

# Produce in the Park

Thursday Farmers' Market

June 6 to September 26, 2019



***Good Food...Great Folks!***

Atlantic City Park

10 West 7<sup>th</sup> Street ♦ Atlantic, Iowa 50022

(across from the Courthouse)

[www.facebook.com/ProduceinthePark](http://www.facebook.com/ProduceinthePark)

<https://produceintheparkatlanticiowa.weebly.com/>

## 2019 Vendor Guidelines & Application

### Produce in the Park Contact

**Brigham Hoegh**

712.249.5870

[produceintheparkatlanticiowa@gmail.com](mailto:produceintheparkatlanticiowa@gmail.com)

### *Farmers Market Info*

Iowa Department of Agriculture and Land Stewardship  
Iowa Farmers Market Association  
Weights & Measures  
Food & Consumer Safety Bureau, Dept. of Inspections and Appeals  
Iowa Department of Revenue (tax payer services)  
Iowa Farmers Market Nutrition Program  
Iowa Specialty Crop Block Grant Program  
Farmers Market Food Safety Training

[www.iowaagriculture.gov](http://www.iowaagriculture.gov)

[www.iafarmersmarkets.org](http://www.iafarmersmarkets.org)

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[www.safeproduce.cals.iastate.edu](http://www.safeproduce.cals.iastate.edu)



# Produce in the Park Vendor Guidelines

*The mission of Produce in the Park is to promote local food production and consumption and to build a community that supports the health and well-being of residents. Produce in the Park provides opportunities for direct marketing for producers, access to fresh local foods for consumers, and social networking and educational opportunities for all participants.*

## Thursdays—June 6 through September 26, 2019—Sunshine or Showers

Hours: 4:30 – 6:30 pm

*Vendors may begin setting up at 4:00 and must be ready to sell by the opening bell at 4:30 pm.*

*Vendors will remain open for business until the market closes at 6:30.*

### 2019 Stall Fees

*Fees must be paid prior to start of market. Curbside or Greenspace may be requested.*

<b>Grower/Producer</b>	<b>\$60 for season</b>
<b>Crafter/Artisan</b>	<b>\$30 one time trial + \$30 prior to additional markets</b>
<b>On-site Prepared Food Vendor</b>	<b>\$60 for season</b>
<b>Young Entrepreneur (18 years old &amp; under)</b>	Reduced-fee Scholarships available to <b><i>new vendors.</i></b> <i>Young vendors who previously received scholarships pay regular stall fees.</i>

### General Market Rules

1. Vendors will be admitted to Produce in the Park based on market requirements, space availability and product representation. All vendors must be registered and all fees paid prior to participation.
2. 2019 Produce in the Park will be held from 4:30 to 6:30 pm at the Atlantic City Park every Thursday from June 6 through September 26.
3. All vendors must comply with all applicable city, state, and federal laws, rules and regulations. Vendors are responsible for complying with state and local health requirements and for obtaining all permits, licenses and/or inspections applicable to their products. All permits and licenses must be posted each market day.
4. Smoking is not permitted.
5. Pets not permitted except dogs on leash no longer than 5' or Certified Service Dog.
6. Vendors are responsible for removing all waste, rubbish, recyclables or trash generated during the course of selling at the market.
7. Vendors are expected to display professionalism and conduct themselves and their business in a manner that is respectful, honest and courteous toward customers, staff/managers and other vendors. Produce in the Park retains the right to prohibit a person or business from participating in the market for conduct deemed inappropriate/unprofessional.
8. There will be no discrimination on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, age or nationality.

