date will be charged in full and are not eligible to receive a refund.



Licensing, Permits, Insurance

Licensure and Permits:

- Vendors are responsible for proper City of Minneapolis licenses, as outlined in "Vendor Business Types and Licensing" section.
- All vendors must prove proper and current permits to Market Management prior to market opening in June.
- Permits must be prominently displayed in the booth area at all times.
- Vendors participating in Farmers Market Nutrition Program (FMNP) and EBT (SNAP) Token Program must display required signage in their booth at all times.
- Vendors operating under the Cottage Food Producer Registration must display required signage in their booth at all times and products must be labeled in accordance with state law.
- **You will NOT be allowed to vend without proper licensing.**

Legalities and Insurance:

All vendors are required to submit a ST-19 tax form, certificate of liability insurance, and proof of licensure along with their application and fees.

ST-19:

- If you do not sell taxable items, complete the form and simply check the box stating that your items are nontaxable.
- Prepared foods served hot and/or intended for on-site consumption are taxable and you will be required to complete the form and provide a Minnesota tax ID number.

Insurance:

All vendors must carry personal liability insurance with a minimum of \$1,000,000 per occurrence, and must list MCFM as an additional insured. All vendors must submit a copy of their certificate of liability insurance before attending the market. MCFM is not liable for loss or damage incurred by vendors. Please check out the insurance options



through the Minnesota Farmers Market Association for affordable options for all vendors: <https://www.mfma.org/page-18192>

****You will not be permitted to set up at the market if we do not have copies of permits, required licenses, tax information or proof of insurance.****

Production Standards:

- Please see sections on "Vendor Business Types and Licensing," "Vendor Product Review Process," and "2020 Sampling Guidelines" for specific information.
- In regards to ingredient sourcing: Product quality and on-farm practices must be guaranteed by individual vendors and will be continuously reviewed by Market Management.
- All new products, new vendors, and new products from returning vendors require a review by the Application Review Committee prior to sale at the market.
- MCFM reserves the right to inspect any vendor's greenhouses, gardens, farms, fields, kitchens, or other places of production to verify the production, practices, ingredients, etc. Vendors refusing to allow a site visit will not be permitted to sell at the market.
- We encourage you to post any certifications you have. If any of your signage states that your products are organic you are **required** to post your USDA organic certification.

Sampling Guidelines:

MCFM receives an annual inspection by the Health Department and expects vendors to comply with all guidelines, see "Health and Site Cleanliness Rules" for details. For more information, please refer to "2020 Sampling Guidelines."

Vendor Meetings and Survey:

Attendance of our annual spring meeting is **highly encouraged**. The meeting provides an important mechanism for building community, receiving important market updates & seasonal information and providing vendor feedback and input to market staff.

Participation in the Fall Vendor Survey is **required**. The information gleaned from this survey is invaluable. It helps with the evaluation of MCFM marketing and programming and is used in future planning.



Vendor Advisory Committee:

MCFM’s Vendor Advisory Committee serves as an advisory group and a point of contact for other vendors to reach out to with questions and issues. The committee is meant to be reflective of the types of vendors selling at MCFM with 6 seats, each representing different types of market vendors. A list of your current vendor committee members can be found on page 15.



2020 Outdoor Market Rules of Operation

At the Market:

Market Operation Hours:

For the 2020 season, Mill City Farmers Market is open: Saturdays, May 2 – September 28, 8am-1pm and October 3 – October 31, 9am-1pm.

Set-up/Take-Down:

Vendors will be assigned an arrival time between 5:30am and 7:15am (6:30am and 8:15 in October). If permitted to drive onsite, vendors have **fifteen minutes** to unload and drive off site. After unloading your vehicle, please park it off MCFM property before you begin setting up your booth space.

- **All vendors must be on site by 7:15am (8:15am in October)** or their booth space will be forfeited.

- If you are running late for any reason, please **call or text** the Manager on Duty (MOD) **via cell phone. Market management does not read emails on Saturday morning.**

- The MCFM office line will not be answered during market hours. Failure to contact MOD will result in a forfeit of booth space.

- **All vendors must have their booths completely set up no later than 8am (9am in October) and must stay fully set up until 1pm.** Failure to do so will result in a \$25 fee.

- In the case that a vendor sells their entire product, booth disassembly is **not** permitted until MCFM closes at 1pm.

- Vendors are encouraged to haul products to and from their booths whenever possible in lieu of driving on site.

- Vendors will be assigned a departure time between 1:30pm and 2:30pm. At end of the market day you must pack up all belongings before your vehicle is brought on site. Vendors have **fifteen minutes** to load and drive off site. These are the **ONLY** times that vehicles are allowed on market site (except for those with vehicle-permitted booths).

- All booths must be emptied of tables, signage, trash, etc. **no later than 2:30pm.**



Traffic:

- A 5 mph maximum speed limit is enforced on the market site.
- Vehicles are only allowed to be on site during their assigned arrival and departure times.
- Vehicles must be unloaded and off market site **BY** 7:30am and will not be allowed back on site until **AFTER** 1:30pm, during assigned departure times.
- Vendors may unload/load from metered parking spots, but must not park at any metered parking spots during market hours. MCFM would like to reserve these parking spots for customers. Vendors should park at either of the ramps on 2nd Street, or at an oversized vehicle lot with permission from Market Management. There will be a \$25 fine assessed if vendors are found to be parked at a meter during the market.
- Vendors located on the Guthrie Theater side of the market must respect Guthrie Theater property boundaries. Vendors may not drive on Guthrie Theater property.

