



OPERATING GUIDELINES

THE GRAND RIVER FARMERS MARKET
JACKSON, MI

MISSION STATEMENT

The Mission of the Grand River Farmers Market is to provide the community an opportunity to buy fresh Michigan sourced food and quality products directly from local farmers and artisans, to showcase the community's rich agricultural heritage and talents, and to create a welcoming social gathering to enhance the quality of life while strengthening our local economy.

MARKET INFORMATION

- **Summer Market Season (May – October):** Friday and Saturday, 9am – 2pm.
- **Winter Market Season (November – April):** Friday and Saturday, 10am – 3pm.
- Vendors may sell goods 2 hours beyond designated market times during the summer season.
- Set-up must be completed 30 minutes before market opening for safety and operational reasons.
- No vehicles allowed in the market area during open hours. Parking is available in public lots.
- Vendors are not permitted to dismantle stalls before market closure.

PRODUCTS

The Grand River Farmers Market - Jackson is not liable for any non-compliance with the USDA, Michigan Department of Agriculture (MDA) and/or Jackson County Health Department regulations. All items sold must fall within the following categories:

- 1) Michigan-Grown Produce
 - a) Fresh Michigan or regional fruits, vegetables and herbs. Produce must be fresh and of high quality. Produce must be sold in its harvested raw form, **without slicing**.
 - b) Samples of food products given to the public must be handled as outlined by State and/or County regulations.
 - c) Produce should be grown by the vendor or, if not produced by the vendor, then the farm and city of origin must be displayed.
 - d) Produce labeled "organic" must have been grown on farms with organic certification. Otherwise, produce may be labeled "naturally grown" if using organic methods.
 - e) Vendors are responsible for keeping records regarding purchased produce (origin and, if applicable, organic certification).
 - f) Licenses required: Business License, Organic Certification (if applicable)
- 2) Michigan-Grown Flowers, Plants and Trees
 - a) Plants and cut flowers must have been grown by the vendor.
 - b) Licenses required: Business License; Michigan Sales Tax License; Nursery Stock or Growers License (for perennials, shrubs, etc.)

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- 3) Michigan-Processed Foods and Baked Goods
 - a) Processed food is any food product not sold in its natural raw state. Examples: jelly and jams, sauces, salsa, processed honey, cheese, vinegars, cider, maple syrup.
 - b) All processed foods and baked goods must be made in accordance to state law.
 - c) Samples of food products given to the public must be handled as outlined by State and/or County regulations.
 - d) License required: Business License; Food Establishment License

- 4) Michigan-Raised Meat, Poultry and Eggs
 - a) Products must be of high quality, properly refrigerated/frozen and properly labeled. Only products raised by the vendor can be sold.
 - b) Meat must have been processed at a USDA inspected facility.
 - c) Poultry must have been processed at a USDA inspected facility or MDA inspected facility.
 - d) Vendors selling eggs must comply with USDA rules if applicable to the vendor.
 - e) Product labeled "organic" must have been raised on farms with organic certification. Otherwise, product may be labeled "naturally raised" if using organic methods.
 - f) License required: Business License, Organic Certification (if applicable)

- 5) Non Michigan products to include all products listed in Product Sections 1 through 4
 - a) All raw or finished products containing non Michigan grown or made elements/ingredients may be sold, but must be labeled according to section 'Signage and Labeling' 1. C) in this document.

- 6) Artisans/Crafters
 - a) Artisans and Crafters are not automatically allowed to vend at the farmers market. Artisan/Craft Vendors must submit examples (pictures, social media sites, etc) of their goods in addition to completing a vendor application.
 - b) Michigan vendors only. All art and crafts must be hand-crafted and/or hand-assembled by the vendor; vendors cannot sell for other artisans.
 - c) License Required: Business License, Michigan Sales Tax License

STALL FEES

- Only one vendor per stall is permitted.
- Vendors can purchase a seasonal stall for fees indicated on the GRFM application, which are to be submitted promptly upon application approval. Adjacent stalls may be provided at a discounted rate, if available. Seasonal stalls must be paid in full no later than the indicated date for the upcoming season. (see Vendor Application for details)
- Seasonal vendors are expected to vend at 90% or more of the seasonal weekdays in which they commit, throughout the entire season. Any scheduling conflicts should be communicated to the Market Manager as soon as possible.

