



# **VENDOR HANDBOOK**

## **A Mustard Seed Community Market Place 2021**

# A Mustard Seed Community Market Place Peak Season 2021

May 7 (tentatively) – December 31, 2021

## *Vendor Information and Regulations*

The **mission** of the A Mustard Seed Community Market Place is to provide a venue where local farmers, producers, and food-inspired businesses come together to offer a variety of fresh local produce, plants, and locally-crafted food and food-inspired products directly to Dixon and surrounding communities.

Our **vision** for A Mustard Seed Community Market Place is:

- Local food-inspired growers, producers, and businesses will prosper by providing a local marketplace to sell their products and where consumers can talk directly to the grower;
- Dixon residents will have access to high quality, affordable, and nutritious, locally grown food, and experience the health-giving effects of that freshness;
- Residents will understand the value of strengthening the local economy by purchasing locally grown food; to grow, nourish, and inspire Dixon and surrounding communities.

A Mustard Seed Community Market Place is organized and managed by A Mustard Seed Community Development Corporation.

A Mustard Seed Community Market Place strives to be a producer market. This means we give priority to vendors who grow or produce the products they sell. However, to enhance the market experience and service for our many loyal customers, we allow a mix of GROW IT, RAISE IT, MAKE IT, and BAKE IT vendors.

**These regulations are important to the safe and successful operation of A Mustard Seed Community Market Place. Failure to abide by the rules may be cause for expulsion from the market.**

All questions, comments, suggestions, and concerns related to the A Mustard Seed Community Market Place should be directed to the **Market Manager**:

La'Shundra Connor  
A Mustard Seed Community Market Place  
Manager Office  
573-303-9553  
Email: lconnor@mustardseedcommunity.com

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### SUMMER MARKET DATES 2021

- Wednesdays 4pm to 7pm , Saturdays 8 am to 12 noon (The 1st and 3rd week of each month)\*will increase based on community demand. The first Friday of each month of operation will be an addition market day, 6pm to 8pm.
- First day of the market is May 7, 2021 (Tentative)
- Last day of the market is December 31, 2021

MONTH	DATES	SPECIAL EVENTS (SUBJECT TO CHANGE)
April	TBD	TBA
May	7	May 7- (Opening Day)Dixon Chamber of Commerce Hosts: First Fridays, 6pm to 8pm. Opening Day
June	TBD	TBA
July	TBD	TBA
September	TBD	TBA
October	TBD	TBA

### MARKET PROGRAMS

A Mustard Seed Community Market Place conducts a variety of special events and programs throughout the season, including but not limited to: TBA

1. **Special Event and Theme Days:** Special events and theme days bring additional excitement to the farmers market, draw in new customers, and provide an opportunity for specialty exhibitors to participate in the market. Market vendors are asked to support and participate in these special event days to the extent possible by decorating their booths, wearing costumes or themed clothing, and generally getting in the spirit of the day.

## **PRODUCTS PERMITTED FOR SALE**

A Mustard Seed Community Market Place provides a venue for selected growers and food entrepreneurs to sell what they raise or produce directly to the public. All products sold at the Market Place must be grown, raised, or made in Missouri. Local products are given priority(unless otherwise noted in this Handbook).

Vendors at A Mustard Seed Community Market Place must reside in Missouri.

Vendors must list each product they wish to sell at their booth during the market season on their application. Products not listed on the application may not be sold at the market without pre-approval from the Market Manager. Any additional products must be approved by the Market Manager at least two (2) weeks in advance of when the vendor wishes to bring the product to market. **A vendor may not necessarily be approved to sell all types of products for which they apply.**

The Market Manager has the authority to prohibit the sale of any product that does not conform to market standards.

### **1. Farm and Value-Added Farm Products**

Farm products include Missouri-grown fruits, vegetables, honey, mushrooms, meats, fish, milk, eggs, plants, and flowers. Unless otherwise noted, **all farm products sold at the Market Place must be grown/raised in Missouri.** Priority is given to local farm products grown/raised by the vendor. Value-added products are made from raw agricultural products grown by the vendor and processed beyond their raw, natural state. These include: jams and jellies; cider; popcorn products; frozen fruit; dried fruits and vegetables; wine; dairy products like cheese and yogurt; burgers, sausages and other processed meats; and non-food products such as soap, body lotion, and candles.

- a. For farm product vendors, at least 50% of the farmed products sold at the market must be grown and/or produced by the vendor. The remainder can only be purchased directly from another Missouri grower.
  - i. Products to be purchased must be approved by the Market Manager in advance and before the desired purchase is made.
  - ii. Products purchased directly from another Missouri grower must be clearly labeled with the name and city of the farm/grower and the vendor must be knowledgeable about the growing conditions of the grower. The intent of this policy is to ensure that the source of the products is clearly identifiable to market customers.
  - iii. **NO PRODUCTS SOLD AT THE MARKET MAY BE PURCHASED FROM A MIDDLEMAN SUCH AS A COMMISSION HOUSE, WAREHOUSE (COSTCO, SAM'S CLUB ETC), FOOD BROKER, OR AUCTION. Copies of receipts for purchased produce must be brought to the market on the day the product is sold at the market.** Failure to disclose products purchased and resold at the market is grounds for immediate termination of this contract. The Market Manager reserves the right to verify that all products are produced in Missouri by the vendor, which may involve conducting a site visit of the vendor's property and/or production location.

