



Vendor Courtesy and Policy List 2020

1. The Kalkaska Farmers' Market (furthermore written as the Market) will be held on Tuesdays from 2:00 PM to 6:00 PM.
2. The Market will begin on May 19th, 2020 and conclude on September 29th, 2020.
3. The Market will be located at a highly visible location, Railroad Square, 353 S Cedar Street (at the Kalkaska Museum and Trout Fountain), in the Village of Kalkaska.
4. Early sales are NOT allowed at the Market. Sales will start promptly at 2:00 PM. Vendors are expected to arrive in time to set-up and be prepared to start on time. Furthermore, vendors are expected to stay until 6:00 PM or until all their product is sold. A reasonable effort will be made to keep vendors in an assigned booth throughout the market season; however vendors that arrive late or are absent may be moved to create the proper market environment. The move will be considered permanent unless prior arrangements are made with the Market Host.
5. Market fees for 2020: A \$75.00 fee will be collected from each vendor who chooses to participate at the full Market Season level (20 weeks). Others wishing to participate for only a limited number of days will be charged \$10.00 per day at time of set up each market day.
6. Products eligible for sale at the Market:
 - Fruits, vegetables and field crops
 - Plants, flowers (fresh or dried)
 - Honey and maple syrup
 - Vendors who sell processed food must contact the Dept. of Agriculture regarding a Food Establishment License. Processed foods include Jams, Jellies, etc.
 - Eggs, cheese and meat products
 - Coffee, baked goods, and prepared food (to enhance the market atmosphere)
 - Local handmade crafts
 - Local arts
 - Local is defined as Michigan – “Pure Michigan”. Produce not grown by the vendor must comply with the Michigan rule, and must be labeled with the name of the grower and the county of origin.
7. Vendors are required to register with the Market Host; registration will also include a vendor declaration of compliance with the Village of Kalkaska Farmers' Market rules and a Village of Kalkaska Hold Harmless Release Form.

8. Vendors are personally responsible for insurance coverage and compliance with local and state laws as it relates to Farmers' Markets. (i.e. Cottage Law, Health Department, applicable inspections, etc.)
9. Vendors are encouraged to form partnerships with local businesses to enhance downtown marketing efforts. (i.e. coupon distributions, display flyers, encourage participation in community events, etc.)
10. Vendors are encouraged to actively participate in the Kalkaska DDA Farmers' Market Committee, which meets the 3rd Wednesday of every month @ 2:00 PM. The committee currently meets via Zoom Conferencing due to COVID-19, but will resume meeting at the Village Office, 200 Hyde Street, Kalkaska, MI 49646 at some point in the future. It is our Vendors' Market; its success and failure depends on candid input and vendors committed to a quality market experience.
11. Vendor booths will be 10 x 10 feet. Electricity is available when pre-arranged with the DDA and if electrical outlet is available. Canopies are required; however, if you do not own one, the DDA can provide one, on a first come, first served basis, for a \$10.00/day fee for the event.
12. NO PETS are allowed at the Market.
13. SMOKING is NOT ALLOWED in the vendor area.
14. Your Market Host for 2020 is Renee Penny: Phone (989)306-0781
Email: renee.penny@macd.org
15. Vendors are encouraged to participate every Tuesday. Your Market Neighbors need you to make a successful market. The courtesy of promptly contacting the Market Host if you cannot participate is appreciated.
16. The Market Host has the right to refuse vendor participation if the product is ineligible or does not comply with the rules indicated in this document.
17. Vendors are expected to be neat, courteous, and respectful. Loud music, arguments or profanity will not be permitted. The Village of Kalkaska Farmers' Market is designed to create good times and good food that moves from farm to table. It is the goal of the Market that customers will know their food and the farm of origin.
18. Trash receptacles are for customers only. Vendors are expected to leave their booth clean and remove all trash, foods, and product.
19. Vendors are encouraged to promote themselves and our Market. This may be accomplished through word of mouth, fliers/promotional materials at your stand at other markets (if allowed), social media, and email lists.
20. We maintain a Facebook page to promote the market, Kalkaska Farmers' Market. Please like and share this page through your personal and/or business pages. You may contact the page manager through the messaging system to send photos of product, your participation in our market, information about sales, products, and your social media accounts to share on the page.

I have read this document and agree to abide by the Kalkaska Farmers' Market rules.

Name _____ Date _____

Signature _____

*2 Copies required. 1) Provided to the vendor and 2) Filed with the Kalkaska DDA by the Market Host.



A Farmers' Market in Downtown Kalkaska?

Yes! Farmers' Markets are good for the economy, highlight our rich agricultural community, and support our small farm businesses and also put good food on the plates of our neighbors and visitors to the area. The Kalkaska Farmers' Market will attract both local consumers and visitors. It will highlight the rural culture of our Village and provide a gathering place for conversation. Small growers are provided an opportunity to sell their product that may not exist without a Market.

A highly visible Farmers' Market presents opportunities to showcase our local farms and artisans. The Kalkaska Farmers' Market will be located at 353 S. Cedar Street, Kalkaska, MI 49646, with direct visibility and access from US 131 traffic, on Tuesdays from 2:00 PM to 6:00 PM. The Market will open on May 19th and close on September 29th.

The Kalkaska Farmers' Market Mission:

To create a lively and vibrant market, showcasing local food and talent. The Village of Kalkaska Farmers' Market and its vendors will be ambassadors for community development, local businesses and schools. Vendors will proudly provide quality products in an environment that encourages good times, healthy food, lively conversation, and camaraderie. We envision a market that is an event that people will tell their friends and family about!

The Kalkaska Farmers' Market Goals:

- To support the progressive plans of the Village of Kalkaska and the Kalkaska DDA.
- Vendor participation to grow by 25% year to year.
- To attract quality vendors and quality products.
- Uniform market appearance aligning with the Village of Kalkaska and DDA Masterplan(s).
- A Farm Market Committee to insure quality control and sustainability.
- A personal relationship with the farm source of the food on our plates.
- Maintain a dedicated Facebook page during Market season to promote the market as a whole and the individual vendors.
- Other social media may be added as decided by the DDA Board.



VENDOR APPLICATION 2020

CONTACT INFORMATION

Name _____

Business/Organization _____

Produce/Products Sold _____

Mailing Address _____

City State Zip _____

Home Phone/Cell Phone _____

E-Mail Address _____

IN CASE OF EMERGENCY CONTACT: Name _____

Phone _____

VENDOR FEES

Please check one fee preference and indicate amount due.

Market Season is every Tuesday from May 19th – September 29th, 2:00 PM – 6:00 PM

_____ Annual/Seasonal Fee - \$75

_____ Daily Vendor Fee - \$10, payable to Market Host before set up.

Please make all checks payable to DDA –Kalkaska Farmers' Market

Vendors are requested to submit a photo that represents what is to be sold, as well as giving location of farm where products and produce are grown and produced.

Location- _____

I, the undersigned and all of my representatives, agree to abide by the Kalkaska Farmers' Market Vendor Courtesy and Policy List; which I have reviewed.

Signature _____ Date _____

Return completed application form and payment to:

DDA- Kalkaska Farmers' Market, 200 Hyde St, Kalkaska, MI 49646, or give to Market Host.

Market Host Signature _____ Date _____

*2 Copies required. One will be provided to the vendor and one will be filed with the DDA by the Market Host.