



2020 Rules & Regulations

1. Name: Isanti Family Farmer's Market ("IFFM")

- A. Shall be open to producers and vendors that live within a 50-mile radius of Isanti, MN or as approved by the Market Manager.
- B. A Farmers' Market consists of two or more producers, selling produce or food that they raised or created directly to individual customers at a defined location on a periodic basis.
- C. Definitions:
 - i. A **vendor** is the retail seller at a stall, booth or tent. Both farmers and non-farmers selling at a farmers' market are vendors.
 - ii. A **producer** refers to the farmer, grower, baker, maker of homemade foods, arranger of flowers, etc. selling at a farmers' market.
 - iii. A **member** is a vendor who is an official market participant (member of the market's association of vendors).

2. Mission Statement

The Isanti Family Farmers' Market serves as a community gathering place for consumers to purchase locally grown and handmade products that promote healthy lifestyles while sustaining local agriculture; to stimulate public interest and knowledge; to increase local consumption of local products; and to educate the next generation about food production. It is a market in which farmers, growers and producers sell their own products direct to the consumer, thereby creating a direct relationship. This market will emphasize quality, freshness, wholesomeness and creative marketing.

3. Supporting Structure

- A. Funding is provided by the City of Isanti Parks, Recreation, and Culture Department.

4. Governance

- A. IFFM is governed by the City of Isanti Parks, Recreation, and Culture Board and/or Market Manager.
- B. The City of Isanti Parks, Recreation, and Culture Board and/or Market Manager monitors the effectiveness, quality, efficiency, and financial stability of the farmer's market as a means of ensuring accountability to vendors, the community, and the vendor association.
- C. The City of Isanti Parks, Recreation, and Culture Board and/or Market Manager enforces the rules and regulations of the farmers' market.
- D. The IFFM will not discriminate against any person based on race, color, creed, national origin, sex, age, disability or sexual orientation.

5. Purpose

- A. This Vendor Rules & Regulation handout is intended to describe the organization and administration of the Isanti Family Farmer's Market. It details rules and regulations to be followed by the Market Manager, vendors and management of the IFFM. The City of Isanti Parks, Recreation, and Culture Board and/or Market Manager shall deal with any issue not covered in this handbook.

6. Use

- A. The use of the IFFM is restricted to the sale of local products from within a 50 mile radius of Isanti, MN. Special exceptions may be allowed from time to time, upon the approval of the IFFM Market Manager in response to local supply and productivity.

7. Market Location & Season

- A. Located at 400 West Dual Blvd, Isanti, MN 55040 – next to Isanti Municipal Liquor off Heritage Blvd
- B. Dates: Friday's; May 29, 2020 – September 25, 2020; excluding July 3.
- C. Time: 2:00 – 6:00 pm
- D. Mailing Address: 110 1st Avenue NW, PO Box 428, Isanti, MN 55040
Attn: IFFM Market Manager
- E. Phone inquiries can be made: 763.444.5512 (Office) or 763-772-5856 (Manager's Cell)
- F. Email: isantiparks@cityofisanti.us
- G. Website: www.cityofisanti.us

8. Membership

- A. **Eligibility:** All Producers and Vendors are welcome upon receipt of approved application. The Market Manager has the right to refuse admittance if a Producer or Vendor does not follow market rules:
 - i. Grower, Producer, Crafter, Local Business or Artisan residing within 50 mile radius of Isanti, MN or has permission from Market Manager.
 - ii. Member has completed application and paid applicable fees at least seven (7) days prior to market day. Exceptions for pre-payment of booth fees may be made for vendors with demonstrated commitment to the market, through at least four attended markets, or as determined by the market manager.
 - 1. An application will not be considered complete until copies of all necessary state permits, licenses, and tax forms are acquired by the vendor and submitted to the Market Manager, as well as the annual member fee and booth fees. All application materials are required annually for new and returning members.
 - iii. Full Season vendors attending each of the first four (4) consecutive Fridays of the market season will be given priority booth space for the remainder of the season.
 - iv. Membership fees will not be refunded if expelled from the IFFM.
 - v. Vendors under 18 years of age are welcome but must have a responsible adult (18 years or older) present during market hours.
- B. **Member Expectations:** The supporting members, as a whole, should feel free to comment to the City of Isanti Parks, Recreation, and Culture Board and/or IFFM Market Manager with respect to:
 - i. The overall management, operation and administration of the market.
 - ii. The improvement of the market, site, vendor layout, and other physical improvements.
 - iii. The regulation of the market, including the hours of operation, designation

- of stall space, charging of market fees, sanitation, posting of signs and other matters of interest to the public or vendors.
- iv. The advocacy and support of the market and development of continuing advertising and promotional programs for the market.

