

# Shoreview Farmers' Market 2019 Vendor Handbook



## Operational Rules & Guidelines

### Tuesday's

June 11-October 15

3:00 – 7:00 p.m. (thru August 27)

3:00 – 6:00 p.m. (September 3 and October 15)

Shoreview Community Center  
4580 Victoria Street North  
Shoreview, MN 55126

[www.shoreviewcommunitycenter.com](http://www.shoreviewcommunitycenter.com)

## Index

Market Mission Statement.....	Page 2
Contact Information.....	Page 2
Important Dates.....	Page 3
Overview.....	Page 4
Application, Fees & Payment Process.....	Page 4
Vendors.....	Page 5
Attendance.....	Page 5
Market Goods.....	Page 6
Items Offered for Sale.....	Page 6
Market Operations.....	Page 7
Stalls & Set-up.....	Page 8
Displays.....	Page 8
Permits, Licenses, Taxes & Insurance.....	Page 9
Guidelines & Rules for Operation.....	Page 9
Feedback.....	Page 9
Vendor Rights.....	Page 9
Market Staff Responsibilities.....	Page 10
Community Table.....	Page 10
Sampling.....	Page 11

## Market Mission Statement

- To create a sense of community and history, as Shoreview was an agricultural based community.
- To enhance community health with fresh, locally grown produce and plants.
- To encourage local production of food to reduce food costs, improve mental and physical health, and foster a positive family and individual activity.
- To support growers financially with sales of produce and plants.
- To beautify the City of Shoreview by encouraging production, planning and display of perennial and annual plants.
- To educate children and youth about food production.

## Contact Information

### **Office and Mailing Address**

Shoreview Farmers Market  
4580 Victoria Street North  
Shoreview, MN 55126

### **Market Location**

Lower Level Parking Lot of the Shoreview  
Community Center

**Kristin Johnson, Farmers Market Coordinator**

Email: [kjohnson@shoreviewmn.gov](mailto:kjohnson@shoreviewmn.gov)

**Stephanie Schutta, Market Manager**

Email: [sschutta@shoreviewmn.gov](mailto:sschutta@shoreviewmn.gov)

Phone: 651-490-4734

Market Cell Phone (only during market season): 612-756-2744

Fax: 651-490-4797

Website: [www.shoreviewcommunitycenter.com](http://www.shoreviewcommunitycenter.com)

# Important Dates

Friday, March 1th application deadline for 2018 returning vendors

New vendor applications are considered throughout the season.

Monday, March 29<sup>th</sup>

Vendors will be notified by mail/email of acceptance or refusal of application

Tuesday, May 28th

Vendor Meeting

Time TBD

Tuesday, June 11<sup>th</sup>

3:00 – 7:00 p.m.

Opening day of outdoor market

Tuesday, September 3<sup>th</sup>

Market hours change to 3:00–6:00 p.m.

Tuesday, October 15<sup>th</sup>

Last day of outdoor market

Our vendors are #1 and our first priority!

It is our goal to help each vendor succeed and have a great market season!

## Overview

The Shoreview Farmers Market employs, Market Manager as well as event staffs who are on site each week to welcome vendors, assist with set up, and answer questions, monitor weather, and much more! They are also a point of contact for the public and handle onsite promotions, entertainment, and special events at the market throughout the season. They also assist city staff in promoting the farmers market and your business to the public and media.

The Shoreview Farmers Market guidelines and rules are intended to ensure:

- The market is a safe and enjoyable place for residents and visitors to gather and purchase locally grown and produced items.
- The Market and its vendors are in compliance with federal, state, county, and local regulations.
- The Market plays a positive role in the community and has a welcoming environment.
- That vendor has a fair, equitable and respectful atmosphere in which to conduct their business.

This document seeks to set forth a basic set of rules and guidelines to provide for the successful operation of the Shoreview Farmers Market but cannot contemplate every possibility. Therefore, the market reserves the right to do whatever may be additionally necessary to protect the intent and well-being of the market; its patrons and vendors as well as the event staff, volunteers, and the City of Shoreview.

