



Decorah Farmers Market Vendor Packet 2021

This vendor packet has been produced by the Decorah Farmers Market Board. **By accepting this vendor packet, you have read and agree to follow all the policies outlined in the Decorah Farmers Market Vendor Packet** and understand that it is your responsibility to inform your family/employees of these policies before they sell at the market on behalf of your business.

Welcome To

Decorah Farmers Market

Decorah, IA – Corner of River St. and Dayspring Lane in the Parking lot behind Oneota Co-op.

Wednesday 3 pm – 6 pm

Saturday 8 am – 11 am

www.decorahfarmersmarket.com

decorahmarket@gmail.com

decorahfarmersmarket.treasurer@gmail.com

www.facebook.com/DecorahFarmersMarket

Write to: DFMA at P.O. Box 281, Decorah, Iowa 52101.

The Decorah Farmers Market is a growing market full of opportunities for new vendors. Centrally located in downtown Decorah, the Market attracts both residential customers from throughout Northeast Iowa, as well as tourists from far and wide.

Our market season lasts from May – October and includes several indoor markets during November and December. Vendors at the Decorah Farmers Market sell a wide range of products including fresh produce, meat, wine, honey, maple syrup, eggs, breads, pies, jams, fresh flowers, jewelry, crafts, and much more.

This packet of information is intended as a starting point for anyone interested in becoming a vendor at the Decorah Farmers Market. In addition to basic information about the market, we have included a list of potential resources for vendors to learn more about the ins-and-outs of selling their particular product at the Farmers Market. **For additional questions and information, please contact Decorah Market Manager, Kristin Eggen, at (608) 306-1246 or decorahmarket@gmail.com.**

Decorah Farmers Market Board of Directors

Josh Dansdill, President Northeast Iowa RC&D	Amy Knox Highland View Farm
Lisa Lien , Secretary Orange Truck Bakery	Becky Steines, Treasurer Top O' the Hollow
Joanne Witt Witt's Baked Goods	Jesse Eichenberger, Vice President Crane Creek Farms
Michaela Loden Sweet Southern Kettle Corn	General DFM Email decorahmarket@gmail.com

Decorah Farmers Market Rules and Regulations for the 2021 Season

HOURS OF OPERATION

1. The 2021 market dates will be Wednesdays from 3:00p.m. to 6:00p.m. and Saturdays from 8:00a.m. to 11:00a.m. May 1st through October 30th. The market will be open on all holidays but *will not be open the Saturday of Nordic Fest weekend.*
2. Items may not be sold until the market is opened by the Market Manager; *however, vendors may purchase from other vendors up to 20 minutes before 8am on Saturdays and 3pm on Wednesdays.*
3. No one shall begin setup for the market before 6:30 am on Saturdays and 1:30 pm on Wednesdays. **Vendors are encouraged to be courteous of neighboring vendors and arrive at least 30 minutes before the start of the market for safety of market attendees.**
4. There will be a Market Manager on duty from 6:30 am - 11:15 am on Saturdays and from 2:30 pm - 6:15 pm on Wednesdays from whom vendor permits may be purchased.
5. Winter markets will take place at the Danon Lansing Building at the Decorah County Fairgrounds from 8:30am – 11:30am, dates TBD. These rules apply to all Farmers Markets including any special, extended-season, or holiday markets.
6. **In the case of an emergency or farmers market cancelation** vendors will be contacted before the market by the Market Manager.