Pet Policy:

Vendors are not allowed to have pets in their booths, per Heath Department regulations. Customers are only allowed to have pets on the Chicago Mall, NOT inside the train shed or the Mill City Museum. Please help us enforce this rule.

If a customer chooses to bring their pet, they must follow these rules:

- Pets must be kept on a short leash. 6' is recommended.
- Pets must be under control and with their respective owner at all times while on the market site.
- Pets are not allowed near any market vendor products, especially any food items.
- Pets should be well-trained and friendly around kids and other animals.
- Pets must keep a substantial distance from the mini farm animals. Most pets are unpredictable around animals they have never encountered before.



- Customers must make sure they are considerate of other market goers, vendors and staff when they bring their pet to the market. Not everyone is an animal lover and some people are allergic to pets.



Saturday Market Site Information

ATMs:

The closest ATMs to the market are located inside the Mill City Museum and the Guthrie Theater. The ATMs are both located near their respective gift shops. Customers can also go to the info booth to swipe their credit/debit card in exchange for tokens to use at all market booths. The MCFM token program has the cheapest convenience fee at \$2. The fee at other locations ranging from \$2.50 - \$3.

Drinking Fountain:

The closest drinking fountain is located inside the Mill City Museum near the train car and the restrooms. There is also potable water available in the kitchen area of the market.

Info Booth:

The info booth is located at the center of the market under the green canopy that reads “Mill City Farmers Market – Info Booth.” You can send customers here if they have any questions, need EBT or market tokens, want seasonal recipes, etc. This is also where all vendors should reimburse their EBT and market tokens.

Parking:

Vendors are not allowed to park at the meters except during load in/out times. There is a \$25 fine if we find a vendors car at a meter midmarket. These spaces are meant for customers only. There are several nearby parking lots/ramps available for vendor use. The ramps across from the Mill City Museum and the Guthrie Theater are \$7, cash or credit, for a 12-hour period.

Restrooms:

The closest restrooms are inside the Mill City Museum near the train car.



2020 Sampling Guidelines

Minneapolis Guidelines for Dispensing Foods At Events:

Vendors, Event Sponsors, and Market Management are responsible for implementing Food Safety Standards.

1. All vendors must complete the Self Inspection on the Seasonal Food Permit prior to opening on the first day of an event.
2. Provide electricity needs for cooking and lighting. NOTE: LP bottled gas (propane) greater than 20 pounds requires a permit from the Minneapolis Fire Department. Gas host must be constructed of rigid copper, black iron, or galvanized pipe. Provide a fire extinguisher. The Permit is found at:
http://www.ci.minneapolis.mn.us/regservices/fire/regservices_fis (click on Special Event/Operational Permit Application).
3. Provide a tent or canopy for the food stand. If at an event where the tent/canopy is on a grass or dirt surface, you MUST provide flooring (mats, plywood, etc.) for the booth. Exception: all foods and beverages are packaged and remain unopened when served.
4. Store all foods, beverages, ice, utensils, and paper products at least 6 inches above the ground or floor. **Label chemicals** and store soap, sanitizer, insect sprays, and chemicals away from food and food related items.
5. Prepare all food in a licensed commercial kitchen or onsite. Home prepared foods are allowed **ONLY** for vendors listed in MN Statute 28A.15 (Cottage Food Vendors).
6. Transport all food products in insulated covered (picnic) chests in clean vehicles.
7. Use **MECHANICAL REFRIGERATION** to keep Time/Temperature Control for Safety (TCS) foods cold. *Seasonal Food Permit holders must always use mechanical refrigeration.*
8. Always keep TCS foods, such as meats, fish, poultry, cooked rice, and salads at **41°F or colder or 135°F or hotter**. Provide a metal-stem thermometer.
9. **Reheat** food quickly to **165°F** and **hold at 135°F or higher**. Outdoor use a “**Sterno**” and chafing dishes is **prohibited**.



10. Prepare and serve all foods out of reach of the customers. Self-service is prohibited unless proper utensils are provided such as individual soufflé cups for dips, toothpicks for individual food samples, tongs for serving chips, paper plates for bread samples, etc.

11. Wear clean clothing and practice good personal hygiene. NO smoking is allowed in the food booth. NO eating or drinking (from open containers) at the food service/display counters.

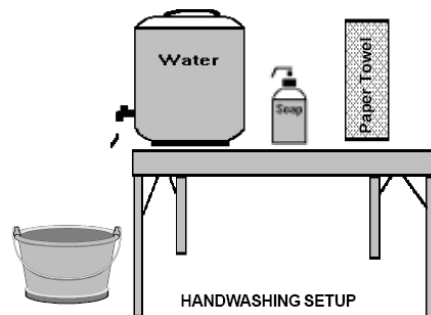
12. HAND WASHING: WASH HANDS FREQUENTLY AND PRIOR TO HANDLING FOOD. Hand washing equipment MUST be located within 10 feet of the food stand.

- Provide soap, running water, paper towels, and catch bucket.
- Hands MUST be washed with running water and soap.

13. A hand washing device supplied with a minimum of 5 gallons running water from an insulated container (Fig. A & B) with a spigot which can be turned on to allow potable, clean, warm water (temperature between 70°F and 110°F) to flow over one's hands into a waste receiving bucket of equal or larger volume. Gravity fed devices must have a minimum of 2 inches water above the spigot.



(Figure A)



(Figure B)

14. DISHWASHING: Utensils/dishes cannot be used for more than 4 hours without replacing item or properly washing it.

Option 1: Bring extra utensils and equipment and don't re-use a dirty item.