## Application, Fees & Payment Process

- All applicants must complete a Vendor Application and return it by the deadline date before consideration for participation in the market.
- Season fee must be paid at time of submitting application. The Season fee will be returned if vendor is not accepted into the Market. Payments can be made in the form of a check (made payable to the City of Shoreview), Visa, Master Card, or cash.
- Only one applicant per household and/or farm, garden or nursery will be allowed. Any household applying under multiple names will not be considered.
- Submitting an application does not guarantee acceptance into the market.
- Once an application is accepted in writing (paper mail or email), the season fee is nonrefundable.
- Any form of refund would only be through a documented unusual hardship or compassionate reason on approval by City officials in their sole discretion. Any such refund request will be reviewed on a case-by-case basis. A \$25 administrative fee will apply in all cases.
- The City of Shoreview shall review and approve all vendor applications before a vendor can participate in the market. Space at the market and the items a vendor offers will be factors in determining approval as well as history with the market, attendance and past performance, and balance of market offerings.
- During the selection of a vendor, the City shall not discriminate on the basis of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, disability, age, marital status, or status with regard to public assistance.

In addition, changes in vendor participation may occur at the sole discretion of the market staff and/or city officials based on factors such as customer attendance changes, changes in the market vision, or changes in market plans.

## Vendors

- Persons who apply to be a vendor must produce what they sell.
- The City reserves the right to refuse acceptance to any applicant or product that is not in keeping with the rules or standards of the Shoreview Farmers Market.
- Vendors are expected to attend the market to sell their own products. Additional sellers that assist at the booth may be designated and must be listed on the vendor application. No one under the age of 18 may sell or maintain a stall without adult supervision.
- Alcohol and drugs (unless used with prescription) are prohibited at the market. Vendors must be drug-free and sober upon arriving at the market. Violation of this policy is grounds for suspension from the market or immediate revocation of vendor access, in the sole discretion of market staff.
- Smoking is prohibited at the market, including in a vendor vehicle or stall.
- Vendors are not allowed to have pets/animals at the market, including in a vendor vehicle or stall. It is against the Minnesota Department of Agriculture regulations.
- The Shoreview Farmers Market reserves the right to take photos on market days of product and vendors working to be used in our marketing campaigns.
- Vendors and their staff are not permitted to park in the community spaces on the lower level of the Shoreview Community Center.

## Attendance

- Vendors are expected to attend all markets for which they are scheduled/listed on application. Attendance will be taken each week by market staff.
- Vendors must notify Market staff if they are NOT coming to the market. Notice must be given in one of the following ways NO LATER than 11:00 a.m. on market day:
  - Call the farmers market voicemail: 651-490-4734
  - Call the farmers market mobile phone: 612-756-2744
  - Email: [sschutta@shoreviewmn.gov](mailto:sschutta@shoreviewmn.gov)
- Repeated late arrivals or absences by a vendor, with or without notice, may result in suspension or revocation of a vendor's selling rights.
- If a vendor needs to leave early market prior approval is needed. Vendor will be placed on the end of an aisle for easy access to the outside.
- If a personal emergency situation arises after the market opens and a vendor feels they must leave, please notify market staff that will do their best to facilitate departure. Under NO conditions can a vehicle move after opening hours without the consent of the Market Managers approval and assistance.

## Market Goods

- The following items are approved for sale at the Shoreview Farmers Market:
  - Vendor grown fresh fruits and vegetables
  - Vendor grown herbs and spices, fresh or dried
  - Vendor produced farmstead products such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup and preserves, if prepared and packaged in accordance with rules established by the MN Department of Agriculture
  - Vendor grown bedding plants, hanging and potted plants, perennials and cut flowers
  - Vendor grown dried flowers or plants
- Products other than those listed may be approved for sale if the market staff determines the items would benefit the market as a whole.
- No live animals may be sold or given away at the Market.
- Vendors may not sell any items not approved or not included on their market application. Market staff has the right to require a vendor to remove unapproved products.
- Vendors seeking to sell items not listed on their application must request approval in writing (email acceptable) to add items to their application. These additional items cannot be sold until market staff approval is received.
- Market staff reserves the right to inspect a vendor's greenhouse, garden, farm, field or other place of production to verify that the products being sold meet market qualifications.

