

Manistique Farmers' Market 2021 - Vendor Handbook
Weekly on Wednesdays June 2 – September 22, 4-6pm at Little Bear West
Welcome to the 12th Season of the Manistique Farmers' Market

Introduction:

The Manistique Farmers' Market (MFM) is primarily a producer-only *farm and food* market. A producer grows, raises, harvests, and/or makes (cottage foods) what they sell. We do not accept craft or artisan vendors.

Although vendors at the MFM operate their own individual booths and businesses, it is the cooperative effort of all vendors, Market management, and volunteers at the Market that make the MFM function smoothly and successfully for all involved. Please review the Farmer Guidelines and sign the agreement page for compliance with product and Market rules, along with COVID requirements.

WIC and Senior Project FRESH will again be accepted at the Market in 2021. Please make sure you understand the guidelines of what can be purchased with these coupons. For WIC – only produce can be purchased. For Senior Project FRESH, only produce, some herbs, and honey can be purchased. If you take coupons for items other than these products, you will not receive payment. It is your responsibility to count your coupons before submitting them and making sure that your farmer number and customer signature are on each coupon. We also expect the Sault Tribe YEA vouchers to be available again, which can be used for all Market products except wine or any non-food item.

Product/Vendor Criteria

- The Manistique Farmers' Market will maintain our status as a food and farm market only. This means that only the sale of produce, eggs, syrup, honey, cottage foods, pet supplies (with proper licensing), meats (must be packaged and stamped at a USDA processing plant), local fish, and vegetable plants are currently allowed to be sold at the Manistique Farmers' Market. **All foods must be grown, raised, and produced locally by the vendor.**
- Non-food agricultural crops produced by the vendor are allowed. This includes: animal fibers (such as sheep's wool and alpaca fleece); beeswax products.
- If you are selling any type of processed food, you must either abide by the Cottage Food Industry Law of the State of Michigan or attach a copy of your commercial food-processing licenses as applicable, to your application. All Cottage Food Products must fall in the allowable categories and contain the appropriate labeling as described by the State of Michigan. Foods improperly labeled or which are not allowed, must immediately be removed from the vendors table. Failure to comply will lead to dismissal from the MFM and loss of vendor fees.
- MFM vendors can sell no more than 10% of their products in the "non-farm/non-food" category, such as an art or craft type product, but it must be produced by the vendor or by a member of their family and approved by the Market Master.
- Because of our emphasis on providing fresh locally grown and produced foods, we **do not allow** the following:
 - Produce or other farm-based products from outside the parameters identified above.
 - Vendors who are primarily a producer or seller of arts, crafts, jewelry, and other non-farm/non-food products such as essential oils, books, food storage systems.

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2021 Market Days

Dates/Times: Wednesdays June 2 – September 22, 2021 4-6pm.

Farmer Arrival Time: between 3pm and 3:30pm.

Fees

The vendor fee schedule for the 2021 Manistique Farmers' Market is as follows. Market fees are \$5/Market. You may pay for the season or pay weekly. If paying by check, make the payment out to Allan Ott. If paying weekly, please pay at the front table and make sure the payment is recorded. This process is the same for turning in Project FRESH coupons.

Project FRESH

- If you are interested in accepting Project FRESH coupons through the Senior Nutrition, and Women, Infants and Children (WIC) programs, please indicate that on your agreement. You must display your Project FRESH signs, accept coupons only for allowable items for each program, and you are responsible for turning in your coupons to the Project FRESH market master each week. Coupons not properly signed by the customer and/or not containing your assigned farmer number will be discarded.
- There is no cost to participate in Project FRESH.
- Do NOT accept Project FRESH coupons until signing your Project FRESH agreement and receiving your farmer number and materials. This is separate from the MFM Agreement.