Option 2: Provide three labeled buckets big enough to accommodate the largest utensil – when required. (See Fig. C)

- Wash bucket: dish soap and water
- Rinse bucket: clean water
- Sanitizer bucket: bleach or Quat and water (follow the directions on sanitizer bottle)
- Provide **test strips** to monitor sanitizer concentration (50 – 200 PPM for Chlorine;

200 – 400 PM for Quaternary)



15. Failure to comply with the above guidelines can result in a (1) citation (2) closure of food booth or (3) denial of future permits.

MCFM Vendor Checklist

Please use this checklist as a reminder of some of the rules and policies of the market. This is to help ensure compliance, all rules not outlined here, but have been mentioned above still apply.

General

- All weights are 25 pounds and attached to the canopy. Vendors should not attach their weights to other vendor's booths.
- Booth's name is clearly, and visibly, on display using proper signage.
- Products are clearly labeled with signs or price tags.
- All food is properly labeled according to Minneapolis Health Department standards.

Food Safety

- Food is stored and displayed 6" off the ground or are in closed containers.
- All non-produce items are properly covered or wrapped.
- "Time/temperature control for safety" (TCS) food is stored and displayed in a mechanical refrigerator** with the temperature at or below 41°F.
- Calibrated thermometer that can be used to demonstrate temperature is available.
- Hand washing station set up, if sampling is taking place.
- If there is no 3 bin wash system, booth should have extra utensils to use if one should become soiled, and/or changed out after 4 hours of use.

Sampling Safety

- Hand washing station must be set up within 10 feet of the business and actively used – **there should be water in the catch bucket as evidence it is being used.**
- Produce must be washed and clean before it can be sampled.
- Utensils and surfaces that are being used to cut on must be clean before use.
- Samples are covered and protected from potential contaminants when not being actively sampled.
- Sampling designed so customer is only touching their own sample. Customers should not have contact with other samples or sampling supplies to prevent contamination.
- Samples intended for refrigeration are prepared in small batches to prevent the sample from getting to temperatures hazardous to consumption.
- Samples are prepared with assurance no cross-contamination occurred.



Other Information

- Organic certification is clearly posted, if vendor is certified organic.
- When using electricity, cords are covered and out of the way, for public safety.



Vendor Compliance and Enforcement

Vendors share responsibility for keeping MCFM viable, ensuring public safety and maintaining the integrity of the Market. By following the rules described in the "2020 Rules of Operation" and the "Vendor Checklist", vendors will remain a **"Vendor in Good Standing"** and help create a safe, fun and profitable market environment. Violation of the rules will put the vendor "out of compliance" and result in a range of consequences. MCFM staff is committed to working cooperatively with vendors to communicate and resolve non-compliance issues. This section covers the range of consequences of becoming out of compliance with MCFM rules, both on-site during market days ("At-market") and off-site ("Non-market").

A few "At-market" examples of non-compliance include:

- Late arrival and not being set up by market opening
- Selling a product that does not meet MCFM's standards for quality
- Parking at a meter during market hours
- Unsafe product storage and handling
- Unsafe or unsatisfactory stall maintenance, e.g. lack of or improper tent weights
- Multiple customer complaints

A few "Non-market" examples of non-compliance include:

- Failing to provide MCFM with timely copies of mandatory licenses, permits and insurance policies
- Failing to pay appropriate stall fees or late payments
- Failing to pay fines imposed due to non-compliance

How MCFM monitors for compliance

- MCFM frequently monitors market activity to ensure that vendors are complying with the rules.
- MCFM also keeps records of "non-market" violations (customer complaints, late payment of fees, etc.) that may put a vendor out of compliance.
- MCFM utilizes the rules and policies started in this handbook as a tool to regulate at-market compliance.

How MCFM enforces the rules

- All rules of the market are enforced by Manager on Duty or Executive Director, who has ultimate on-site authority. Complaints or problems should be directed to the Market Manager in a timely manner.
- Market Management will regularly evaluate vendors using the on-site vendor compliance checklist. MCFM will contact the business owner to address the non-complying behavior and corresponding consequence.



- MCFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business, gross receipts for percentage fee vendors or employee status.
- Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including removal from the market.
- If a vendor does not abide by any of the rules of MCFM or comply with federal, state, and local regulations applicable to market participation, the Market Management 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.
- MCFM reserves the right to make exception to these rules and enforcement policies at its discretion.

Consequences of failing to remedy non-compliance

Disciplinary action may take the form of a verbal warning or a written notice of non-compliance that may include a fine, probation or suspension. Multiple fines can lead to probation. Probation puts a vendor on notice that any further violations will lead to suspension. Suspension and eviction from the market may be the result of multiple fines and numerous occasions of suspension. The application of fines, probation and suspension can occur simultaneously while the vendor works to cure a specific or combination of non-compliance actions.

How vendors should remedy a notice of non-compliance

The vendor must correct the verbal warning or notice of non-compliance immediately or by the following week, whichever MCFM determines to be appropriate. If the situation has not been remedied by the following week, the following disciplinary actions may be taken:

- Vendor may be issued a fine.
- Vendor may lose reserved space privilege.
- Vendor may be suspended from the market for a week and forfeit their stall fee.



Three examples of enforcement actions

1. Non-compliance: Vendor fails to attend schedule market date without communicating with market management.

Consequence:

1st Offense: Booth Fees forfeited plus \$25 fine.

2nd Offense: Next market date suspension plus booth fees forfeited.

3rd Offense: Season Suspension plus stall fees forfeited.

2. Non-compliance: A vendor that includes products in their stall not listed on the original MCFM application.

Consequence:

1st offense: Noncompliant product pulled.