- b. **Raw meat** must meet all health code requirements for legal sale. Vendor must maintain the product in a continuously frozen/preserved condition from the time it leaves the processing facility until it is sold at the market. Products from animals administered growth hormones may not be sold at the market.
- c. **Dried wild mushrooms** may be sold; vendors must provide the Market Manager with a statement that these were inspected by a qualified mushroom inspector (retained by a local summer farmers' market) at the time they were collected.
- d. **For seafood products**, the vendor must own, lease, or operate the fishing vessel or own, lease, or rent the parcel of land where the seafood is caught or harvested for sale at the Market Place. The vendor must be a legal resident of the State of Missouri.
- e. **Vendors who sell eggs** must provide a copy of a retail permit from the Missouri State Egg Board.
- f. Farmers selling **value-added food products** must provide documentation of all necessary permits, licenses, etc. or must demonstrate that the product meets the requirements of the home-based vendor law (**Missouri Cottage Law**). Each farmer must submit information about each value-added product showing which ingredients are from their farm.
- g. Non-food value-added products such as soap, lotions, and candles must be made from ingredients grown and processed by the vendor and must be less than 50% of the vendor's products offered for sale at the market.
- h. Home-based vendors (HBVs) must meet all requirements of Missouri food law 21 CFR 101 for food production and labeling.

## 2. **Prepared Foods**

Prepared foods are made from scratch by the vendor using ingredients not grown or raised by the vendor and are sold to be eaten by customers at home. This category includes dressings and dips; sauces and relishes; breads, pastries, cookies, and other baked goods; pasta; granola; ice cream and popsicles; and other take-home foods not prepared on site.

- a. Prepared Food vendors shall submit and maintain all required state, county, and local Health Department permits. All appropriate permits and licenses shall be filed with the Market Manager.
- b. Prepared Food vendors using ingredients produced in Missouri or gathered from other A Mustard Seed Community Market Place vendors are given preference in the vendor selection process.
- c. Prepared foods made from purchased mixes or fillings, as well as items made primarily from a manufactured/processed product (such as packaged cookies, pretzels, etc.), may not be sold.
- d. Home-based vendors (HBVs) must meet all requirements of Missouri Cottage Law for food production and labeling.

## 3. **Ready-To-Eat Food Products (Concessions)**

Ready-to-eat food vendors (Concessionaires) offer freshly made foods available for sale and immediate consumption on site.

- a. Concession vendors shall submit and maintain all required state, county, and local Health Department permits. All appropriate permits and licenses shall be filed with the management of the market.
- b. Concession vendors using ingredients produced in Missouri or procured from other A Mustard Seed Community Market Place vendors are given preference in the vendor selection process.

#### 4. **Specialty Products**

Specialty Food vendors sell food products raised, produced, or caught outside of Missouri. Specialty foods must be raised, produced, caught, or foraged by the vendor. A Specialty Food Vendor may also sell for a specialty audience, like pet foods.

#### 5. **Vendor Branded Merchandise**

Upon approval from the Market Manager, vendors may sell branded, non-food merchandise such as t-shirts, coffee mugs, tote bags, etc. as well as gift baskets containing their items. All merchandise must be branded with the vendor's business name or logo (or some other identifier unique to your business); items from outside businesses not participating in the market may not be sold. Vendor non-food merchandise may not exceed 25% of the products displayed for sale at the vendor's booth and must be approved by the Market Manager in advance.

### **PRODUCTS THAT MAY NOT BE SOLD**

A Mustard Seed Community Market Place will not accept the following items at our markets:

1. Dietary supplements, vitamins, etc.;
2. Food items not grown, produced, and/or processed by the vendor;
3. Non-food items unless grown and processed by the producer (flowers, soap, lotion, beeswax candles);
4. Any product not produced in Missouri (unless an approved Specialty Food);
5. Nationally/internationally distributed products (defined as distribution to 10 or more states);
6. Farmed salmon or salmon products (must be wild-caught);
7. Products from businesses that operate under a franchise agreement.

### **VENDOR APPLICATION PROCESS**

To apply for A Mustard Seed Community Market Place, interested vendors should:

1. **Read this Vendor Handbook carefully** to make sure your products qualify and you can abide by the rules and regulations of A Mustard Seed Community Market Place.
2. Complete and submit the Vendor Application:
  - a. Applications for A Mustard Seed Market Place are accepted via mail. Applications can be found on A Mustard Seed Community Development Corporation's website at <http://www.mustardseedcommunity.com>. Prospective vendors may also request a paper copy of the application by contacting the Market Manager.
  - b. All prospective vendors must submit a completed application form, even if they have been a vendor at A Mustard Seed Community Market Place before.
  - c. Be very clear about what you plan to sell and list ALL items on the application.
  - d. Please also submit copies of all other documentation required for the products you wish to sell, such as egg permits, organic grower certification, etc.