VENDOR PERMITS

7. There will be a Market Manager on duty from 6:30 am - 11:15 am on Saturdays and from 2:30 pm - 6:15 pm on Wednesdays from whom vendor permits may be purchased. To purchase a permit, each vendor must provide a copy of product liability insurance to the market manager or sign a liability waiver that holds the city harmless of liability. **Annual members** pay a yearly fee of \$125 per stall. **One time vendors** who want to sell at the market must pay a \$25 fee for a single day pass. Each one-time pass will be recorded by the market manager and will be applied towards the cost of a season membership. Membership dues confer membership from the first day of one market season until the first day of the next market season.
8. Vendors can sign up for a season-long reserved stall, by paying an additional \$30 fee per stall. See attached *Reserved Stall Rules.*

Seasonal Fee Structure

Full Year: \$150 per stall

Daily Pass: \$30 per stall

Reserved Stall fee: \$30 per stall
Non-Vending Member: \$30

- a. The vendor shall not sublet or loan his or her membership to anyone.



SALE OF GOODS

9. **The vendor shall offer for sale only fruit, vegetables, baked goods, and other such products, food or non-food items that are actually produced in Winneshiek County, an adjoining county, or be within 60 miles of the market as well as produced as part of the vendors own operation. Vendors found selling items that violate this policy will be removed from the Market.** Non-farm related services and non-food products must be pre-approved by the board. Items purchased from others for resale will not be allowed. The exception to this is plants. 80% of the plant business value of the vendor must be in the possession of the vendor for at least 6 weeks before resale. Brokers may not vend at the market. Advertising or promotion of commercial products is not allowed.
10. The following products may be sold at a farmers' market to consumer customers without being licensed as a food establishment at the market location (as described in the farmer's markets requirements provided by the Food and Consumer Safety Bureau of the Iowa Department of Inspections and Appeals (DIA)):
 - a. Fresh fruits and vegetables which are **whole and uncut**

- b. Bakery products which are not potentially hazardous. These products include only the following items: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (except meat pies). The following products are examples of bakery products that are potentially hazardous and cannot be sold at farmers' markets without a license: soft pies, custard filled products and cream filled products.
 - c. Fresh Shell Eggs that are kept at 45 F or below (ambient temperature)
 - d. Honey (products containing honey would have to be individually evaluated)
 - e. Non-potentially hazardous food products; that is products that do not require refrigeration, since they are shelf-stable. These products can be prepared in the home, to be sold for consumption off-the-premise. Some examples of products that can be prepared in the home for direct sale to consumer customers include: jams, jellies, candies and dried noodles. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 CFR Part 150 are exempt from licensing)
 - f. Fresh fruits and vegetables: must be stored in clean containers off the ground in trunks, tables or risers and protected from excessive dust, flies and other contamination.
11. The following products may not be sold at a Farmers Market without appropriate licensing from local, state or federal authorities (as described in the farmers' markets requirements provided by the Food and Consumer Safety Bureau of the Iowa Department of Inspections and Appeals (DIA)):
- a. Potentially hazardous food products (foods that require temperature control), which include meat, poultry, dairy products.
 - b. Meat and poultry require a Grocery or Freezer Warehouse License (Department of Inspections and Appeals), Processed and Stamped at a State Inspected Facility (IDALS), and a Hazardous Food License (Department of Inspection and Appeals)**
 - c. With the sole exception of jams and jellies meeting the Standard of Identity for jams and jellies specified in 21 CFR Part 150, no "home style" canned goods can be sold at farmers' markets, since food in a hermetically sealed container shall be obtained from a licensed food processing plant. (Section 3-201.12 of the Food Code which has been adopted by Section 137F.2 of the Code of Iowa)
 - d. Wild Morel mushrooms (ISU Extension)
 - e. Prepared foods must be prepared in inspected commercial kitchen and meet appropriate licensees**
 - f. Must provide organic certificate upon request if advertising as "organic"**
 - g. Shrimp**

- h. Wine/Brewed beverages require a license from *State of Iowa, Alcoholic Beverages Division* and to sell wine at the Decorah County Farmers Market, you must get a letter of approval from the market board, which must be submitted to the state in order to receive a permit to sell at this farmers' market.**
- 12. Only scales that have been certified by the State of Iowa are permissible at the market. Proof of current calibration by the State of Iowa must be prominently displayed at the vendor's stand. All other scales are illegal and items sold must be by the container or piece.
- 13. Each vendor is responsible to file state sales tax statements where applicable.