2nd offense: 1-week suspension plus stall fees forfeited.

3rd offense: Season suspension plus stall fees forfeited.

3. Non-compliance: Physical violence.

Consequence: Immediate suspension.

NOTE: The list is intended to provide vendors with representative examples of non-compliance and resulting consequences. MCFM management always has discretion in evaluating specific incidences of noncompliance and in applying consequences it deems appropriate.



Vendor Business Types and Licensing

Please use this document to guide your understanding of the Mill City Farmers Market (MCFM) vendor types and standards. Additionally, use this document to inform you of licensing & compliance needs regarding the City of Minneapolis Farmers Market Licensing.

Vendor Business Types:

Definitions of Vendor Business Types:

Farmer/Rancher/Producer:

A person actively involved and invested in the planting, growing, and harvesting of agricultural products on owned, rented, leased or share-cropped land.

Processor:

A person actively involved and invested in the processing of products sold at MCFM. A processor may sell processed farm foods, value-added processed foods, and onsite prepared foods.

Processor for Non-Edible Products:

A person actively involved and invested in the processing of products sold at the MCFM. An example of what a processor of non-edible products may sell is health and beauty care products.

Importer:

A person who does not grow, raise, produce, process or gather the product themselves. This type of vendor sells particular products that cannot be grown, raised, produced, processed or gathered in Minnesota or the surrounding states. These particular products must complement MCFM's mission and will be evaluated on a case-by-case basis. Examples of this are items such as coffee or tea, which cannot be grown in the USA, but are a staple for many.

Product Representative:

A person who does not grow, raise, produce, process or gather the product themselves. This type of vendor sells particular products not otherwise available at the market, but available in the region. (These particular products must complement MCFM's mission, and will be evaluated on a case-by-case basis.)

Wild Harvester:

A person who sells wild-crafted or foraged products such as mushrooms and wild berries gathered from public or private land by the vendor.



Artist/Craftsperson:

A person who designs and creates handmade work. The artist/craftsperson and/or their employees must make all products. The Art Market Review Committee will review all artist applications. Please see page 16 to see who is on the Art Market Review Committee.

Legacy Vendors:

MCFM recognizes the importance of Legacy Vendors at the market. A Legacy Vendor is a vendor who has played an important role in the founding and growth of the Market, but may not adhere to some policies, standards, or expectations that have developed throughout the Market's growth. MCFM acknowledges these vendors' commitment to Mill City Farmers Market and their part in developing and nurturing our vendor and customer communities.

General Rules and Requirements for All Business Types:

- Businesses and products must align with MCFM's mission and complement the market mix.

- Products must demonstrate MCFM's producer-to-consumer values and reflect seasonality.

- Vendors are not allowed to operate under a franchise agreement.

- MCFM does not offer exclusive rights to one specific vendor to sell any specific product. MCFM customers generally benefit from having a choice. However, if MCFM believes the number of vendors offering the same/similar products is excessive, duplications may be denied entry.

- Buying produce from another farmer, wholesaler, store, or other food operation and reselling those products is not permitted at the market, except in special cases. See "Product Representative" on for more details.

- In addition to the specific business guidelines below, it is expected that all vendors read and agree to the Sustainability Statement.

Product Requirements for Specific Business Types:

Farmer/Rancher/Producer:

- Regional farmers and producers who bring product to market that is 100% grown and harvested on farmland that they own and/or operate.

- Producers are USDA Organic Certified or Certified Naturally grown, or are practitioners of environmentally sustainable growing, breeding, raising and harvesting methods.



- Products grown or processed using genetically modified seeds are not allowed at MCFM.
- Livestock or dairy products that contain growth hormones, such as rBGH are not allowed at MCFM.
- Producers must provide clear, written information about production methods, which can be available upon consumer request.

Processor (Prepared Food, Value-Added Food)

- Businesses with value-added foods and baked goods use a *minimum* of 25% local products in their ingredients, preferably using local ingredients sourced directly from MCFM agricultural vendors. Percentage derived by volume of total ingredients purchased for products sold at MCFM.
- Vendors must source ingredients from producers who are certified organic or practice environmentally sustainable growing, breeding, raising and harvesting methods. Ingredients must be natural and/or minimally processed.
- Products grown or processed using genetically modified ingredients are not allowed at MCFM.
- Livestock or dairy products that contain growth hormones, such as rBGH are not allowed at MCFM.
- Packaging/serving materials must be compostable and/or recyclable.
- A detailed explanation of any part of the processing not done by the vendor, including appropriate documentation of any second-party processor or co-packer must be provided. Approval of some products that are processed by a second party or a co-packer will be considered on a case-by-case basis.

Importer or Product Representative:

- Allowed rarely and under unique circumstances
- For Importers: Products sold are unavailable locally.
- For Product Representatives: Products sold are available locally, but not currently being sold at MCFM.
- Importers and Product Representatives must have a direct relationship with producers.



Proof of the relationship must be turned in to Market Management.

- Vendor has detailed knowledge of growing, raising, producing, processing or gathering methods of products.

Wild Harvester:

- Wild Mushroom Harvesters shall have successfully completed a wild mushroom identification training program provided by an accredited college or university or state mycological society and submitted to the Minnesota Department of Agriculture to register as a certified Wild Harvester.

- If the vendor is harvesting Wild Mushrooms from their own land, they do NOT need a City of Minneapolis Seasonal Food Permit. They DO need to be registered with the Minnesota Department of Agriculture as a Wild Mushroom Harvester.