9. Fee Structure

- A. All applications will need to be reviewed prior to acceptance to the IFFM. Notification given for acceptance can be done the day of market, at Market Manager discretion, if all information is provided.
- B. Payment of fees required with application submission.
- C. Fees will be refunded if not accepted by Parks, Recreation, and Culture Board or Market Manager of IFFM.
- D. Annual Membership Fee: \$10, Annual Booth Fee \$100, Half Season Booth Fee \$60, Daily Booth Fee \$10.
- E. Vendor fees are NON-REFUNDABLE after May22.

10. Vendor Agreement

- A. **Application Process:** All applicants for membership must complete a signed Vendor Application. The Vendor Agreement also lists all the products (by category and sub-category) that are approved for sale at the market.
- B. **Applicant:** The Applicant Vendor is the grower, producer, crafter, local business or artisan resident seeking admission to the membership. Vendors should list ALL other family members or production employees who are to participate in the booth/stall during the current season.
- C. **Review & Jurying:** All applications will be evaluated for their potential to contribute to the IFFM Mission: The IFFM serves as a community gathering place for consumers to purchase locally grown and handmade products that promote healthy lifestyles while sustaining local agriculture; to stimulate public interest and knowledge; to increase local consumption of local products; and to educate the next generation about food production. It is a market in which farmers, growers and producers sell their own products direct to the consumer, thereby creating a direct relationship. This market will emphasize quality, freshness, wholesomeness and creative marketing. Because space is limited, the IFFM Market Manager must evaluate applications according to value added to the market mission by providing high quality, in-demand products; and, the Market Manager reserves the right to refuse the acceptance of any applicant vendor or vendor product that is not in keeping with the rules, regulations, or standards of the market.
- D. **Authority:** The IFFM Market Manager reserves the right to cancel any Vendor Application. Failure to comply with the aforementioned documents is grounds for termination of vendor membership and termination of the Vendor Application.
- E. **Warnings:** The Market Manager will issue warnings to vendors not in compliance with these responsibilities. After a total of 3 such warnings have been recorded, the vendor will be asked to explain to the IFFM Market Manager and/or City of Isanti Parks, Recreation, and Culture Board why the Vendor Application should not be terminated.

11. Product Categories

- A. Vendors who wish to participate in the IFFM must submit a Vendor Application packet including a product list by category to the best of their ability. It is the vendor's responsibility to ensure that all products in each category comply with current MDA and USDA regulations and are properly identified and labeled. This market is being established as an outlet for local agriculture, produce and craft products to help promote sustainable farming, rural enterprise and local commerce.

12. Booth/Stall Allocation & Requirements

- A. Space is allocated by the market manager to paid-up, full-season vendors first. The priority for remaining space is given by preference to paid-up, half-season vendors secondly and then to new members thereafter.
- B. Vendor space is limited to 10'x10' stalls. As space allows, vendors may request additional stall space; additional booth fees will be required.
- C. Disputes over stall spaces will be settled by the Market Manager. All such decisions are subject to appeal to the City of Isanti Parks, Recreation, and Culture Board.
- D. Customer parking will be clearly designated by conspicuous signs and arranged to ensure safety and market visibility.
- E. Market vendors are encouraged to display their name or farm name at the front of the booth that identifies their farm or business.
- F. Vendors are responsible for providing all display materials for their respective booth/stall, including but not limited to tables, racks, awnings, chairs, etc.
- G. Vendors are responsible for setting up and tearing down all display materials.
- H. The market manager may require that unsafe or unsightly materials be removed from the booth/stall area.
- I. The IFFM accepts no responsibility for damage or loss to display materials.
- J. All tent-type stalls/booths are required to be staked or weighted down with at least 40 pounds in case of wind or storms.
- K. Vendors are required to keep their booth open for the entire market day and should not begin teardown before the designated market closing time unless approved by Market Manager.

13. Vendor Expectations

- A. At least one vendor (under definitions above) as listed on the Vendor Application must be present to sell at a market day unless approved otherwise by Market Manager.
- B. Vendors shall be open and ready for business at the start of the market (2:00pm) and no later. Vendors arriving late (after 2:00pm) are not guaranteed a booth or allowed to be a vendor for that day due to safety concerns. The market manager may reassign any stall not occupied 30 minutes prior to opening of the market. A vendor shall make every effort to notify the market manager as soon as possible if they are not going to be in attendance that week.
- C. No vehicles will be allowed inside defined Farmers Market vendor area between **1:45 pm and 6:00 pm**. Vendors and vehicles will be allowed in the Market Area before and after the market is open for set-up and tear down of booths. Any vendors arriving late to the market will be designated a booth space closest to the vehicle entrance, and may be denied drive up access for customer and vendor safety.