VENDOR SETUP & RESPONSIBILITIES

- 14. The vendor shall always keep his or her stall area clean and free of debris. Vendors shall not bring pets to the market except by special permission of the market manager. Vendors shall not smoke in the market area.

 - a. All vendors are required to have appropriate weights for your tent.** Tent weights may be shared between neighboring vendors if both vendors agree
- 15. Vendor's vehicles and display area shall fit in one regular parking space not to exceed 10 feet wide. The Market Manager has the authority to charge a vendor a \$5.00 fee if they are in gross excess of their space requirement. A vendor may wish to purchase two season passes to accommodate a 20-foot-wide display.
- 16. Vendors shall space themselves in an efficient manner providing for the maximum number of vendor stalls in the market area. If the elective of a reserved stall is taken, only the vendor who is assigned the stall can occupy that space unless the vendor has given notification of their absence from the market.
- 17. No person in the public market shall attract attention to his or her articles by outcry or in a boisterous or annoying manner. Please remember that you are sharing the market with other vendors and buyers.
- 18. After each market day or at such times as the vendor may depart from his or her space, he/she shall thoroughly clean the area and remove all personal equipment, produce and debris. **Vehicles may not leave/enter a stall during market operating hours, unless authorized by the Market Manager in advance of the market.**
- 19. If a vendor fails to comply with these rules or the terms of the market, or at the authorized directions of the Market Manager, he/she shall immediately cease sales of the item(s) in question.

COUPON PROGRAMS

- 20. The Decorah Farmers Market is an approved participant in the Supplemental Food Assistance Program, the Women-Infant-Children (WIC), the Senior Farmers Market Nutrition Program (State of Iowa), and the Winneshiek County Memorial Hospital Senior Nutrition

Program. Vendors must be trained and certified to participate in these programs. Certified vendors must have their signs posted to accept program checks and coupons. Only certified vendors can accept these checks and coupons. The Market Manager can provide more information concerning each of these specific programs.

21. The Decorah Farmers Market is a participant in the Food Pantry Coupon Program. To participate vendors are encouraged to contact the Market Manager for more information.

Reserved Stall Rules

Reserving a stall is optional. The reserved stalls will be honored at every market from May 1st through October 31. Vendors without a reserved stall will continue to choose their stall at each market on a first-come, first-choice basis, excluding the reserved stalls.

***Reserved stall vendors must notify the Market Manager of their first and last market dates, and any planned absences during their 'season.'**

****If a reserved stall vendor needs to miss a market, they must notify the Market Manager by phone by noon on Friday (for a Saturday market) or 8:00 PM on Tuesday (for a Wednesday market).** This allows the stall to be filled by a non-reserved stall vendor and keeps the market stalls 'tight. *If a reserved stall vendor does not notify the market manager before the times stated a \$5 fee will be charged for the first offense and a \$25 fee for subsequent offenses.*

There is a \$30 (per stall) reserved stall fee to accommodate administrative and management time. A reserved stall(s) may be requested at any point during the market season. Talk with the Market Manager about available stalls and request a *Reserved Stall Application*.

Stalls are assigned by the Market Manager and approved by the Board based on vendor stall preference, vendor season, sale products and number of stalls requested. Every effort is made to create the best layout for customers and vendors. Returning reserved stall vendors have the opportunity to keep their previous year's stall(s), or request a new one. These requests should be made with the Market Manager on or before April 23rd.

The Board and Market Manager will assess the reserved stall program on an annual basis. Constructive feedback from vendors and customers is welcome.

All stalls at the Market site will be flagged and numbered by the Market Manager prior to the market, with colored flags indicating the reserved/non-reserved designations. Questions should be addressed to the Market Manager and the Market Board.