## Items Offered for Sale

- All items must be prepared, labeled, displayed and stored in accordance with Minnesota Department of Agriculture, Minnesota Department of Health and Ramsey County Community Health Department guidelines.
- Produce sold as Certified Organic must have originated from an organic grown Certified Farm, and the vendor must provide a copy of the vendor's National Organic Standard certificate as provided by a USDA accredited agent.
- All items should be sold by bulk, bundle or individual item. Items sold by weight units of measure require a Minnesota State Certified Scale.
- Solicitation unrelated to the sale of Market Goods is prohibited without City approval.
- Price, terms of sale, etc. are between buyer and seller only.
- All vendors agree to abide by fair business practices.

## Market Operations

- Market is held in rain, shine and snow. Some instances of severe weather can effect market operations. This includes situations of severe weather forecasting, lightning, thunder, downpours, extreme heat or cold, wind or snow. Hours may be adjusted for inclement weather. Call 651-490-4734 to check for weather updates in our area.
- In the event of severe inclement weather, the Market Manager will record a message on the weather line at 651-490-4765 by 12:00 p.m. on market day.
- If the market is cancelled for any reason, market staff will make every effort to contact vendors through phone and/or e-mail. Market staff will also determine if vendors are excused to leave early due to severe weather based on the information available and weather reports.
- It is acceptable for a vendor to call and say they are not comfortable attending because of weather conditions. Also, if a vendor arrives at the market and conditions are not good for their product or set up, they should make the decision if it is conducive for them to participate and notify staff accordingly.
- No refunds will be given if the market is cancelled, delayed, or closed early for any reason.
- It is the vendor's responsibility to keep their contact information up to date in the event the market is cancelled.
- All stalls can set up starting at 2:00p.m, Vendors must wait until the staff moves the parking barricades to enter the market area. A Market Manager will be at the market location at 1:30 p.m. to check in vendors and assist with any questions.
- The market will start promptly at 3:00 p.m. No presales of market goods or exchange of money are allowed. The start and close of the market will be announced with a whistle.
- There are no moving vehicles in the market area between 2:45 and 7:00 p.m. If you arrive after 2:45, you must park in an adjacent area and walk your merchandise and supplies (tents, tables, etc.) to and from your stall location.
- Market vendors must be ready to start selling at 3:00 p.m. on market days. Vendors are encouraged to be in place ½ hour before the market opens.
- Vendors must remain until the market closes even if sold out. Feel free to use this time to promote your product and encourage future visits from customers.
- Vendors may not take down displays until the Market closes. This includes putting product away, taking down tents, tables, etc.
- No water is provided or available for vendors as a hand washing station. Restrooms are provided in the Shoreview Community Center however, this is NOT potable water for stalls.
- Limited electricity is available for an additional nominal fee. Electricity may be requested on the vendor application.

## Stalls & Set Up

- Having a stall in one season is no guarantee that a vendor will have the same stall in any subsequent season.
- Stall spaces are assigned by management to allow for best product mix, traffic flow or electrical needs
- Vendors may not transfer, assign, sell, rent or lease their stall.
- Market staff has the authority to move and reassign stall space to enhance or facilitate market operations at any time during the season, whether temporarily or permanently.
- All items must be contained within a vendor's assigned space. Market staff may ask that unsightly, inappropriate, unauthorized, or unsafe materials be removed or moved.
- Vendors that are located in a single/double stall are allowed only one vehicle in their assigned space no matter how many stalls they have, and the vehicle must fit in the space.
- Half stalls, oversized vehicles or extra vehicles may be parked on the upper parking lot of the Community Center.
- Vendors may request 1/2 stall (10'x10 space) no vehicle is allowed in this space, 1 stall (two parking spaces) one vehicle is allowed, 1-1/2 stalls (three parking spaces) one vehicle is allowed, or 2 stalls (four parking spaces) one vehicle is allowed.
- If a vendor sets up in the wrong location, Market staff will make the decision on what occurs depending on how many other vendors are present and set-up.
- Tents and canopies must be weighted down. It is required that all four legs of canopies be secured with weights. It is recommended that each canopy leg have more than 20 pounds of weight attached. It is acceptable to additionally tie the frame of your booth to a vehicle. Vendors assume full responsibility for any injury, loss, or damage of any kind that may result from improperly or insufficiently securing tents, awnings, display equipment, products, or other items.
- In certain conditions Market staff may require vendors to take down tents, awnings, etc.
- No stakes may be pounded into the tarmac, parking lot, or grass.

