

CITY OF BLAINE

INDOOR FARMERS MARKET
2018-2019 VENDOR HANDBOOK



OPERATIONAL RULES & GUIDELINES

Saturdays

9 a.m. – 1 p.m.

Food & Handcrafted & Beauty Vendors

November 17	December 15	January 12
February 9	March 9	April 13

Blaine City Hall
10801 Town Square Drive
Blaine, MN 55449

www.blaineevents.com/farmersmarket

763-785-6162

MARKET MISSION STATEMENT

- To create a sense of community and history, as Blaine was an agricultural based community.
- To enhance community health with fresh, locally grown produce, plants, and products.
- 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, products, and plants.
- To beautify the City of Blaine 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

Blaine Outdoor Farmers Market
10801 Town Square Drive
Blaine, MN 55449

Market Location

Blaine City Hall Atrium
10801 Town Square Drive
Blaine, MN 55449

Market Manager Contact

Ann Ringgold
Email: aringgold@blainemn.gov
763-785-6162

Fax: 763-785-6191

www.BlaineEvents.com/FarmersMarket

www.blaineparks.com

OVERVIEW

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

The Blaine 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 the 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 Blaine 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, staff, volunteers, and the City of Blaine.

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 fees will be billed to vendor after notified of acceptance in the Farmers Market. Payments can be made in the form of a check (made payable to the City of Blaine), 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.
- If a fee is attached to an application and application is denied, payment will be voided and returned back to applicant.
- 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 staff 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 Blaine 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

- Vendor types allowed:
 - Locally produced Food Vendors
 - Locally produced Non Food Handcrafted Vendors
 - Locally Produced Beauty Product Vendors
- Persons who apply to be a vendor must produce what they sell. Any exceptions must be approved by Market Manager.
- 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 Blaine 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 Blaine Farmers Market reserves the right to take photos on market days of product and vendors working to be used in our marketing campaigns.
- Vendors are expected to treat other vendors politely and use a problem-solving approach to any issues that arise. If a vendor is experiencing a problem with a fellow vendor or customer, he or she must notify market management. In the event that vendor behavior is offensive or threatening to other members of the market community, management reserves the right to permanently reassign the vendor to a new space or remove the vendor from the market.
- Music, news broadcasts, or other audio may not be played at any booth or in the general market area, except with prior permission from Market management.
- Vendors may be asked to distribute printed Blaine Farmers Market information.
- Vendors and their staff should park in the south parking lot on the east side of the lot.

VENDORS NOT ALLOWED

- Non- locally produced products will not be accepted.
- Nationally/Internationally distributed products (For ex. Avon, 31, Pampered Chef, LuLaRoe, etc)

ATTENDANCE

- Vendors are expected to attend all markets for which they are scheduled/listed on their 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 7:30am on market day:
 - Call the Market Coordinator: 763-785-6162
 - Email: aringgold@blainemn.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, approval is needed from the Market Manager. 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 a safe departure.

MARKET GOODS

- The following items are approved for sale at the Blaine 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.
 - Non-farmstead food items in which the vendor is actively involved and invested in the processing or production of the item, if prepared and packaged in accordance with local, state, and federal law.
 - Vendor grown bedding plants, hanging and potted plants, perennials and cut flowers.
 - Vendor grown dried flowers or plants.
 - Wild-caught, wild-harvested, or foraged food items if in compliance with all federal, state, and local laws and regulations.
 - Vendor produced handcrafted items.
 - Vendor produced beauty items.
- 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 Anoka County Community Environmental Health Department guidelines.
- Products 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.
- Items baked/processed at home must meet the requirements of the Minnesota Cottage Food exemption and must be labeled with date of production, the name, complete home address of the producer, and a list of ingredients. For more information:
www.mda.state.mn.us/cottagefood
- 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

- Some instances of severe weather can effect market operations. Hours may be adjusted for inclement weather. Call 763-785-6162 to check for weather updates in our area.
- Vendors can set up starting at 7:30 a.m. The Market Manager will be at the market location at 7:30 a.m. to check in vendors and assist with any questions.
- In the event of severe inclement weather, the Market Manager will update the website and City's Facebook page by 7:00 am on market day.
- If the market is cancelled for any reason, market staff will make every effort to contact vendors through 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.
- The market will start promptly at 9:00 am. No presales of market goods or exchange of money are allowed. The start and close of the market will be announced.
- Market vendors must be ready to start selling at 9:00 am. on market days. Vendors are encouraged to be in place 30 minutes before the market opens.
- Market vendors must be cleaned up and out of the building by 2 pm.
- 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 tables, etc.
- Limited electricity is available for an additional nominal fee. Electricity may be requested on the vendor application.

STALLS & SET UP

- Having a space in one season is no guarantee that a vendor will have the same space 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 space.
- 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.

DISPLAYS

- The City provides a table and chair for the vendor. Vendors are responsible for additional items needed for display.
- All items offered for sale should have the type and variety of product and prices prominently and clearly displayed.
- Those selling homemade or home-processed items falling under the Cottage Foods exemption must display a placard 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.

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.
- Clean up the serving area often, being especially careful to pick up food scraps that fall on the ground.