- D. Vendors should load and unload in such a way as to avoid obstructing the flow of traffic and the work of other vendors. Booth items should be unloaded quickly and vehicles parked prior to set up.
- E. Vendors (under definitions above) may employ or provide a salesperson that is hired solely for market sales in a booth/stall. All salespersons in a booth/stall must be accompanied by a vendor who is listed on the Vendor Application or approved by Market Manager.
- F. Vendors are responsible for their own booths/stalls and will leave their site clean and in a condition suitable to the City and the property owners.
- G. Hawking and false advertising is forbidden.
- H. Sales must be conducted in an orderly and businesslike way. Each vendor is responsible for handling and safely keeping their cash box or other monetary container.
- I. Vendors will not start selling products before the designated time of the market start. No presales or pre-bagging are allowed, as this is unfair practice for those customers that cannot come prior to Market start.
- J. All items offered for sale must have pricing displayed clearly for each item or group of items. Pricing should be clear and legible.
- K. Vendors are encouraged NOT to practice “distress pricing” for the express purpose of undercutting other vendors with same or similar products. When the market manager perceives “distress pricing” is occurring, the IFFM Board reserves the right to impose pricing ranges or to cancel any Vendor Application.
- L. Each vendor is responsible for his/her sales tax collection, where applicable.
- M. The City of Isanti, City of Isanti Parks, Recreation, and Culture Board and the IFFM Market Manager are not liable for any injury, illness, theft, loss, or damage of any kind to either the buyer, seller, seller’s party, 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 IFFM. By participating in the IFFM, seller further agrees to indemnify and hold the City of Isanti, City of Isanti Parks, Recreation, and Culture Board and the Market Manager harmless for and against any claims for such injury, illness, theft, loss or damage. Insurance coverage is the responsibility of the individual vendor. The IFFM bears no responsibility for any vendor’s property at the market.
- N. All vendors are strongly encouraged to carry their own general liability and product liability insurance, as the City of Isanti, City of Isanti Parks, Recreation, and Culture Board and Market Manager does not provide coverage.
- O. IFFM Rules are subject to change. Changes to IFFM rules will be communicated to vendors in writing.

14. Market Miscellaneous

- A. Walkways must be kept open.
- B. Selling is allowed only in designated areas.
- C. No part of the market may be used for overnight storage.
- D. No alcoholic beverages or unauthorized weapons are allowed in the market or on the market grounds.
- E. No smoking in vendor booth areas per City Ordinance. Smoking areas off-site include the public parking areas. Please ask for other nearby locations. Vendors do

reserve the right to ask customers to not smoke around their booth/stall.

- F. At the end of the market day, all refuse must be placed in the bins provided. Garbage and recycling bins will be provided by the market manager and removed at the end of each market day. For produce and food vendors, it is especially critical to clean up scraps of any such refuse material from the ground due to the risk of encouraging vermin.
- G. The only animals allowed in the farmer's market area of operation are police dogs or service animals, such as patrol or disability service dogs – per MN Department of Health.

15. Food Safety and Sales

- A. All processed foods offered for sale must be protected from contamination.
- B. Containers, wrappings and gloves must be single-use only where applicable.
- C. It is the responsibility of vendors to be familiar with and adhere to state food safety and product sampling regulations. Portable handwashing stations are available for vendor use upon request to the market manager.
- D. Review MDA, FDA, DHS and USDA requirements frequently if any questions remain.
- E. The Minnesota Department of Health (MDH) contacts for Isanti County is 651-201-4259)

16. Community Booths

- A. A community booth/stall is available to charity and non-profit organizations at no cost for promotional or educational purposes. Any group interested in using that stall shall contact the Market Manager at least one (1) week prior to the assigned day.
- B. A Local Business of the Week Booth will be provided at no cost to a local business. Interested businesses should contact the Market Manager for scheduling. This booth will give a local business an opportunity to educate the public as to what products and services this business provides.
- C. All IFFM rules and regulations apply to the vendor and persons residing in that stall.
- D. Community Booths shall not be used for sales of any kind – groups wishing to hold a fundraiser must pay vendor fees, and will be subject to all applicable licensing requirements for IFFM vendors.

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