



# YPSILANTI FARMERS MARKETS

## 2018 MARKET POLICIES

The Ypsilanti Farmers Markets are managed by Growing Hope, an Ypsilanti-based nonprofit dedicated to helping people improve their lives and communities through gardening and increasing access to healthy food. The purpose of the Ypsilanti Farmers Markets is to provide vibrant community spaces where local farmers and small businesses can sell directly to their customers, with an emphasis on increasing healthy food access for underserved populations.

### MARKET OVERVIEW

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**1.1** The Ypsilanti Farmers Markets are open to vendors of local products. Local means produced in Michigan, preferably within 100 miles of Ypsilanti. All produce sold in whole, uncut form **must** be grown in Michigan. Other food products need to be locally produced or produced by your farm/business. Crafts also need to be handmade locally by you or your family/business, not store bought. **Priority goes to producers of farm goods.**

**1.2 New and returning vendors are required to attend one vendor orientation.** If a vendor cannot attend or applies after spring orientation dates, arrangements for a separate orientation will be made with the market management.

**1.3** The Ypsilanti Farmers Market- Downtown is open on Tuesday evenings from 3-7pm at the Ypsilanti Farmers MarketPlace 16 S. Washington. The YFM-Downtown is open weekly from the first Tuesday in May through the last Tuesday before Christmas. November and December markets are indoors at the Robert C Barnes MarketPlace Hall. The YFM- Downtown is open inside the Robert C Barnes MarketPlace Hall January-April, with dates to be determined for 2019.

The Ypsilanti Farmers Market- Depot Town is open on Saturday mornings from 9am-1pm at 100 Rice Street next to the Historic Freighthouse. The YFM- Depot Town is open weekly from the first Saturday in May through the last Saturday in October.

**1.4** Any activity by any person not under contract with Market Management, such as busking, petitioning, campaigning or other public speaking must take place on the public sidewalk surrounding the market. No such activity shall be allowed within the market.

**1.5** The Ypsilanti Farmers Markets are smoke-free environments. No customers or vendors will be permitted to smoke within 25 feet of all vending areas.

### VENDOR PRODUCT GUIDELINES AND VENDOR ACCEPTANCE

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**2.1** All food products must be packaged, stored, and displayed per Michigan Department of Agriculture and Rural Development and Washtenaw County Environmental Health guidelines.

**2.2 ONLY** Michigan-grown produce can be sold at the market (i.e. grown yourself or resold Michigan-grown produce). This does not include produce bought from a store in Michigan unless it is Michigan-grown.

**2.3** If you resell Michigan-grown produce, you **MUST** be able to provide written documentation at all times to the market management in the form of a receipt from the producer including their Michigan location. You will not be able to sell these products if you don't have a receipt from the producer including their Michigan location.

**2.4** Vendors selling prepared foods **MUST** include a label listing ingredients and identifying potential allergens per the Michigan Food Laws. Vendors are required to also have an operating license on hand at each market day.

**2.5** Vendors selling items falling under the Cottage Food Law must adhere to Michigan Department of Agriculture and Rural Development policies including proper kitchen cleanliness standards, correct and accurate labeling of products, etc. Guidelines are available at [www.michigan.gov/cottagefood](http://www.michigan.gov/cottagefood). You will not be able to sell your products if they are not properly labeled and the maker of these products is not on site.

**2.6** All non-food items must be hand-crafted in Michigan, though materials don't need to be from Michigan. Reselling of imported items or items not made by you or your family is not allowed. Pictures of craft items are required for the application to be considered.

**2.7** All new products not listed on your vendor application must be pre-approved by the market management prior to the market day either by email or phone call.

**2.8** Sustainable packaging. We will not allow food packaged in styrofoam containers at the market. For now, other plastics are fine, though we encourage use of recycleable or compostable packaging materials.

**2.9** The Ypsilanti Farmers Markets work to create a balance of products available to customers, with the majority of vendor spaces available to people selling fresh produce and other food. We value our non-food vendors but to keep the market from becoming overpopulated with non-food vendors we restrict the numbers of spots available. To keep these ratios balanced, at times the market stalls are not 100% full, but some vendors will remain on the waitlist if their product type is over-represented.

**2.10** Vendor applicants are accepted to sell at the market at the discretion of Growing Hope. The market management has the final decision concerning who sells at the market. The Ypsilanti Farmers Markets work to create a balance of products available to customers. Vendors can be removed from the market after the market season begins due to violations of any market policies, or other reasons as determined by the market management.

**2.11** The market management will keep a waitlist for vendors for whom space is not available for their product type as initially requested. Growing Hope will refrain from depositing checks included with vendor applications for those placed on the waitlist. If space opens up and the vendor accepts it, Growing Hope will then deposit the check. If the vendor chooses not to accept the spot, or a space never opens, we will void the payment.

