

VENDOR PACKET 2024



Located at the corner of River St. and Heivly St. in the parking lot behind Oneota Co-op.

Wednesday 3 pm – 6 pm and Saturday 9 am – 12 am

May-October (outdoor)

November-December (indoor)

Decorah Farmers Market

The Decorah Farmers Market is a producers-only market that serves farm, food, and craft vendors within a 60-mile radius of Decorah. 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.

Contact Information

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

Website: www.visitdecorah.com/farmers-market/

Market Managers

Imani Corneius (612) 607-2686

decorahmarket@gmail.com

Mike Coffey (563) 508-4719

decorahmarket@gmail.com

Decorah Farmers Market Board of Directors

Josh Dansdill, Northeast Iowa RC&D

josh@northesatiowarcd.org

563-419-2851

563-380-5408

Tom Mathiasen, Perry and Tom

mathhal484@gmail.com

563-735-5833

Carly Zierke, Sweet Season Farm

carly@sweetseasonfarmiowa.com

563-920-8353

Cheryl Wieseler, Cluck Ewe Farm and Bakery

cluckewefarm@gmail.com

563-380-8907

Hannah Breckbill, Humble Hands Harvest

humblehandsharvest@gmail.com

507-513-1502

Piper Wood, Womens Food & Ag. Network

piper.a.wood@gmail.com

515-556-6246

Sara Vagts, Timber Ridge Gardens and Bakery

svagts@nfv.k12.ia.us

Rules and Regulations

These rules apply to all Farmers Markets including any special, extended-season, or holiday markets.

HOURS OF OPERATION

1. The 2023 market will operate Wednesdays from 3:00pm to 6:00pm and Saturdays from 9:00am to 12:00 am May through October. The market will be open on all holidays but *will not be open the Saturday of Nordic Fest weekend (July 27, 2024)*.
2. **Market setup is Saturdays 7:30am-8:30 am and Wednesdays 1:30-2:30pm.**
3. Items may not be sold to the public until the market is opened by the Market Manager.
4. **In the case of an emergency or farmers market cancellation** vendors will be contacted before the market by the Market Manager.

Vendor Perk! Vendors may purchase from other vendors up to 20 minutes before the market opens.

VENDOR PERMITS

5. Vendor permits may be purchased from the Market Manager who will be on duty from 7:30am - 12:00am on Saturdays and from 2:30 pm - 6:15 pm on Wednesdays.
6. Permit Fees:
 - a. **Annual members** pay a yearly fee of \$150 per stall.
 - b. **One time vendors** who want to sell at the market must pay a \$30 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.
 - c. **Reserved Stall Vendors** pay an additional \$25 annually. See attached *Reserved Stall Rules*.



- d. **First Time Vendors** - The Decorah Farmers Market provides a complimentary day pass to first-time vendors, or vendors who are returning to the market after an absence of three years or more.
- e. Membership dues confer membership from the first day of one market season until the first day of the next market season and apply to all outdoor markets.

Outdoor Season Fee Structure

Full Year	\$150 per stall
Day Pass	\$30 per stall
Reserved Stall Fee	\$25 per year
Non-Vending Member	\$30 per stall

- 7. The vendor shall not sublet or loan his or her membership to anyone.
- 8. **Insurance:** 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.

Eligible Products

- 9. **The vendor shall offer for sale only fruit, vegetables, baked goods, and other such products, food or non-food items that are produced within 60 miles of the market as well as produced as part of the vendor's own operation.** Vendors found selling items that violate this policy will be removed from the Market. 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. 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. Visit the [Iowa Department of Inspections and Appeals Farmers Market page](#) for up to date information regarding eligible farmers market items.
 - a. Scroll down to the FAQ section for information on foods that can be sold **without a license**, foods that can only be sold at farmers markets **with a valid license**, **wild mushrooms, consumable hemp, labeling, and allergens**.
 - b. Need help navigating this process? Contact Kurt Rueber at the Iowa Department of Inspections and Appeals: 515.249.8352, kurt.rueber@dia.iowa.gov

VENDOR RESPONSIBILITIES

12. The vendor shall always keep their stall area clean and free of debris.
13. Vendors shall not bring pets to the market except by special permission of the market manager.
14. Vendors shall not smoke in the market area.
15. **All vendors are required to have appropriate weights (40 lbs on each leg) for their tent.** Tent weights may be shared between neighboring vendors if both vendors agree.
16. Vendor's vehicle(s) 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 opt to purchase passes for multiple stalls.
17. 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.
18. 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.
19. After each market day or at such times as the vendor may depart from his or her space, they 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.
20. If a vendor fails to comply with these rules or the authorized directions of the Market Manager, they shall immediately cease sales of the item(s) in question.

COUPON PROGRAMS

21. The Decorah Farmers Market is an approved participant in the Supplemental Food Assistance Program, the Women-Infant-Children (WIC) program, 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.
22. 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.
23. Iowa produce vendors may be reimbursed for Iowa Double Up Food Bucks by the market manager.

Reserved Stall Rules

Reserving a stall is optional.

The reserved stalls will be honored at outdoor markets 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 and adjacent to another stall.

***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 7PM the previous day.** 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.

PDF: [Resources for New Vendors](#)

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.

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, Secretary, and 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.

Vendor Agreement

Please read the statement below. Sign and date by your first market attendance. Return to the market manager.

"I have read and agree to follow all the policies outlined in the Decorah Farmers Market Vendor Packet.

I will inform any staff or helpers of these rules so that my business is compliant.

I understand that if I do not keep these agreements that the following measures will be taken:

- *verbal warning*
- *written warning*
- *finally will be no longer able to sell at the Decorah Farmers Market.*

Last, I will support a culture of learning at our market by helping new vendors understand where to find these rules and guidelines"

Business Owner (print)

(Signature)

(Date)