Resources for New Vendors

Fresh Produce *Iowa State University Extension – Food Safety Guidelines*

- You do not need to be food safety certified in order to sell at the Decorah Farmers Market.
- <https://www.visitiowafarms.org/food-safety-guidelines>

Organic Certification

- <https://www.visitiowafarms.org/organic-certification>
- <http://www.iowaagriculture.gov/AgDiversification/organicCertification.asp>

Honey

- *Apiary Registration*
http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/sensitiveCropDirectory.asp
- *Beekeeping Resources in Iowa* (<http://www.iowaagriculture.gov/Entomology/beekeepingInformation.asp>)
- *Iowa Honey Producers Association* (<http://www.abuzzaboutbees.com/>)

Meat and Poultry

- *Iowa Department of Inspections & Appeals* <https://dia.iowa.gov/food-consumer-safety>
- *Iowa Licensed Meat and Poultry Plants* (<http://idalsdata.org/iowaData/meatAndPoultry.cfm>)
- *Iowa Poultry, Processing, and Sales Guidelines for Small-scale producers*
(<http://www.extension.iastate.edu/Publications/PM2068.pdf>)
- *Meat and Poultry Inspection Bureau – Slaughter, Processing, Labeling, Marketing*
(http://www.iowaagriculture.gov/meatandpoultry/slaughter_processing.asp)
- *Contacts:*
Freezer Warehouse License: Phillips, Barry barry.phillips@dia.iowa.gov
Hazardous Food License: Cross, Merri [DIA] merri.cross@dia.iowa.gov

Dairy *Selling Dairy Products at Farmers Market*

- http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/dairyProducts.asp

Eggs *Iowa Dept. of Inspection and Appeals – Food and Lodging Establishment Resources.*

- You do not need to have an egg handler's license to sell at farmer's market as long as you are selling eggs exclusively produced by your own flock directly to a household consumer.
- https://dia.iowa.gov/sites/default/files/documents/2016/07/basic_requirements_for_farmers_markets.pdf

Prepared Foods

- *Iowa Law: Sale of Home-prepared Foods*
(http://www.agmrc.org/media/cms/PM1294_F9A1B26AF379B.pdf)
- *Starting a Home-based Food Business in Iowa*
(<http://www.extension.iastate.edu/Publications/pm1294.pdf>)
- *Food Stand Operations – What you need to know*
(<http://www.extension.iastate.edu/Publications/N3285.pdf>)

Wine and Beer

- *State of Iowa, Alcoholic Beverages Division* <https://abd.iowa.gov/>

- To sell wine at the Decorah Farmers Market, you must get a letter of approval from the market board, which must be submitted to the state in order to receive a permit to sell at this farmer’s market.

Market Coupon Programs

- *Farmers Market Nutrition Program (FMNP)* (http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/farmersMarketNutritionProgram.asp)
 - o Registration: (<http://www.idalsdata.org/fmnp/>) – You must register online and take a class to be certified to accept, WIC coupons, Cash Value Coupons, and Seniors FMNP coupons.
- *Supplemental Nutrition Assistance Program (SNAP)* (<http://www.fns.usda.gov/snap/>) – This program almost exclusively uses the EBT debit cards. A normal Credit/Debit card reader will not accept these cards. Decorah Farmers Market currently accepts SNAP at a central stall at the market and distributes wooden tokens to be redeemed for valid items at the market. To learn more, please contact the market manager or board of directors.
- *Winneshiek County Memorial Hospital Senior Nutrition Program* – For information about this program, contact Angie Kerndt at the Winneshiek Medical Center, 563-382-2911

Credit and Debit Card Readers

- www.squareup.com
- <http://intuit-gopayment.com/free/home-138QY-2428U2.html>

Sales Tax

- Iowa Sales and Use Tax Guide (<http://www.iowa.gov/tax/educate/78539.html>)
- Iowa Sales Tax, FAQs (<http://www.iowa.gov/tax/educate/faqsales.html>)

BY-LAWS

Article I Name

The name of this organization shall be the Decorah Farmers Market Association, Inc.