## Displays

- Vendors are responsible for providing tables, chairs, canopies & items needed for display.
- All items offered for sale should have the type and variety of product and prices prominently and clearly displayed. If permit is lost or missed placed during the season, please, notify market staff and you will be issued a new permit.
- For those selling homemade processed items falling under the Pickle Bill, placards must be in place stating "These products are homemade and NOT subject to state inspection."
- All displays must be neat and tasteful. Tablecloths, photos, etc. are encouraged.
- Vendors offering samples and/or selling ready-made food at the market should have adequate garbage receptacle(s) accessible to customers.
- The general cleanliness of the market area is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.
- All market vendors should represent themselves in an appropriate manner, dress, and state of cleanliness. Shirts and shoes must be worn.
- Vendors must remove all trash from the market area after the market closes. This includes product debris, bags and boxes as a result of their sales. Trash cans are provided only for incidental trash.

## Permits, Licenses, Taxes & Insurance

- A permit will be provided to each vendor. It must be visible in the stall at all times and is not transferable.
- Farmers Market Nutrition Program vendors must display appropriate signage provided by FMNP.
- All vendors are required to return an ST-19 Operator Certificate of Compliance form with their application in order to be accepted into the Shoreview Farmers Market.
- All permits and licenses required by the City of Shoreview, Ramsey County, the State of Minnesota or the Federal Government are the sole responsibility of the vendors.
- Any required sales tax collections and remittances are the sole responsibility of the vendors.
- The City of Shoreview is not liable for any injury, illness, theft, loss, or damage of any kind to either the buyer or seller, or their property, arising out of or pertaining to preparation for, participation in, or use or consumption of products bought, sold, or provided at the Shoreview Farmers Market; whether such injury, illness, theft, loss or damage occurred prior, during, or after the Shoreview Farmers Market. By participating in the Shoreview Farmers Market, seller further agrees to indemnify and hold the City of Shoreview harmless for and against any claims for such injury, illness, theft, loss or damage.
- All vendors should carry their own general liability and product liability insurance, as the City does not provide this coverage to vendors.

## Guidelines & Rules for Operation

Market staff values our good relationship with vendors and will make every effort to educate vendors about the market guidelines before and during the start of the outdoor season. However, staff reserves the right to suspend or revoke the selling rights of any vendor who repeatedly disregards one or more of the rules as outlined in these guidelines. If Market staff suspends or revokes a vendor's selling rights for any reason, the selling rights of all working at that booth—primary seller and additional sellers, whether it be family, friends, agents, employees, etc.—are likewise suspended or revoked. The rules, policies, and guidelines are determined, and may be changed, by the Market staff with approval of the City of Shoreview City Administrator. Vendors will be notified of any significant changes and the date they become effective. No person or entity other than the City of Shoreview, Shoreview Farmers Market or agents thereof may make use of the Shoreview Farmers Market name or logo without the express permission of the City of Shoreview.

## Feedback

The City of Shoreview encourages feedback about the farmers market. Both positive comments and constructive criticism may be sent the following way: Shoreview Farmers Market, 4580 Victoria St N, Shoreview, MN 55126. In the case of verbally bringing an item to the attention of market staff, a vendor may be asked to explain the issue at hand in writing. Market staff will share the information with appropriate City personnel for follow up if necessary.