3. A Mustard Seed Community Market Place reserves the right to schedule vendors according to the demand for their product, number of vendors selling the same product, and number of spaces available. Every effort will be made to accommodate each individual vendor's requested schedule but requested schedule is not guaranteed until confirmed by the Market Manager.
4. All vendors must be approved before they are admitted to sell at A Mustard Seed Community Market Place. Vendors are not selected on a first-come first-served basis. Vendor selection criteria (see below) are designed to keep the market fresh, interesting for visitors, and profitable for vendors.
5. A Mustard Seed Community Market Place does not offer exclusivity for any vendor, company, brand, or products sold.
6. All vendors are required to comply with the A Mustard Seed Community Market Place rules, policies, and guidelines described in this Vendor Handbook. Acceptance to the market as a vendor and continued market attendance is based on vendor's compliance with the market rules.
7. Vendor applications must be received by the announced deadline (if needed.) Vendors whose applications are received after the closing date may be placed on the Substitute Vendor list.

## **VENDOR PARTICIPATION OPTIONS AND FEES**

The options and fees for vendor participation are:

- 1. Fees – The Market Place offers several fee structures to choose.**
  - a. Saturday fee – The vendor pays a \$50 season fee with application submission. A vendor requiring only a card table (1/2) space pays a \$35 season fee with application submission. Food truck vendor season pass is \$75. This fee is applicable to any vendor selling on Saturdays only or on Saturday and weekdays.
  - b. Weekday fee - A vendor selling on a weekday Market Place pays a \$50 season fee. There is no additional charge for the vendor to switch to Saturday. Food truck vendor season pass is \$75. Such switching is at the discretion of the Market Place Manager as to space available and need for the vendor's product.
  - c. Daily fee – The vendor pays no season fee, but the daily fee is \$10. Food truck vendor daily fee is \$20.
  - d. Credit Card/EBT processing fees – all vendors using AMSMP Point of Sale equipment for transactions are responsible for processing fee plus \$1.00 per transaction.
- 2. Fees – Vendors in the craft category may choose from two fees:**
  - a. Crafters who pay no season fee shall pay the daily rate of \$10.
  - b. Crafters who pay a season fee of \$50.
- 3. Substitute Vendor**
  - a. Vendors may apply to be included on the rotating Substitute Vendor list. Vendors who apply for a food category that is already full and/or vendors who apply after the application deadline maybe be offered a spot on the Substitute Vendor list. Substitute Vendors are subject to the same rules as all vendors participating in the Fishers Farmers Market.
  - b. Substitute vendors are typically offered a booth space two weeks to two days before the market, depending upon when we receive last-minute cancellations. Vendors capable of being prepared to show up and sell at the market with little notice may be placed on a high-priority "last-minute" wait list and can receive invitations to join the Saturday market as late as 12 to 24 hours before market time.
  - c. Daily booth fee for Substitute Vendors fee is \$10 per 10' x 10' vendor space.



Once you have been selected as a vendor you will receive confirmation of the dates for which you are approved and request for payment of the booth fee. Payment is due when the vendor is approved (please do not send payment with application).

## **VENDOR SELECTION CRITERIA**

A Mustard Seed Community Market Place is truly thankful and appreciative of vendors who choose to return year after year. Consideration will be given to those vendors with seniority. High priority will be given to farmers, growers, and producers. The highest priority will always go to local farmers, growers, and producers.

Additionally, A Mustard Seed Community Market Place strives to be an accelerator for local food entrepreneurs to grow new businesses. It is not our intent to penalize concessions and/or prepared food vendors for being successful, but our goal is to provide opportunities and support for emerging food producers rather than larger, well-established businesses. The reality is that some food businesses are simply too big for the farmers market. We generally do not approve vendors with more than one brick-and-mortar (retail) location and prefer to provide market space to vendors who do not have retail stores.

Other vendor selection criteria include:

1. History with A Mustard Seed Community Market Place including but not limited to: adherence to market rules and regulations; number of years participated in the market; weekly market attendance/tardiness record; and payment of fees.
2. History of Health Department violations.
3. Enhancement of overall product mix at the market without creating excessive supply of any one product as determined by the Market Manager and selection committee.
4. Quality of products for sale by vendor as well as attractiveness and presentation of products/displays at vendor's booth.
5. For prepared foods, we prefer vendors who prepare their products in a commercial kitchen (should they become available) over home-based vendors, to better ensure the health and safety of our customers.

## **PERMITS AND LICENSES**

Vendors accepted to the A Mustard Seed Community Market Place must provide copies of all applicable permits and licenses for their product(s), including but not limited to:

1. Vendors who sell **eggs** must provide a copy of a retail permit from the Missouri State Egg Board. <https://agriculture.mo.gov/weights/device/egglic.php>.
2. Vendors who sell or sample any **food for consumption on site** must provide a copy of a seasonal vendor permit from the Pulaski County Health Department.
3. Vendors requiring any **weighing or measuring instrument or device** used for commercial purposes in the State of Missouri to be licensed annually. This includes scales to measure produce at the market. A copy of the Weights and Measures license must be submitted to the Market Manager. <https://agriculture.mo.gov/weights/device/scales.php>.
4. Vendors who sell pet food of any kind, including dog treats, must have a Commercial Feed License and adhere to all labeling requirements. <https://agriculture.mo.gov/plants/pdf/pettreats.pdf>

Local, state, and federal laws trump any and all market rules. We strive to keep our handbook up-to-date, but it is the vendor's responsibility to ensure their product is in full compliance with all regulations.