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- Daily vendors can purchase stalls at the indicated daily rate, payment to be submitted promptly upon approval. Daily vendors should contact the Market Manager to determine that day's location in the Market area.

STALL SPACE

- The size of each stall is approximately 10 feet wide by 10 feet deep.
- Designated walkways must be kept clear.
- Vendors requiring electrical service should see the Market Manager to determine availability, and note their request on their Vendor Application.
- Vendors are responsible for cleaning all trash and waste within and around their stall.
- No political solicitation is permitted.

SIGNAGE AND LABELING

- The following information must be displayed on a product label, on a small sign by the product, or on a larger display board:
 - Vendors must clearly display the name of their business. In lieu of a sign, the name can be displayed on apparel worn by all vendor personnel, such as hats or shirts.
 - Product names and prices must be posted for all items being sold. (Either on each product, or one comprehensive sign)
 - If not produced by the vendor, then the producer and city of origin must be displayed.
- Vendors are responsible for having licenses available on Market days.

APPLICATIONS

- All new and returning daily and seasonal vendors must complete a Vendor Application and submit it to the Market Manager for each season.
- Products which the vendor plans to sell must be listed on the application and approved by the Market Coordinator. Additional products brought to the Market, which were not listed on the application, must be approved by the Market Manager, and can be done so throughout the season.
- All vendors must provide copies of appropriate business licensing with their application, i.e., certificate of assumed name (also known as your "DBA" or "doing business as" name), articles of incorporation, and/or sales tax license, as noted in the Application itself.
- Questions can be directed to farmersmarket@cityofjackson.org; applications can be dropped off to the Manager at the Market or mailed to City Hall at 161 W. Michigan Ave., Jackson, MI, 49201 Attn: Jackson DDA/GRFM.

MARKET REGULATIONS

- Vendors are responsible for cleaning all trash and waste within and around their stall. Public garbage bins may be provided and utilized.



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- Vendors and consumers are not allowed to smoke in the Market pavilion, stalls, or immediate vicinity of the Market.
- Solicitation and the distribution of literature unrelated to Market products or the Mission of the Market is not permitted without specific non-profit or business vendor application and approval.
- Vendors must not engage in disruptive conduct. Any disagreement between a vendor and the Market Manager, or between vendors, must be handled in a respectful and professional manner, off site. Disagreements between a vendor and customer must also be handled professionally so as not to harm the image of the Grand River Farmers Market.
- No vendor shall refuse to comply with a direction of the Market Manager, nor interfere with the administration of the Operating Guidelines as interpreted by the Market Manager.
- Agree to terms pertaining to market currencies.

MARKET MANAGEMENT AND NON-COMPLIANCE

The Market shall be managed by the Market Manager, DDA Executive Director, and Market Advisory Committee.

- The Market Manager and DDA Director are employees of the DDA.
- The Market Committee is a group of vendors and DDA Board Members along with the Market Manager who, by their commitment to the Market and their experience, have exhibited a commitment, interest, and skill in keeping the Market viable and active. The Market Committee shall be a 5 person committee.
- The Market Committee members are appointed by the DDA as recommended by the DDA Executive Director.
- The Market Manager handles all administrative responsibilities of the Market including but not limited to: obtaining City approval, organizing Market Committee meetings, communicating with vendors, organizing special events, promoting the Market (banners, newspapers, website), distributing and approving applications, organizing volunteers, collecting fees, accepting complaints from customers or vendors, resolving disputes, approving payments, managing and maintaining electronic payment system and required tracking and reporting, distribution of Market tokens, etc.
- The Grand River Farmers Market – Jackson reserves the right to refuse acceptance of any vendor or item that is not in keeping with its Mission or Operating Guidelines.
- The Market Committee will investigate all complaints and handle non-compliance issues should they not be resolved by the Market Manager.
- For non-compliance with these Operating Guidelines or the Mission of the Market, a vendor may be asked to leave and will not be permitted to return until permission is granted by the Market M.
- The Market Committee reserves the right to investigate any allegations of non-compliance with these Operating Guidelines or the Mission of the Market.

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