## Vendor Rights

The vendors as a whole should feel free to comment to staff of the Shoreview Farmers Market with respect to:

- The overall management, operation and administration of the market.
- The improvement of the market site and associated areas, the layout of the vendor's space, and other physical improvements.
- The regulations of the market, including the hours of operation; designation of stall space; charging of market fees; housekeeping, rules, sanitation.
- The advocacy and support of the market and development of continuing advertising and promotional programs for the market.

### Market Staff Responsibilities

- Market staff is defined as the Market Manager, Event Staff and Community Programs Staff.
- The Market Manager supervises the on-site operations of the Market and ensures the Farmers Market meets the expectations and vision of the City of Shoreview.
- Market Manager manages policies, operations and promotions of the Farmers Market.
- Market Manager will apply the rules and guidelines of the market and has the authority to interpret and implement policy.
- Market Manager is the final authority on market day.
- Event Staff is on-site for market day special events to help the Market Manager in the daily operations.
- Market staff is responsible for public as well as vendor concerns. They also serve as liaisons between vendors/customers and City staff/officials.
- Market staff shall notify vendors of any rule violations.
- Market staff has the authority to request any person to leave the market operating area and, if necessary, call building staff or local police for assistance.
- Vendors are encouraged to approach market staff if they encounter a problem. Any discussion of problems in front of customers or other vendors is strongly discouraged and shall be avoided.
- Market staff assigns all stall spaces. All vendors, musicians, entertainers, chefs, sponsors, community organizations, etc. must have the prior approval of the market staff.

### Community Table

- This is a 10'x10' space that is available for community and non-profit organizations at no charge for promotional and educational purposes.
- Application/Agreement form must be filled out and submitted 2 weeks prior to the to the planned market date.
- The applicant is responsible for bringing a tent, table(s) and chair(s) for their use at the Market. Our market only provides a 10'x10' space. Tents must be secured with weights.
- Products for education, demonstrations must be listed on application.
- The community table space is a non-parking space.
- All market rules apply to the community table space.
- This space cannot be used for political campaigning.

## Sampling

All vendors & staff must practice these standards to prevent the transfer of pathogens between vendors/staff and therefore to foods. Please adhere to the following guidelines:

### **Food Protection:**

- Food samples are limited to a maximum of a 3-ounce serving per sample.
- For serving samples, all samples must be in disposable single-use containers or offered using disposable single-use utensils (such as a toothpick or small plastic spoon). All foods and single service items including paper napkins, plastic spoons, paper plates, plastic cups etc. must be stored at least six (6) inches off the ground.
- All foods offered for sale must be protected from contamination.
- Baking and processed foods must be pre-packaged at point of production, and smaller items such as muffins must be packaged in lots of at least 3 to discourage eating on site.
- Containers and wrappings must be single use only.
- Do not allow any unauthorized persons access to where food is being prepared.
- Racks, shelves or tables must be provided for all food display and all food must be at least 15cm off the ground.
- Clean up the serving area often, being especially careful to pick up food scraps that fall on the ground.

### **Hand washing equipment:**

- At your booth you must use a gravity hand washing station: this includes a container with a spigot handle that is filled with warm water, a bucket to catch the waste water, and a liquid soap dispenser, single service towels, waste bucket for towels and a nail brush. All waste water must be disposed of in an approved sanitary sewer system. Disposal of the waste water on the ground or in a storm sewer is not acceptable.

### **Personnel Handling Food:**

- Vendors must maintain a high standard of personal hygiene and cleanliness.
- Vendors experiencing illness must be prohibited from any contact with food.
- Vendors must wear effective hair control when sampling/selling food.
- Hand contact with food must be minimized. When possible use single service tissue paper, tongs, spoons, etc when handling food. You must wear plastic gloves at all times when administering food samples. You need to change your gloves between handling samples and anything else (e.g. money).
- Vendors are not allowed to eat, drink, or smoke while handling food.
- Vendors must wash their hands in warm water and soap before handling food, after eating, coughing, sneezing, drinking, using the restroom, and taking a break.

Please contact Lori Green at 651-266-1172 or [lori.green@co.ramsey.mn.us](mailto:lori.green@co.ramsey.mn.us) for more information on rules and regulations on your specific product and sampling practices.