## **ORGANIC CERTIFICATION**

Federal law, which went into effect in 2002, requires that any grower with sales over \$5,000 calling their product organic must be certified organic by a USDA-accredited agency. Growers with gross sales less than \$5,000 may call their product organic as long as they sign an affidavit to that effect and comply with all other USDA rules. Visit [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop) for more information, including a list of USDA-accredited certification agencies. Vendors of organic products at the A Mustard Seed Community Market Place must have their original organic certification clearly displayed at their booth. The word “organic” may not be used in advertising unless certification is provided.

## **FARM/SITE VISITS**

1. The A Mustard Seed Community Market Place reserves the right to conduct site visits to the farms, kitchens, production or packing facilities of any market vendor or to authorize a designated representative to do so.
2. Vendors new to the A Mustard Seed Community Market Place will be contacted by the market manager to schedule a mutually convenient time for the Market Manager to visit the vendor’s farm, kitchen, and/or production facility.
3. All vendors must agree to allow review of their production site by authorized representatives of the Farmers Market at any time, for any reason. Vendors will be contacted in advance to schedule an appointment for the site visit. If a vendor refuses to allow a site visit or does not fully cooperate with the site visit, the vendor’s participation will be terminated without any refund of fees

## **ATTENDANCE AND TARDINESS**

The A Mustard Seed Community Market Place is dedicated to providing a consistent, high quality, friendly, well-staffed and well-stocked market for our community residents and visitors. To meet this goal, it is important that all vendors attend the weekly market and **be ready to start business at 8:45 am for an 9:00 am a Saturday opening.**

1. Full season vendors are expected to honor the participation schedule established in their contract.
2. Vendors who are consistently late or with more than two (2) unexcused absences for the season may be asked NOT to return the rest of the season and may NOT be considered for the next season. (Excused absence approved in the application process do not apply.) Vendors with more than two (2) unexcused absences during the season will forfeit their vendor space and vendor fees the remainder of the season.
3. In the event of an absence from a scheduled Farmers’ Market Saturday due to any reason, vendors must notify the Market Manager one week prior to the absence, if possible.
4. Vendors who are absent without providing at least one week’s notice may be reassigned to a different booth space for the remainder of the season.
5. We understand that occasionally circumstances beyond your control will cause a late arrival to the market. All vendors are expected to be set up and ready to sell at 8:45 am. Vendors who consistently report to the market late and are not ready for business at 8:45 am may be asked not to return the rest of the season and will not be considered as a vendor for the following year.
6. If an emergency should occur, the vendor is asked to contact the Market Manager as soon as possible after the emergency concludes.
7. No refunds will be made for dates the vendor does not attend.\*COVID-19 or other public safety orders may dictate a waiver on short notice cancellations or notifications of participation.

## BOOTH SPACES AND EQUIPMENT

1. **Vendor space assignment:** Vending spaces will be assigned by the Market Manager using their best judgment and considering as necessary factors including, but not limited to: vendor needs such as electricity or handicap accessibility; physical distribution of products throughout the Market; and the visual esthetic of the Market.
2. **Vendor space reservations:** Vendors who sign a full season contract and commit to attending every Saturday will be assigned a permanent booth space. Part-time vendors will be assigned space as it is available.
3. **Subletting:** Booth spaces may not be transferred to or shared by other vendors unless prior permission was obtained from Market Manager. **YOUR** product is the **ONLY** product allowed to be displayed and sold at your booth. Vendors are **NOT** allowed to give their booth to another vendor not registered to A Mustard Seed Community Market Place in the event they are absent. Any vendor who sublets their space without prior approval is subject to forfeiture of space and fee.
4. **Booth size:** Stall size and location assignments shall be made by the Market Place Manager. Due to space constraints, the Market Place cannot guarantee a minimum size space but will try to accommodate vendors according to the Market Place priority policy. In consideration of other vendors, vendor setup must be within the boundaries of their space. No boxes, displays, signs, or other vendor equipment or products may extend into the common customer traffic areas. Vendors are responsible for maintaining their spaces in a clean and sanitary condition at all times.
5. **Equipment and Supplies:** The vendor must supply all their own equipment such as tents, tables, table coverings chairs, display cases/fixtures, signs, etc. Vendors are also responsible for supplying their own weather protection equipment. All vendor equipment used at the market must be in a clean and safe condition. Glass display cases and other glass containers must be secured.
6. **Fire extinguishers:** All vendors who are cooking or heating food must have a fire extinguisher at their booth. Any vendors who are frying foods in oil or grease must have a Class K fire extinguisher at their booth.
7. **Tents/Canopies/Umbrellas:** Any vendor tent, canopy, or umbrella on A Mustard Seed Community Market Place site during a normal period of market operations, including the set up and break down period, is required to be sufficiently and safely anchored to the ground from the time it is put up to the time it is taken down. GROUND STAKES ARE NOT PERMITTED. 40lbs weights on each leg are required. Any vendor who fails to properly anchor his or her tent/canopy/umbrella will not be allowed to sell at the Farmers Market on that market day, unless that vendor chooses to take down and store the tent/canopy/umbrella and sell without it. The vendor is solely responsible for damages or personal injury resulting from the use thereof. Please see the *Tent Weights and Weather Policy* for complete information.
8. **Booth signage:** Each vendor must have a table covering and display signage identifying the vendor's farm or company name. Signage must include the vendor business name and must be prominently displayed so as to be visible during market hours of operation. All product prices must be appropriately and adequately displayed.
9. **Other signage and printed materials:** No signage or pamphlets are allowed to promote activities outside the market that are not related to vendor business. This includes but is not limited to unrelated commercial businesses, controversial/divisive topics, and political and/or religious affiliations.
10. **Organic products:** Vendors of organic products must have their original certification clearly displayed at their booth. The word "organic" may not be used in advertising unless certification is provided.
11. **Scales:** If selling goods by weight, the vendor must supply a legal and accurate scale, which is subject to periodic inspection by the County Department of Weights and Measures. Any weighing or