Article II Object

To improve the production and marketing of local farm produce and locally produced items, to stimulate public interest in the consumption of these products, and to attract trade and tourism or otherwise enhance the Minowa area.

Article III Membership

Any person engaged in the production and/or promotion of local products, who agrees to abide by the by-laws and rules of this organization and who pays the membership fee, may become a member upon approval of the Board of Directors. Each member in good standing shall be considered a voting member. Eligibility will be limited to one membership per immediate family/business, and each membership shall constitute one vote.

Seasonal Fee Structure

- First Time Vendor, Full Year: \$75 per stall
- Full Year: \$125 per stall
- Daily Pass: \$25 per stall
- Split Stall: \$25 discount per vendor for a combined stall fee
- Reserved Stall fee: \$25 per stall
- Non-Vending Member: \$25

From time to time, the Board of Directors may change the seasonal fee structure. Any member who

does not abide by the by-laws and by the market operating rules and regulations may have their membership terminated by action of the Board of Directors.

In the event of legal litigation against the Association, it shall be brought against the association as a whole and not against individual officers or committees. This does not preclude each individual member or vendor from being responsible for their own actions.

Article IV Board of Directors

The government of this organization shall be vested in an elected committee of seven (7) members known as the 'Board of Directors'. Directors shall be elected for a two year period. A board member may serve a second two-year term, not to exceed four consecutive years. All members of the Board shall be elected by ballot. Initially, two of the directors, voluntarily or by chance, shall be up for re-election. At the inception of the incorporation in 1993, three members were elected for a two year term and two for a one-year term. After 1993, elections are to be staggered. In case the number of board members elected in any two year period becomes unequal to the other classes, the membership may elect one or more board members to terms of one, two, or three years, as necessary.

The Board of Directors shall meet at least quarterly (January, April, July, October). A majority of the Board shall constitute a quorum. At the first meeting following their election, the Board of Directors shall be organized and the executive officers elected. The executive officers are to be President, Vice-President, and Secretary/Treasurer. Any member of the Board of Directors can call for a special meeting of the board when there is business to be transacted.

Article V Market Manager(s)

This organization shall have a market manager(s) who shall be responsible for the day to day operation of the market. The market manager(s) shall be appointed by and be responsible to the Board of Directors. The market manager(s) shall be appointed on a yearly basis. The Board shall have the power to remove any market manager(s) if in their judgment the actions of the market manager(s) warrant dismissal.

Article VI Meetings

This organization will hold at least two general membership meetings each year (April, October). The October meeting will be for the purpose of nominating and electing members of the Board of Directors. Members in good standing shall have the privilege of voting at all meetings.

After proper notification to all members in good standing there will be no minimum numbers required to constitute a quorum, but those in attendance at the meeting shall constitute a quorum and be entitled to conduct Association business. A meeting of the membership will be called upon motion passed by the Board or upon written application signed by a majority of the voting members, submitted to the Board Secretary.

Article VII Records

Every member shall have the right to examine, for any reasonable purpose, the books, records, roster of membership and other appropriate records of the organization except personnel files.

Article VIII Spending of Monies

Proceeds derived from annual membership fees and vendor fees or donations shall be used to pay operating, advertising and other expenses of the market. Should this organization dissolve or become inoperative, any remaining assets shall be donated to generate an interest in horticulture. No assets shall be

distributed to any member or incorporator. In the event no horticultural purpose may be found, then all assets shall be given to the city of Decorah or its successor in interest.

Article IX Market Operating Rules and Regulations

Market Operating Rules and Regulations, formulated by the Board of Directors and approved by the majority at a membership meeting shall be in effect until changed or amended.

Article X Amendments

The by-laws may be amended at any meeting of the general membership by a majority vote of the members present provided due notice of such proposed amendments has been made.

Article XI Notices

All notices required by the by-laws shall be by regular mail postmarked no later than one week before the subject of the notice.