## **Market Intent**

**All products sold must be grown, raised or handmade by the person selling at the Product in the Park farmers' market.** All crafts are to be made by the vendor selling the goods. The market is intended to provide an opportunity for individuals to sell approved items which are produced or manufactured by them in their garden, farm or home. **NO RESELLING OF ITEMS IS ALLOWED.**

## **Allowable Foods Approved for Sale** *(must adhere to State Guidelines. See <http://www.dia.iowa.gov>)*

1. The following items may be sold:
  - Fresh fruits, vegetables, & herbs
  - Bakery products that are not potentially hazardous: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (**NO meat pies, soft pies, custard or cream filled products**)
  - Fresh shell eggs - recommended to be kept at or below 45°F
  - Honey
  - Non-potentially hazardous food products such as jams, jellies, syrups or dried noodles
  - Frozen poultry, beef, pork, lamb or goat (**These must have a permit to sell.**)
2. **Baked goods, jams, and jellies must be labeled** with the common name of the product and the name and address of the person who prepared the food.
3. No "home style" canned goods can be sold without appropriate licensing from local, state and federal authorities. This includes items like pickles, salsa and pepper jellies.
4. It is highly recommended that ready-to-eat food sold at the market include local food. (For example, hamburgers or hot dogs made at a local locker, condiments for sandwiches from local producers)

## **Required Vendor Training** *(craft vendors & artisans Marketing Module only)*

Farmers' Market Food Safety Training. FREE online at [www.safeproduce.cals.iastate.edu](http://www.safeproduce.cals.iastate.edu) or GAP Training.

## **Vendor Spaces**

1. Curbside or Green Space stalls are available.
2. Vendors will be assigned spaces at the discretion of the market manager.
3. Previous year and regular exhibitors will receive precedence in stall selection.
4. Vendors may begin set up at 4:00 pm and must be registered prior to set up. Earlier set up may be available by special arrangement and approval of market manager.
5. Vendor stalls will be kept clean and free of debris at all times.
6. Vendors are responsible for furnishing all of their own market supplies including tables, canopies, chairs, bags, change and any other supplies needed.
7. Vendors are must keep their stalls occupied and open until market closes at 6:30. (even if sold out)

## **Liability Insurance**

1. It is required that all vendors carry their own liability insurance. You must provide proof with your application.
2. All vendors must sign the Hold Harmless Waiver on the Application to participate in the market.

## **Fees & Deadlines**

1. Make checks payable to: **Produce in the Park**
2. Fees due by **April 26** to be included in pre-market publicity. **May 30** for market opening date.
3. Please mail vendor fees and completed Vendor Application to:

*Produce in the Park  
Attn: Brigham Hoegh  
2520 Woodland Ave.  
Des Moines, Iowa 50312*

## **Sales Tax**

Vendors who are selling taxable goods must pay sales tax per Iowa regulations.

## **Farmers' Market Nutrition Program – WIC and Senior FMNP**

*This section applies only to Grower/Producer Vendors.* Growers who intend to participate for the first time in the Farmers Market Nutrition Program (FMNP) and vendors needing to fulfill the three-year re-training requirement must attend a mandatory vendor training session and complete an annual Vendor Application and Agreement Form prior to accepting WIC/Senior FMNP checks. The application can be completed before or after the training.

The Iowa Department of Agriculture and Land Stewardship has scheduled the 2019 WIC/Senior FMNP training sessions. Training is available via webinars. For details go to:

[https://www.iowaagriculture.gov/Horticulture\\_and\\_FarmersMarkets/farmersMarketNutritionProgram.asp](https://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/farmersMarketNutritionProgram.asp) For information on training go to:

[https://www.iowaagriculture.gov/Horticulture\\_and\\_FarmersMarkets/pdfs/2019/2019\\_FMNP\\_Webinar\\_Training\\_Letter.pdf](https://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/pdfs/2019/2019_FMNP_Webinar_Training_Letter.pdf)

## **Inclement Weather**

In the event of inclement weather, Produce in the Park may announce cancellation of some market participants such as meal providers, music and children's activities by 2:00 pm. Announcements will be made via local radio, Facebook and email. It is at the discretion of shoppers and each vendor to decide whether (s)he will attend the event to sell harvested produce, freshly baked goods and handmade items. Vendors assume all risks associated with inclement weather.

## **Electricity & Restrooms**

1. Limited electrical outlets are available on-site. Please make arrangements with market facilitator.
2. Public restrooms are available at the park shelter.