measuring instrument or device used for commercial purposes in the State of Missouri must be licensed annually. This includes scales to measure produce at the market. A copy of the Weights and Measures license must be submitted to the Market Manager.

12. **Electricity:** \* **A this time there is no electricity availability.** There is limited access to electricity at the market. Electricity is available, however limited to select spaces and with limited amps. If there is any change in electrical requirements within the season, communication must be made two weeks prior to market day to ensure that a city staff member is given appropriate time to review the request and evaluate whether the necessary connections are available.
13. **Water:** Used water must be disposed of in the designated area. No dumping ice, water, or sewage on the grounds or in storm drains. This action could be considered an illegal discharge and a violation of the City of Dixon's storm/water ordinance. It could also serve as a slipping and falling hazard.

## **TENT WEIGHT REQUIREMENTS**

Wind-blown tents, canopies, and umbrellas are the number one cause of injuries and insurance claims at farmers' markets, but almost all this damage can be prevented. We require that every tent, canopy, umbrella, and sign used at A Mustard Seed Community Market Place be attached to an approved weight. All tents, canopies, umbrellas, signs and other forms of stall covers must be sufficiently and safely secured to the ground from the moment the stall cover is erected at the start of the market day to the moment immediately before it is taken down at the end of the market. Tents and canopies are considered sufficiently secured with at least 40 pounds per leg and at least 50 pounds for umbrellas.

1. Weights should be secured in a manner that does not create their own safety hazard.
2. Weights should be tethered with lines that are clearly visible and will not cause a tripping hazard.
3. Weights should have soft edges to avoid causing cuts and scrapes.
4. Weights should be securely attached.
5. Weights should be on the ground (NOT above people's heads)
6. If tents, canopies, umbrellas or signs are NOT adequately secured, A Mustard Seed Community Market Place management will require the Vendor to take them down and close their booth for the day. If these items need to be taken down in the middle of the market, Vendors are expected to direct customers to a safe place so they will not be injured.
7. **Examples of sufficient and safe weights include:**
  - a. Filling an empty paint can with cement and tying this to each corner of the tent with a rope or bungee. It is NOT sufficient to place the can on the feet of the tent.
  - b. Filling containers with sand/cement that can be anchored or secured with a rope or bungee; these include canvas bags or plastic buckets/containers that have a handle through which a rope or bungee can be secured.
  - c. PVC pipe capped and filled with cement must be hung on the inside of canopy poles and secured to the top braces of canopy in a way that it does not collide with customers or create a hazard.
8. **Examples of weights that are NOT sufficient or safe:**
  - a. Gallon water jugs. These are not heavy enough for large gusts of wind.
  - b. Tying tents, canopies or umbrellas to tables, coolers or vehicles. Sandbags that cannot be set upright and securely tied to the tent or canopy should not be used.

## SET-UP AND TEAR-DOWN

1. Vendors may arrive any time after 7:00 am. Vendors MUST arrive to their assigned space no later than 30 minutes before the market is scheduled to begin. Vendors should be completely set up and **ready for selling by 8:45 am.**
2. Please unload products and supplies near your assigned vendor space, park your vehicle in the designated vendor parking, then return to unpack and set up your booth space. *Please do not set up booth until vehicle is parked off site.*
3. For the safety of pedestrians, the area designated for unloading will be blocked off at 8:30 am and reopened at 12:15 pm (*or sooner if pedestrian traffic is clear*). Vehicles are not permitted on the grass.
4. Vendor booths must remain open and ready to serve customers **until exactly 12 noon.** You may not start packing up your products and tearing down your booth until after 12:00 pm.
5. Vendors may not bring their vehicle to their booth for loading at the close of the market until their booth is completely taken down including but not limited to TENT DOWN, TABLE AND CHAIRS FOLDED, ALL PRODUCT PACKED, SIGNS REMOVED, ETC. Vendor cars pulled in for loading before the booth is completely broken down and packed will be asked to move until ALL booth space equipment and supplies are ready for a quick loading.
6. Vendors will not be allowed to drive vehicles into the market site until 12:15 pm or when the last pedestrians have left the site, NO EXCEPTIONS.
7. Vendors must leave their booth space clean and free of trash and debris. Vendor may be assessed a fee for clean up if market staff must further clean or professionally clean a selling space. Garbage containers provided by A Mustard Seed Community Market Place are for customer use or light trash only. Agricultural waste, water waste, broken down boxes, and large bags of trash must be hauled away.