Vendors wishing to sell wild mushrooms at MCFM must:

- List each type of mushroom by common and scientific name on their application.
- List training and experience in mushroom collection.
- Provide copies of the public lands collection permits or private approval, if applicable.
- Provide proof of registration with the Minnesota Department of Agriculture
- Signage at market must accurately identify all mushrooms and whether the product is wild-crafted or cultivated.
- Prominently display signage at their booth that includes the statement: "Wild mushrooms are not an inspected product and are harvested from a non-inspected site."

- Please see this MN Department of Agriculture Handout about Wild Mushroom Harvesting requirements:

<https://www.health.state.mn.us/communities/environment/food/docs/fs/wildmushfs.pdf>

Artist/Crafter & Processor of Non-Edible Products:

- Items must be locally made and designed by the business owner and/or their employees.

- Materials are made with either recycled and/or organic materials, as much as possible.

- Fibers/Materials are sourced from local farms, especially from within MCFM.

- Vendors are required to specify the sources of the components of any non-edible products.



Licensing:

Licenses Required By the City of Minneapolis:

Vendor Business Type	License Requirement			
	EXEMPT		NON-EXEMPT	
	No City License Required	Cottage Food Registration Required (MDA)	Seasonal Food Permit (City of MPLS Dept of Health)	No City License Required
Farmer/Rancher/Producer				
Produce:	X			
Rancher:			X	
Processor (edible)			X	
Processor (edible) qualifying as a cottage food vendor (see 5 below)		X		
Wild Mushroom Harvester*	X If harvested on land that IS owned and leased by the harvester		X If harvested on land that IS NOT owned or leased by the harvester	
Importer or Product Representative (edible)			X	
Importer or Product Representative (non-edible)				X
Artist/Crafter & Processor				X

*See additional requirements on Pages 41-43

The chart above is meant to be a guide. Please confirm with the City of Minneapolis and Mill City Farmers Market to ensure you are licensed correctly to sell at a farmers market in Minneapolis. The right application can be picked up at the MDR counter at 250 South 4th Street – Room 300, Minneapolis, MN 55415. Or, call the General Licensing number to obtain a copy: 612.673.2080.

Please direct questions regarding farmers market permits and licensing to **Mai Yang**, City of Minneapolis – Environmental Health – Food, Lodging and Pools Dept. (e) mai.yang1@minneapolismn.gov, (p) 612.503.2787



City of Minneapolis Farmers Market Licensing Guidelines:

1. All new and returning vendors selling exempt farm products do not need to be registered with the city.
2. Anyone who is selling or handling foods for immediate consumption must have a **City of Minneapolis Seasonal Food Permit**. At Mill City Farmers Market, this would include anyone reheating and serving foods prepared onsite or at a commercial establishment.
3. Anyone selling processed meat or dairy (jerky, smoked products, cheese, yogurt, etc.) must have a **City of Minneapolis Seasonal Food Permit**.
4. Vendors selling eggs, meat, poultry, fish and/or dairy products that were raised on vendor property, processed in a USDA or equally qualifying facility, and have **no added ingredients**, even salt, are exempt from permits and licensing and do not need to fill out any city registration. If adding ingredients to these products, refer to guideline 3.
5. Certain processed/canned foods may be sold without a license if the annual gross sales volume of the product is no greater than \$18,000. You must register as a **Cottage Food Vendor** with the State of MN – MN Department of Agriculture. You can prepare and sell only NON-"time/temperature control for safety" (TCS) food (such as baked goods, certain jams and jellies) and/or home canned pickles, vegetables, or fruits with a pH of 4.6 or lower. Also, you are required to take an approved food safety course, and training is required every three years thereafter. Please see their website for more info: <https://www.mda.state.mn.us/food-feed/cottage-food-producer-registration>

****Please note:** This is not a complete compliance list. Further guidelines and regulations regarding licensing and health department and food safety requirements are included with your licensing information from the City of Minneapolis. **



Outdoor Market Payment Structure

All vendors must pay an annual application fee of \$50. A vendor's check is not cashed until accepted into the market.

Non-Artist Fee Schedule (Farmer, Producer, Processor, Etc):

Booth Size	Daily Rate		Full Season (26 weeks)		Pay in FULL by APRIL 15 th for 10% discount	
	*Exempt	**Non-Exempt	Exempt	Non-Exempt	Exempt	Non-Exempt
Single Booth	\$35	\$40	\$910	\$1040	\$819	\$936
Extended Indoor Booth (15')	\$55	\$60	\$1430	\$1560	\$1287	\$1404
Outdoor Double Booth (20')	\$70	\$80	\$1820	\$2080	\$1638	\$1872

***Exempt:** Farmers, Ranchers, Cottage Food Producers

****Non-Exempt:** City of Minneapolis Seasonal Food Permit holders, processors, non-edible products, **excluding** art

Artist Fee Schedule:

Item	Date due	Fee
Artist Booth	Due in full April 15	\$50/day

Other Fees	
On-site Vehicle	\$7/day
Corner Booth	\$10/day
Electricity: 1 outlet	\$5/day
Electricity: 2-4 outlets	\$10/day
Electricity: 5+ outlets	\$15/day



Payment Options:

Option 1	<ul style="list-style-type: none">- Pay 100% of total season fees by April 15, 2020- 10% discount (\$50 application fee not included)
Option 2	<ul style="list-style-type: none">- Write postdated checks for ¼ total season fees- No discount- Dated April 15, May 15, June 15, July 15- Submitted to MCFM on April 15, 2020- Must be paid in full by August 15

Payment:

All checks should be made payable to: **Mill City Farmers Market**

Please mail payments:

Mill City Farmers Market
704 South 2nd Street
Minneapolis, MN 55401

Late Fees:

\$25 per month will be charged **monthly** for overdue balances beginning September 1.