MARKET PROCEDURES

- Application and Agreement - All vendors must complete and sign a MFM vendor agreement.
- Barricades - we use barricades and other markings to create buffer zones around the market to reduce any vehicle traffic near/around the market. Please arrive according to the set-up schedule so that the buffer zones can be enforced.
- Products – Vendors must submit a list of what they plan to sell by Monday 5pm for that Wednesday's Market. This is for Social Media promotion purposes. We post a shopping list every Wednesday at 7am. This is best done through our Facebook page messenger (Facebook.com/MSTQFarmersMkt – then click send message). You can also text a list to 906-630-4511
- Exclusivity - The MFM does not offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having a choice.
- Producers - Customer queries regarding farming practices should be answered factually and knowledgeably.
- Conduct and Courtesy - While at the market, vendors are expected to behave courteously to customers, other vendors, market staff, and volunteers, and to conduct themselves professionally at all times. Vendors may not publicly disparage other vendors, products, or markets.
- Booth Equipment – Vendors will be provided with a 10x10 canopy, stall space, tables, and an A-frame table sign. Weights will be supplied for each canopy and must be used regardless of weather conditions to secure the canopy. Canopies will be set up prior to your arrival. Everyone needs to help with tear down.
- Prices - All items for sale must be clearly marked with their price. You are encouraged to make use of your A-Frame sign for listing products and prices. You may also have price signs on individual products. Bargaining with customers is permitted.
- Clean and safe - Vendors are responsible for keeping their space clean and attractive during market hours and must clean up their space after the market closes, including sweeping up any debris and removing trash.
- Schedule - A *vendor market attendance schedule* is requested. If there is any change (will/won't be attending a market as per submitted schedule), vendors need to call 450-4240 at least 48 hours prior to the market.

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- Early Departures - plan on remaining until closing time before packing up and taking down your canopy. Bring enough product to carry you through more than the two hours.
- Weather – Week by week judgement call as to whether we will be inside or outside Little Bear. This will be posted on the FB page.
- Smoking - No smoking within the Market area!

Equipment

- Canopies will be set up for you prior to your arrival each week. However, **each vendor is responsible for taking down the canopy and tables and securing them in the MFM storage barn. Please assist each other. Canopy frames must not be twisted in any way.**
- A limited number of A-Frame wet-erase signs are available.
 - Promote the name of your farm
 - List product availability and pricing
 - Boards must be cleaned with window cleaner (Windex) and paper towels
 - You may use your own A-Frame type sign (chalkboard or marker board)
 - All equipment is to be carefully stored in the MFM storage building next to the arena.
 - You will need to provide:
 - Scale
 - Display items (baskets, tubs, crates, etc.). Remember an attractive table will bring customersto you.
 - Change (\$\$\$)
 - Shopping bags

Suggestions and Reminders

- Grow your market by cultivating a loyal clientele. Provide business cards and information about your farm. Make your business name and location clear to customers. Provide a description of your business (for farms include location, acres, history, crops, and growing methods). Try displaying this information on a poster and include pictures of your business. Take advantage of the opportunity to educate shoppers about your produce is grown.
- Wear a name tag
- Achieve success by delivering excellent customer service.
 - Customers shop at farmers' markets because they want to meet the people who grow their food, and they want fresh, high-quality products.
- Invest your time wisely:
 - By preparing and leaving enough time for travel.
 - Be ready to sell at opening bell.
 - Bring everything you need.
- Find recipes that are simple and contain a few ingredients that can be found at your stand or other vendors at the MFM.
- Start an email list. Let your loyal customers sign up for a mailing list so you can inform them about special opportunities, other markets, and locations where they can find you or your product.
- Use your personality and expertise as a merchandising tool to build and strengthen your customer base.
- Great product, customer service and appealing display will keep customers coming back to you.

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- Product Reminders:
 - If you wash and chop produce and put it in plastic bags, it becomes a processed food and requires special licensing to assure food safety. Harvest your produce, but make sure it does not give any illusion as being “ready to eat”.
 - Cottage Foods (foods that are allowed to be produced in a home kitchen and sold directly to consumer) must comply within all guidelines set forth by the State of Michigan. If you are unsure, ask the Market Manager BEFORE bringing a new Cottage Food to the MFM. All information is available at Michigan.gov/MDARD (use the search on that page for Cottage Foods).

Promotion and Support

- Market Website: **ManistiqueFarmersMarket.org**
- On Facebook: **Facebook.com/MSTQFarmersMkt** (this is our primary promotion site – updated weekly with product availability). If you/your farm has a FB page, we will cross promote. Keep it fresh and keep it clean. **Also, help each other out on FB with promotion.**
- Your onsite Market Manager is *Allan Ott, 906-450-4240*
- Your Market Master for detailed product questions or specifics about Market protocols, contact Kerry Ott at 906-630-4511, or email at kott@LMASDHD.org
- Project FRESH Market Master - *Allan Ott*
- Community Presentations - Senior Center, Health Department and other groups, promoting the Manistique Farmers' Market.
- Sandwich board signs placed at the corner of M-94 and US-2; M-94 and Elk. (On market days).
- Advertising when funds are available.