## SELLING AT THE MARKET

1. **Products:** Vendors must list all products they wish to sell on the vendor application. Any additional products must be approved by the Market Manager at least two (2) weeks in advance of when the vendor wishes to bring the product to market.
2. **Pricing/labeling:** Vendors must accurately represent their products to the public with prices and proper labeling. All items must be clearly priced. If selling by weight, vendors must have a legal produce scale.
3. **Sales staff:** Persons selling a vendor's products at the market must be the vendor, a member of the vendor's family, or a paid employee who participates in the production of products sold at the market. Persons selling at the market must be able to accurately answer questions about how products were grown and harvested or, in the case of and prepared goods, how they were prepared, processed, and/or created. Minors (under 18 years) working or otherwise staying at vendor booths must be supervised by an adult (18 years or over) at all times.
4. **Customer refunds:** While the Market Place encourages all vendors to replace or refund any product that a customer complains about, it does not require a vendor to do so. However, if a vendor chooses not to refund or replace, the vendor shall give the customer a help card directing the customer to the information table so that management may address the customer's issue. Vendors may also use the help card to direct any customer who has issues the vendor cannot or does not want to deal with to the information table (examples – customer insists on using the wrong token or wants to buy before opening). The help card will have your name on the back in case we need to know with whom they were speaking. The card will be returned to you for future use. If you end up with no card, let the information desk know so we can replace it.
5. **Hawking:** Vendors are not permitted to "hawk" their products or harass customers in any way.

6. **Music:** A Mustard Seed Community Market Place supplies all music and entertainment during the market. No playing of instruments, CDs, digital music, etc. at vendor booths without permission from the Market Manager.
7. **Health Department permit:** Vendors who sell or sample any food for consumption on site must provide a copy of a seasonal vendor permit from the Pulaski County Health Department.
8. **Sales tax:** Vendors are responsible for collecting and remitting sales tax.
9. **Selling out:** Should a vendor sell out of their product at any time prior to the close of the market, they must maintain their booth in full set up. Please feel free to hang a sign that indicates you are out of product. However, you are not permitted to tear-down your booth or vacate your booth space until the market is officially closed at 12 noon.
8. **Close of market:** Vendor booths must remain open and ready to serve customers **until exactly 12 noon**. You may not start packing up your products and tearing down your booth until after 12:00 pm. Vendors are required to stop selling at the close of the market.

## **NEW FOR 2021: SNAP AND FMNP**

A Mustard Seed Community Market Place strives to provide access to healthy, locally grown food to as many residents as possible. The market also tries to continually develop new customers, which will increase sales for vendors, and connect with area residents who may not know much about farmers markets. Participating in the SNAP and the FMNP can help achieve these goals.

### **1. Supplemental Nutrition Assistance Program (SNAP)**

SNAP offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP helps people on tight budgets make healthy food choices. SNAP clients receive their benefits via an Electronic Benefits Transfer (EBT) card and may spend them on eligible foods at the farmers market including: breads and cereals; fruits and vegetables; meats, fish and poultry; and dairy products.

A Mustard Seed Community Market Place is authorized to accept SNAP benefits at the market beginning in the summer of 2021. Although it is not required, participation in the SNAP program will be greatly appreciated. Complete information will be provided to all market vendors prior to the first market day of the season.

### **2. WIC and Senior Farmers Market Nutrition Programs (FMNP)**

A Mustard Seed Community Market Place will be applying for authorization to participate in the Women, Infants, and Children Farmers' Market Nutrition Program (WIC FMNP) and the Senior Farmers' Market Nutrition Program (SFMNP). Established in 1992, the FMNP provides checks to eligible persons who may use the checks to purchase fresh vegetables, fruits, and herbs grown at local farmers markets. The WIC FMNP serves eligible pregnant, postpartum, and breastfeeding women as well as infants and young children who are at risk for lacking certain nutrients in their diet. The SFMNP does the same for income-eligible seniors ages 60 and over as well as designated disabled persons. WIC FMNP and SFMNP checks are usually issued to recipients in early May each year and are valid until late October the same year.

A Mustard Seed Community Market Place will be applying for FMNP authorization. It is highly encouraged for all farm vendors participating in the market to apply for authorization to accept FMNP checks. Although it is not required, the Market Manager will assist farm vendors with completing the FMNP application and understanding the program requirements as needed. Vendors will receive a FMNP sign and should display it at their booth each market day.