Other Fees:

Please see the section on "Penalty Fees" for more details.

Please contact our Bookkeeper, Stepheni Hubert, with questions about payments.

- **Stepheni Hubert :**

(e) bookkeeper@millcityfarmersmarket.org.



Winter Market Payment Structure

This market is only open to current MCFM vendors. Exceptions may be made, at MCFM management discretion.

Non-Artist Fee Schedule (Farmer, Producer, Processor, Etc):

Booth Size	Daily Rate	
	*Exempt	**Non-Exempt
Single Booth	\$25	\$30
Double Booth or Corner Booth	\$55	\$60

***Exempt:** Farmers, Ranchers, Cottage Food Producers

****Non-Exempt:** City of Minneapolis Seasonal Food Permit holders, processor, non-edible products, **excluding** art

Artist Fee Schedule:

Item	Date due	Fee
Artist Booth	Due in full April 15	\$40/day

Other Fees	
Electricity: 1 outlet	\$5/day
Electricity: 2-4 outlets	\$10/day

Full Payment for all vendors is due in November.

Refer to the application for specific date.



Vendor Product Review Process

Process for Getting Product Approval:

All current vendors hoping to add a new product to their product offering must provide samples to Market Management and the Vendor Product Review Committee, at least one week prior to the desired sale date, for approval. Once samples are dropped off, Market Management, along with the Vendor Product Review Committee, will review the new products and respond to the request in a timely manner.

Market Management and the Vendor Product Review Committee will periodically review existing products sold by current vendors to ensure consistent quality, address customer comments, and ensure staff familiarity with all products sold at MCFM.

How New Products Are Judged:

All products will be reviewed and judged by Market Management and the Vendor Product Review Committee. Please refer to MCFM's expectations regarding ingredient sourcing and production philosophy located in the Vendor Business Types and Licensing section as well as the Sustainability Statement.

- Preference is given to locally produced products.
- Preference is given to Artisan Quality products, defined as: unique & handmade products of high quality.
- Preference is given to products that support a healthy lifestyle: products that use whole grains, fresh ingredients, and minimize the use of sugars, fats and salts. No product containing artificial ingredients or flavors, dyes, trans fats, corn syrup, or GMO ingredients may be sold at MCFM.
- Product packaging will be judged on product presentation, aesthetics, low environmental impact, and adherence to any legal labeling requirements (weight, ingredient, etc.).
- Product quality is expected to remain **consistent** at every market. This means products should be fresh, flavorful, attractively displayed, and of high quality. MCFM



Management and the Vendor Product Review will review this on a regular basis after a product is admitted to the market.



Alternative Currencies

The Mill City Farmers Market uses several types of tokens as alternative currency. These currencies allow vendors to operate without accepting credit cards at their stands, to provide food access to customers with SNAP benefits and to increase sales for our vendors.



EBT/SNAP Program:

EBT/SNAP tokens are only available in \$1 increments. These tokens are **green** and you **are not** allowed to give change for them. There are very specific guidelines for the items customers may purchase with these tokens. **Please see the list below.**

Market Bucks Program:

Market Bucks come in paper cards. They should be treated the same as **EBT/SNAP tokens**. They are only available in **\$1 increments**. You **are not** allowed to give change for these. There are also very specific guidelines for the items that customers may purchase with these tokens. **Please see the list below.**

Households **Can** Use EBT/SNAP Benefits

to Buy:

- Breads (wrapped, labeled, and intended for home consumption) and cereals
- Dairy products
- Fruits and vegetables
 - Jams and sauces
 - Maple and honey products
 - Meats, fish, and poultry
 - Seeds and plants that produce food for the household to eat

Households **Cannot** Use EBT/SNAP

Benefits to Buy:

- Any nonfood items:
 - Food that will be eaten on-site (prepared foods, pastries etc.)
 - Household supplies
 - Medicines and vitamins
 - Pet foods
 - Soaps, paper products

Specialty Items:

Pumpkins are edible and eligible for purchase with SNAP benefits. However, non-edible gourds and pumpkins used solely for ornamental purposes are not eligible items. Gift baskets containing food and non-food items **are not** eligible for purchase with SNAP benefits when the value of the non-food items exceeds 50 percent of the purchase price.

Credit and Debit Cards Tokens:

Credit/Debit card tokens are available in \$5 increments. These tokens are **gray** and you **are** allowed to give cash change. The tokens can be used to purchase any item at the market. A \$2 convenience fee is charged for each transaction.



PoP! Tokens:

Power of Produce or PoP! is a program designed to empower kids to make healthy food choices and introduce them to where their food comes from. Children from 5-12 can come to the PoP! booth each week at the market and try the fruit/veggie being sampled to get a \$2 token. This token may be spent on any fruit, veggie or food-bearing plant at the market. These tokens are **red** and you **are NOT** allowed to give change.



*****Reimbursements will NOT be given to vendors who mistakenly accept these tokens. Always inspect tokens carefully when they are handed to you.**

Farmers Market Nutrition Program (FMNP) and WIC Vouchers:

FMNP and WIC vouchers are federally funded supplemental nutrition programs for pregnant and breastfeeding women, and children up to 5 years old. This alternative currency is available in check or voucher form. Vendors must register with the state to accept either of these vouchers and, if accepted, will go through a thorough training process every few years. Please let Market Management know if you are interested in accepting these forms of currency or have any questions on it.