According to state law, vendors may sample their wares at the farmers market if the following rules are followed:

- Sampling must occur under a tent or canopy.
- Store all foods, beverages, ice, utensils, and paper products at least 6 inches above the ground.
- All samples must be prepared on site at the farmers market. Samples may not be prepared off site.
- Always keep potentially hazardous foods such as meats, fish, poultry, or salads at 41 degrees For colder or 140 degrees For hotter. Use a metal-stem thermometer to monitor product temperatures and use mechanical refrigeration for cold items.
- Hot items must be discarded after four hours. Cold items must be discarded if they have been displayed outside of mechanical refrigeration for four hours.
- No bare hand contact with foods. Vendors must provide their own gloves, serving papers, toothpicks, or other means to avoid touching food with bare hands.
- Vendor must provide their own portable handwashing station which contains a minimum of five gallons of warm water. The handwashing station must have a toggle-type spigot that allows water to run over both hands as they are washed. Vendors must provide their own soap, disposable paper towels, and wastewater catch basin.
- For sampling utensils, vendors must provide a three-compartment sink or bring extra sanitized utensils in the event that one becomes soiled.
- Samples must be three ounces or less and should be covered to protect against contamination.
- No bare-hand contact with samples is allowed. Vendors must provide their own gloves, serving papers, toothpicks, or other means to avoid touching food with bare hands.
- Samples must be provided at no cost.

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 Anoka County Health & Environmental Services at 763-422-7063 for more information on rules and regulations on your specific product and sampling practices.

PERMITS, LICENSES, TAXES & INSURANCE

- A Blaine Farmers Market permit will be provided to each vendor. It must be visible in the stall at all times and is not transferable. If permit is lost or misplaced during the season, please, notify Market Manager and you will be issued a new permit.
- All food must be stored/displayed 6" off the ground in order to eliminate potential contamination from dirt, ground debris, and other contaminants. Use a pallet or empty crates/containers to raise items off of the ground.
- All vendors are required to return an ST-19 Operator Certificate of Compliance form with their application in order to be accepted into the Blaine Farmers Market.
- All permits and licenses required by the City of Blaine, Anoka 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 Blaine 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 Blaine Farmers Market; whether such injury, illness, theft, loss or damage occurred prior, during, or after the Blaine Farmers Market. By participating in the Blaine Farmers Market, seller further agrees to indemnify and hold the City of Blaine 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.

Each vendor must carry **General Liability/Product Insurance** as follows:

- \$1,000,000 (1 million dollars) each occurrence **AND**
- \$1,000,000 (1 million dollars) aggregate of general liability insurance.
- The City of Blaine **MUST BE LISTED** as an additional insured on your policy for the dates of the Blaine Farmers Market and shown on the Certificate of Insurance as such.

A certificate of insurance must accompany the application or be submitted to Market Coordinator **no later than October 31, 2018**. Your insurance agent may fax or email a copy of the coverage to Ann Ringgold Blaine Farmers Market Coordinator FAX: 763-785-6191. Mailing address: City of Blaine Parks & Recreation 10801 Town Square Drive, Blaine, MN 55449

The table below is intended as a guide for vendors when determining which forms, licenses and permits to submit with vendor application. Vendors should confirm product and licensing requirements with Anoka County Environmental Health Services 763-422-7063

	MN Revenue Form ST-19	Proof of Insurance	MN Cottage Foods Producer Registration	MN Department Agriculture Retail Mobile Food Handler License	Anoka County Itinerant License or MDA license
Fresh fruits and vegetables, fresh-cut flowers	X	X			
Meat or dairy products	X	X		X	
Pure honey or maple syrup	X	X			
Farmstead products with added ingredients (for example, flavored honey or maple syrup)	X	X		X	
Non-potentially hazardous home-baked and home-processed foods	X	X	X		
Immediately consumable foods	X	X		X	--OR-- X
Beauty items	X	X			
Non Food Handcrafted items	X				

Vendors must provide a copy of all applicable licenses to the Blaine Farmers Market along with vendor application. Vendors must also have licenses available for review in person on every market day.

WEATHER POLICY

High winds, inclement weather or extreme temperatures may prompt the cancellation of a market. Vendors and shoppers should not have to brave dangerous conditions to get to and from a market. During winter, if we have scheduled an indoor event, we will only cancel that market if roads are unsafe. The Market manager/staff will decide whether to hold the market or delay the opening. *This determination will be made by 6:00 am, on Market day. Every effort will be made to provide ample time for vendors and customers to safely respond to hazardous weather conditions.* Vendors will be notified by email. It is vendors responsibility to keep their email current with the market manager.

We will give notice to shoppers of cancellations via email, text and facebook as soon as possible.

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 Recreation Manager. Vendors will be notified of any significant changes and the date they become effective. No person or entity other than the City of Blaine, Blaine Farmers Market or agents thereof may make use of the Blaine Farmers Market name or logo without the express permission of the City of Blaine.

FEEDBACK

The City of Blaine encourages feedback about the farmers market. Both positive comments and constructive criticism may be sent to the Recreation Coordinator via email or mail. 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 Blaine 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 and other staff as needed.
- 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 Blaine.
- The Market Manager manages policies, operations and promotions of the Farmers Market.
- The Market Manager will apply the rules and guidelines of the market and has the authority to interpret and implement policy.
- The Market Manager is the final authority on market day.
- Event Staff is on-site for market day special events to help the Market Coordinator 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