## **SUSTAINABILITY INITIATIVE**

A Mustard Seed Community Market Place is committed to supporting environmental sustainability at our event and in our community. We strive to continuously explore ways to reduce our impact on the environment and provide information about sustainable practices for market customers, vendors, and other stakeholders.

In 2021, our efforts will focus on reducing waste from single-use plastic shopping bags. Reducing waste not only decreases waste and our carbon foot print. It increases resource efficiency, conservationism, and sustainability.

The following strategies will be implemented for the 2021 summer market:

1. **Vendors may not distribute new single-use plastic bags with handles for customer purchases.**  
Vendors may offer customers paper bags to carry home purchases if they wish to do so. Customers will be expected to bring their own bags to carry purchases and will be reminded to do so in a variety of ways throughout the season. Vendors are not obligated to provide bags to customers.
2. Market staff will place signage in nearby parking lots and/or at the main entrances to the market area reminding customers to “Grab Your Bags” from their cars before they begin shopping.
3. The market will accept donations of clean reusable bags for customers who forget theirs. A bin will be placed at the information booth so people can drop off reusable bags for others to use.
4. Market staff will post regular reminders on social media reminding shoppers to bring their reusable shopping bags to the market each Saturday.

In future years, A Mustard Seed Community Market Place will look at ways to further reduce waste from single-use, disposable food containers, especially Styrofoam. Vendors are encouraged to begin seeking new and innovative low-waste methods of serving and packaging foods for their customers.

## **VENDOR MEETINGS AND WEEKLY EMAILS TO VENDORS**

Vendors will be required to attend an organizational and informational meeting with the Market Manager and other A Mustard Seed Community Market Place staff prior to the marker opening date. Additional vendor meetings may be scheduled during the market season if needed.

A Mustard Seed Community Market Place will post monthly vendor updates under the vendor portal on A Mustard Seed Community Development Corporation website to communicate market news, market layouts, and other information relevant to our market community. Vendors are expected to read these communications thoroughly as they contain important and time sensitive information.

## **GROSS SALES REPORTING AND VENDOR SURVEYS**

Vendors will be required to report gross sales each week following the market. We know there is sensitivity in reporting gross sales, but this data is crucial to help grow A Mustard Seed Community Market Place and to better understand market trends. We ask that all vendors notify their employees about this requirement at the beginning of the season. Please note that vendors will be able to report gross sales anonymously.

Vendors will also be asked to complete a survey at the end of the market season, to help measure the success of, and plan continued improvements to, A Mustard Seed Community Market Place. Vendors may also be asked to complete additional surveys or other feedback tools during the market season; participation is sincerely appreciated.

## FOOD SAFETY

*Food safety starts with YOU!* The Pulaski County Health Department is always available to answer questions and provide information throughout the market season at 573-736-2217. Please ensure that you and your employees practice safe food health when handling your produce or product. This ensures that you are doing your part to protect the health and well-being of others as well as yourself. Vendors and their employees are responsible for informing themselves about and complying with the local, state, and federal health regulations and licensing requirements governing the production, display, distribution, sampling, and sale of their products. The sale of food items requires proper labeling which must contain: product name, preparation site, ingredients, net weight, and price. **All growers of covered edible produce shall have attended or watched a Food Safety: Field to Market workshop equivalent that is in accordance with the Food Safety Modernization Act (FSMA) Produce Safety Rule or a GAP on-line course to sell at the Market in 2021. For some information on resources for cost assistance, or no cost workshop/course availability and options, go to <https://www.mustardseedcommunity.com>.**

## FIRE SAFETY

All vendors who are cooking or heating food must have a fire extinguisher at their booth. Any vendors who are frying foods in oil or grease must have a Class K fire extinguisher at their booth.

## VENDOR CONDUCT

1. All vendors are expected to act in a **courteous and respectful manner** to all customers, vendors, volunteers, community members and staff. Support of other vendors, including assistance during set-up and tear-down, is encouraged. Inappropriate conduct, language, or threats towards other vendors, customers, or staff, whether in person, phone or electronic media, will not be tolerated and may be grounds for immediate dismissal from the market.
2. **Smoking and consuming alcoholic beverages are prohibited** at A Mustard Seed Market Place.
3. **Vendors may not bring pets** of any kind to the market.

## COMPLAINT POLICY AND PROCESS

Maintaining a supportive, respectful, and welcoming atmosphere at A Mustard Seed Community Market Place is critical to the overall success of the market. Professional conduct is expected at all times. Yelling, swearing, or other harassing or threatening behavior in person or via electronic media will not be tolerated. This type of behavior may result in expulsion from A Mustard Seed Community Market Place with no redress.

Market management cannot effectively act on rumor or anonymous, vague, or untimely complaints about the conduct of others. All complaints by a vendor against another vendor must be submitted in writing to the Market Manager. Unsigned complaints will not be addressed. Petition-style complaints, signed by numerous individuals, will not be addressed. Market management will strive to handle all complaints as efficiently, fairly, and discreetly as possible.