Vendor Reimbursement Process:

You may submit tokens to the info booth staff at the beginning or end of the day. Tokens may only be submitted once a day. Reimbursement checks are written every two



weeks. Mill City Farmers Market asks vendors submit tokens as often as possible in order to help us keep tokens in circulation.

Please direct any questions about the Alternative Currency Program to:

- **Christine Novotny: (p) 612.341.7580**

(e) christine@millcityfarmersmarket.org.



Zero Waste Program

Vendors play a critical role in supporting the success of the composting and zero waste program at the Mill City Farmers Market. Aspen Waste Systems has partnered with Mill City Farmers Market on these programs and has many resources available. By supporting composting and the zero waste program, the market will greatly reduce its waste and show customers how waste can be preventable, instead of inevitable.

Instructions for Successful Composting:

What **Can** be Composted:

Plant or animal based material → All food and paper that cannot be recycled

Examples: Paper plates, napkins, paper towels, waxed boxes**

What **Cannot** be Composted:

No plastic, Styrofoam, glass, metal, hot drink containers from other non-MCFM coffee vendors

Compostable Products:

Mill City Farmers Market requires all ready to eat food sold or sampled on site to be served in compostable packaging. As a vendor, you'll show customers how you're part of the solution for zero waste by creating great food and a way for them to minimize waste.

Please note:

Any bio-based plastic products purchased (clear compostable clear cups for cold drinks or compostable utensils) need to be certified by the Biodegradable Products Institute (BPI). This certification ensures products have been scientifically tested and are *fully* compostable - not all products currently being marketed as "green" are actually compostable. **Look for the BPI logo (shown here) or visit www.bpiworld.org for a complete list of certified products.**



Paper cups, paper boats, soy-based wax paper*, plain wood toothpicks (no plastic frills), and other items made from natural materials may also be used.

*Many wax coated paper products are made with a combination of wax and plastic. Refer to the BPI website to ensure your containers are compostable.

Outdoor Market

Inclement and Severe Weather Protocols

Inclement Weather:

Rain (hard, steady, predicted for full day):

- Plan B may be called in this instance. We will email a previously selected group of vendors to move into the rail corridor. Vendors with products that could be harmed by rain or wind take priority. Market Staff will put out proper signage and share the change on social media to inform customers that Plan B is in effect.
- Cooking demo cancelled (decision made by 9:00am). Kitchen Day Staff communicate the decision to chefs / guest chefs.
- Music cancelled or relocated (decision made by 9:00am). Info Booth Day Staff communicate the decision to musicians
- Electrical cords should be covered and out of puddles. If cords are wet, they should not be touched or moved.

Strong Winds:

- Plan B may be called in this instance. We will email a previously selected group of vendors to move into the rail corridor. Vendors with products that could be harmed by rain or wind take priority. Market Staff will put out proper signage and share the change on social media to inform customers that Plan B is in effect.
- At the discretion of Manager on Duty (MOD), all tents must be collapsed and stored under tables or in vehicles. Market Staff will assist with this process.
- Food prep tents must be kept up while the market is still open per health department requirements. Vendor could be relocated if possible. Staff should assist with this process.

Severe Weather:

MCFM will monitor weather with a trusted weather app or weather radio, and all Market Staff's walkie talkies will be turned on at all times. If severe weather is predicted, MOD will keep radio on hand at **all times**. MOD will also check in with Market Staff and obtain a walkie talkie, to communicate with them throughout the day.



In the event of a thunderstorm or tornado WATCH, the following steps must be taken:

- Vendors **must** have tarps on hand and equipment to secure them from the wind. Vendors should use tarps to cover merchandise, equipment & electrical cords that may get damaged from rain.

In the event of a thunderstorm WARNING, MOD will issue an official warning after which the following steps must be taken:

- MOD will consult with Market Staff and make a decision on how to proceed.
- MOD will notify all staff via walkie talkie or in-person of the plan.
- MOD will notify Vendor Committee members, on site, of the plan.
- Market Staff will sound an air horn to alert customers to stop shopping and take cover.
- Market Staff and Vendor Committee members will quickly notify all vendors and customers of the warning and explain how to proceed.
- Sound system relocated to landing overlooking kitchen area (out of the rain) for announcements/updates
- Kitchen Staff communicate to Chef & Kitchen Volunteers that the cooking demo will be put on hold or cancelled
- Electrical cords should be covered and out of puddles. If cords are wet, they should not be touched or moved.
- Vendors, guests, musicians, etc. pack up money, **nothing else**, and move to the train shed to wait out the storm.
- MOD will advise vendors with potential hardship from rain if they should pack up **before** thunder / lightning approach.
- MOD and Market Staff will monitor radio - When it's safe, market resumes and vendors that packed up will set back up again, if possible.

In the event of a severe thunderstorm or tornado WARNING, MOD will issue an official warning after which the following steps must be taken:

- MOD will consult with Market Staff and make a decision on how to proceed.
- MOD will notify all staff via walkie talkie or in person of the plan.
- MOD will notify Vendor Committee members, on site, of the plan.
- Market Staff will sound an air horn to alert customers to stop shopping and take cover.