## **Parking and Unloading**

1. Please unload your product from designated areas on 6<sup>th</sup> Street then immediately move your vehicle so other vendors may unload their products.
2. Vendor parking is available in the Library parking lot.
3. Please honor designated handicapped and senior parking spaces.

## **Market Suggestions**

Please contact a market facilitator with your suggestions for activities, additional vendors or actions that will make Produce in the Park even more successful. We love good input!



# Produce in the Park Vendor Application 2019

Please complete all sections and return the application form with your vendor fee.

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Preferred Phone: \_\_\_\_\_ I can be contacted by text: \_\_\_yes \_\_\_no

Email Address: \_\_\_\_\_

Website/Facebook page: \_\_\_\_\_

(website will be linked to on Produce in the Park website and possibly on Facebook)

## 1. What will you sell at the Market? *(check all that apply)*

- Certified Organic Produce
- Produce
- Baked Goods
- Artwork
- Other \_\_\_\_\_
- All Natural Produce
- Flowers
- Bedding Plants
- Crafts

## 2. I prefer the following type of vendor stall *(pick one)*: Green Space Curbside

- I have a tent and am willing to use it
- I am a previous year vendor and would like to retain the space I had last year.  
*(Spaces available at the discretion of market facilitator)*

## 3. Vendors under 18 years of age only:

- I would like to apply for a Young Entrepreneur Scholarship  
*(Previous year scholarship recipients are not eligible to apply)*

## 4. Attendance *(pick one)*:

- I plan to attend **ALL** market dates.
- I plan to attend **SOME** market dates. The dates I know I **WILL NOT ATTEND** are *(please list)*:  
\_\_\_\_\_

5. I certify that I have made, grown or produced all the items I will be selling at Produce in the Park and have obtained the required licenses and permits to sell at the market. *(On-site food vendors excepted from producing items.)*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 6. Contamination Affidavit

The undersigned vendor states that all products offered for sale by this vendor at the 2019 Produce in the Park are free of contamination from chemical residues and pathogens.

The undersigned vendor further states that all pesticides used in the production of items offered for sale by this vendor have been applied in accordance with the current rules of the US Environmental Protection Agency, US Food and Drug Administration and the Iowa Department of Agriculture.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 7. I certify that I have successfully completed the Farmers' Market Food Safety Training OR GAP Training. *(crafters and artisans Marketing Module only)*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 8. Hold Harmless Agreement (REQUIRED)

I do hereby WAIVE, RELEASE AND DISCHARGE any and all rights and claims for expenses, damages or other losses which I may have or which I may incur against the 2016 Produce in the Park board members, staff, volunteers, the City of Atlantic and/or their associates, and hold them harmless of any and all liability. It is requested that all vendors carry their own liability insurance.

I have my own insurance (check one):       Yes       No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 9. Appropriate Signage

I understand that Produce in the Park has the right to refuse political and/or propaganda signage at vendor booth space.

The following questions will be used to determine whether signage will be refused:

- 1) Does the signage support Produce in the Park's mission?
- 2) Does the signage relate to the product being sold?
- 3) Would all community members feel welcome at the market if they saw this sign?

The Market Manager will be responsible for determining whether signage is appropriate during the market. If a vendor wishes to appeal the Market Manager's decision, the Produce in the Park Board will review.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 10. Photo release

I release the use of any photos taken during/before/after the event for utilization in any publication or promotional materials.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please mail/email your completed vendor application and \$60 vendor registration fee  
by **May 30, 2019** to:

*(Submit by April 26 to be included in pre-season publicity)*

**Produce in the Park**

c/o Brigham Hoegh

2520 Woodland Ave.

Des Moines, IA 50312

[produceintheparkatlanticiowa@gmail.com](mailto:produceintheparkatlanticiowa@gmail.com)

Please indicate if you have a preference of stall location by selecting the number of the yellow box where you would most like to be. The lines on the map represent sidewalks. Returning vendors' requests will get priority.

Requests will be honored as spaces become available.

€1    €2    €3    €4