1. All complaints by a vendor against another vendor must be submitted in writing to the Market Manager using the complaint form within 14 days of the incident in question. Complaints by or about customers must also be submitted in writing.
2. Market management will investigate the allegation within 21 days. This may include an inspection visit to the accused vendor's farm or production site and/or consultation with knowledgeable individuals such as Pulaski County Health Department officials, or other local experts.



3. The complainant and alleged violator may be asked to attend a joint meeting if the Market Manager determines this would be useful in resolving the situation. The purpose of such a meeting would be to clarify policies, determine whether and to what degree there was a violation, and to determine what disciplinary action, if any, is appropriate.
4. All investigations will be done discreetly and privately. At the conclusion of the investigation, a summary finding will be placed in the market files and given only to parties involved.
5. The Market Manager and A Mustard Seed Community Development Corporation representatives have full authority to interpret, implement, and enforce policies. Violation of the rules is cause for warnings and/or expulsion.

## **INSURANCE REQUIREMENT**

All vendors must supply the A Mustard Seed Community Development Corporation with a certificate of insurance in the amount of \$1 million general liability insurance, including product liability insurance. Certificates of insurance must be emailed to [Iconnor@mustardseedcommunity.com](mailto:Iconnor@mustardseedcommunity.com) or mailed to A Mustard Seed Community Development Corporation, P.O. Box 614, Saint Robert, Missouri 65584 prior to the vendor's first market date.

## **ADVERTISING AND MARKETING**

A Mustard Seed Community Development Corporation will be responsible for advertising A Mustard Seed Community Market Place. Advertising will include posters, social media, flyers, newspaper, radio, and television coverage if applicable. Vendors are encouraged to use their own social media sites to promote the market to their customers and followers.

A Mustard Seed Community Development Corporation may organize promotional efforts for customers throughout the season, such as a raffle drawing, game, or give-away. Occasionally, we will ask vendors to contribute gift cards or non-perishable items to support these efforts. Vendor support of these efforts is sincerely appreciated.

## **VENDOR PHOTO RELEASE**

All permitted photographs and video footage will be used for educational and promotional purposes.

## **WEATHER AND CANCELLATION POLICY**

A Mustard Seed Market Place is a rain or shine market; we operate on a regular schedule even in heavy rain. We have made a commitment to be open the days and hours we have published and it is important for all vendors to be present at the market even in inclement weather so customers know they can shop the market each and every Wednesday and Saturday during the season.

However, we take the safety of our customers, volunteers, and vendors very seriously. Market staff will monitor the weather (via multiple weather apps and local weather radar) leading up to and during each market Wednesday, \*Friday, and Saturday, if weather conditions are severe, will take the following measures:

1. If a severe weather threat occurs prior to the opening of the market and there is reason to believe the threat will persist through much of the morning, the market opening may be delayed or the market may be cancelled.

2. If severe weather—including lightning, high winds, and hail—develops after the market has opened, market staff will ask customers, vendors, and volunteers to take shelter in an enclosed vehicle or inside a nearby parking garage or other structure until the inclement weather has passed.
  - a. If weather radar indicates the presence of lightning within a 10-mile radius of the market site, the market will be temporarily closed and customers, volunteers, and vendors asked to seek shelter.
  - b. Once the weather has passed, a determination will be made about resuming market operations for the remainder of the market day. If more than 60 minutes have passed and the storm continues or the Market Manager can verify an extended storm cell's presence exceeding the remaining open hours of the market, the market will be closed for the day.
3. Vendors must ensure that adequate weights are attached to their tents at all times during inclement weather. If winds are extreme, vendors may be directed to take tents down to ensure safety of fellow vendors and customers.
4. Cancellation of a market day, either before or during the market, is viewed as a last resort. However, if weather conditions present safety hazards beyond what staff can be reasonably expected to handle the market will be cancelled.
5. Any market delay or cancellation updates will be posted to Facebook and Twitter. Vendors should also watch for an email, call, or text from the Market Manager.

Regarding tornados: the Pulaski County emergency sirens sound with a steady tone in the event that the National Weather Service has issued a tornado warning for the county or if emergency personnel have sighted a funnel cloud or tornado. At the time of the siren sounding, the Market Manager will alert market visitors, volunteers, and vendors to seek shelter until the threat has passed. The tornado siren will sound for five minutes, but the cessation of the siren does not necessarily mean that the threat of tornado has passed.

## **VENDOR REGULATION VIOLATIONS**

These policies and guidelines may be made more specific in the future as need requires. One of our main goals is to have a framework in place so that the Market Manager can take immediate action when necessary and refer larger issues to the appropriate AMSCDC representatives. Violation of any policy of the market may result in any of the following consequences: warning; being asked to remove a product of concern; being asked to leave for the current market day; being asked not to vend for the remainder of the market season; or being forbidden from returning to market in future seasons.

In all matters expressly mentioned or unmentioned in these policies, A Mustard Seed Community Development Corporation Market Manager and AMSCDC representatives retain the right to set, establish, create, amend, eliminate, or make exceptions to rules regulations and requirements at any point in time without notice and decisions made will be binding in all cases.