- Market Staff and Vendor Committee members will quickly notify all vendors and customers of the warning and explain how to proceed.
 - Vendors, guests, musicians, etc. pack up money, **nothing else**, and move to the Humboldt Garage and/or Mill City Museum through the train shed.
 - Once inside, if there is threat of tornado, the Mill City Museum, Market Staff and Vendor Committee members will direct customers, vendors, etc. to the tornado shelter. The tornado shelter is on the first floor, in the gallery--near the back by the restrooms.
 - Market Staff and vendors should encourage customers to follow them into the museum instead of going to their vehicles.
 - Vendors, customers, Market Staff, etc. may not bring food or beverage into the museum. However, customers may bring market bags with their purchases inside.
- * If an early morning storm is moving through during set up, MOD and Market Staff may consult with the Founder and ED to determine a plan of action. Options include cancelling the market or having a delayed start where Market Staff and vendors wait out the storm in the museum. *



Farmers Market Marketing 101

Mill City Farmers Market is committed to the success of its vendors. Compiled below are tips for designing a booth that represents your product well, increases your sales and is comfortable for you and your customers to move around through.

We review vendor booths throughout the market season and offer suggestions to improve the look and feel of your booth space and ensure compliance with market and health department standards. Want more feedback? Ask market staff or other market vendors for feedback and suggestions!

Know your customers! Why do people shop at MCFM?

1. Quality

Quality is your most important competitive advantage!

- Product is harvested at the peak of perfection
- Best available ingredients are selected for taste and sustainability
- Product is clean and beautifully displayed

2. Uniqueness, personal interaction

Consider what sets you apart from other vendors and producers, and then share that with your customers!

- What do you love about your products?
- What do you grow/make best and love the most?
- How do *you* use your products?
- Do you have products that no one else has?
- What special knowledge can your customers get from you and you only?

3. Sourcing and Local Foods

Customers shop at MCFM based on the market's sustainability standards!

- Growing practices, product sourcing
- Healthy food products

Presentation: How to create a beautiful booth

Effective booth display will increase sales! Consider these tips while designing your booth:



- Take advantage of all your space. If you have a lot of product, consider a U or L shaped display in your booth that encourages customers to enter the space to peruse. This setup gives you more surface area to display your products and more face time with a customer.
- Use height, width and depth to maximize space. Try using a rack or shelf to display products.
- Clearly label your products **and their prices**.
- Don't have a fancy table for display? No problem! Cover it up with an easy-to-clean oilcloth or a cotton tablecloth to elevate the look of your booth.
- Use baskets to display items. They are easy to restock and make product look abundant. Try hiding icepacks under produce to keep vegetables looking fresh and crisp throughout the day.
- Consider the wind! MCFM is in an extremely windy location. Make sure your booth display is anchored and safe for you and customers if a mighty gust blows in.
- Be sure to have a clear and relatively large sign displaying your business name so customers will be able to easily identify and find you. Hang the sign on your tent or the train shed wall as a backdrop to your booth, or brand your popup tent.
- MCFM encourage farmers and makers to display their growing/processing location.

At Market Tips

Staffing the Booth

- Having one person working in your booth is good, but more than two is usually too many.
- Never leave your booth unattended.
Always face the customers, even when chatting with your business partners. Look and be cheerful. If you aren't a "people person," consider having another person from your business staff your market stall.

Shade and Coolers

- Pay attention to where the sun is going to be and arrange your stall accordingly.
- If you don't have enough shade for everything, put the most sensitive products in the shadiest spots
- Put out small quantities of any products which will wilt. Keep the rest in coolers with ice.
- Have side panels for your canopy for rainy or windy days.



How much product should you bring?

- Only experience can answer this question—You never want to sell out! (You also don't want to have a lot of unsold product left over at the end of the day)
- Full, abundant tables are the most attractive to customers.
- Keep records of what you take to the market and what is left at the end.

Pricing & Communicating Prices

- Have a price tag for every product, and make sure the tag stays with the product
- Don't put items with different prices in the same basket—it's confusing.
- People will rarely ask for the price. If they can't tell immediately what the price is, they are unlikely to buy the product.

How to determine what price to charge customers?

- Feel confident that your product is the best available and you can charge accordingly.
- Don't devalue your hard work: you need to cover your expenses, pay yourself, and make a profit
- Pay a visit to the grocery store and see what they are charging for similar products
- Find out what other vendors are charging. Don't undercut them.
- Avoid lowering prices at the end of the market (you will teach customers bad habits).
- It can be a good strategy to offer a bargain (or a bonus product) for a large purchase.

Handling the Money

- Bring adequate change – usually at least \$100 – in fives, ones, and coins. Mill City Farmers Market cannot give out change to vendors.
- Consider pricing in nothing smaller than quarters.
- Consider pricing items per unit (per bunch or per pint), to make it easier for shoppers to determine prices. This is especially helpful for market shoppers who may be shopping with tokens.

Sampling

- Sampling is a great way to engage your customers and is part of the fun of dynamic market experience.
- It is essential that you follow the City of Minneapolis Health Department guidelines for safe sampling.
- Use your handwashing station frequently to keep your hands clean, and don't be the one to handle the money if you are offering samples. Make sure to bring



your own trashcan with a compostable bag if your sampling will be generating waste (ie toothpicks).

Educating Customers

- If you have unusual products, be prepared to explain what they are and how to use them. Recipe cards are a great idea, or a website with recipes and links to more information.
- Be ready to describe your farming practices. If you are not Certified Organic or Certified Naturally Grown, explain to customers that your growing practices fit MCFM's Sustainability Statement, and what that means.
- Be ready with an answer if a customer asks why your prices are higher than the grocery store.
- Communicate with the Market chefs if you have a product you would like to have highlighted in the cooking demos.
- Be prepared to explain the qualities of different varieties. If a customer asks which is the best, encourage them to try them all so they can decide which they like best!

Information used with permission from Hollywood Farmers Market; *Tips for First Time Vendors*: <http://hollywoodfarmersmarket.org/vendors/become-a-vendor/tips-for-first-time-vendors/>