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## VENDOR SIGNAGE GUIDELINES

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**3.1** One of the values of the Ypsilanti Farmers Markets is TRANSPARENCY. We believe that our customers deserve honesty in labeling practices in order to make informed decisions. Please be aware that signage rules are being enforced at the YFM. The definitions are as follows:

- **Homegrown:** Any produce marked "Homegrown" **MUST** be grown by the farm renting the stall at the market. ANY PRODUCTS NOT LABELED ARE ASSUMED TO BE HOMEGROWN. Mislabeling product is a violation of market rules and subject to disciplinary action.
- **Michigan:** Any produce not grown by the farm represented at the market, but grown in Michigan **MUST** be labeled accordingly. "Michigan" is acceptable, but further description, such as a city, is strongly encouraged.
- **Organic:** All Produce labeled "Organic" **MUST** be CERTIFIED ORGANIC.

**3.2** Additional required signage includes:

- **Vendor Identification:** All vendors must have a sign identifying their establishment. Customers deserve to know who they are purchasing from
- Ingredient and identification labels on all packaged products
- Food Assistance signage as applicable: SNAP (Bridge Card), Double Up Food Bucks, Prescription for Health, WIC Project Fresh, Senior Project FRESH/Market FRESH signage - *Growing Hope provides*

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## SALES REPORTING

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**4.1** All vendors are *required* to turn in coupons, tokens, and total sales tally at the end of each market day to the market management. Vendors at Growing Hope markets will be *required* to report all sales including cash sales for every week. Those vendors who choose to count cash sales after they leave the market can turn those sales figures in the next week or via text/email. You may not wait to turn in coupon and tokens until the end of the season. Growing Hope keeps detailed records on weekly sales, those numbers are kept confidential and only used for market evaluation. **Vendors unwilling to share ALL sales data will not be welcome at the market.**

## VENDOR FEES

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**5.1** Vendor fees are non-refundable, except in the case of documented (in writing) circumstances that unexpectedly don't allow a vendor to continue to participate for the remainder of the season. These include major illness or sudden relocation, but do not include factors such as sales being lower than expected or other market opportunities arising.

**5.2** Vendors will be charged a \$20 fee per each bank returned check. After one bank returned check, you will not be permitted back into the market until you pre-pay. After we receive two returned checks, you will thereafter be required to pay by cashier's check, money order, or cash.

**5.3** Vendors scheduled to attend the market by dates indicated on this application or other communication with the Market Manager who fail to give adequate notice of cancellation (24 hours preferred, morning of market minimum) will be considered a no call/no show, and will be required to pay in advance for future market dates.

## VENDOR CONDUCT GUIDELINES

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**We encourage market customers to respectfully ask about their food and food sources. You are expected to be prepared to openly and honestly share this information. Giving a customer false information about your products will result in a violation. The integrity of the market relies on it.**

**6.1** Market vendors must comply with all identification and signage requirements as identified by Market Management, and must comply with all licensing as required by law.

**6.2** Vendors are required to take the vendor survey at the end of the season or after they last sell at market if it's before the end of season. You will be given time to reflect and submit your information. You will receive your final token reimbursement check only after this survey is completed and turned in. Non-compliance with this policy can result in not being allowed to sell at the market in the future.

**6.4** Each vendor is expected to clean his or her stall at the end of each day and to keep it neat during the period that the market is open, and dispose of all rubbish (including corn husks and other compostable waste) and recycling in appropriate receptacles. We have recycling, composting, and trash receptacles on site at each market.

**6.5** Vendors may not bring their pets to the market. The Michigan Department of Agriculture and Rural Development has designated a market stand as a food establishment and therefore, pets are not allowed.

**6.6** Behavior that disparages another participant or the market, actions that unnecessarily interfere with other participant's set up, sales, or activities and any other action that in the Market Manager's determination are uncooperative in nature are prohibited.

**6.7** While participating in the market, vendors shall not discriminate against any person on the basis of economic status, race, sex, color, national origin, religion, disability status, height, weight, marital status, gender identity, or sexual orientation. Growing Hope markets are intended as points of food access for ALL people. Inclusivity and the creation of a welcoming environment is key to this mission. **Any incident of vendors participating in bias at the market will be taken VERY seriously, and market management has the right to terminate your affiliation with the market.**

## VENDOR SPACES, UNLOADING, AND PARKING POLICIES

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**7.1** The market management reserves the right to adjust any vendor stall space on the day of the market to maximize the market space and make an inviting setting for customers. (e.g. if there have been vendor cancellations, to move the stalls closer together).

**7.2** All vendors are expected to arrive at the market at least 30 minutes\* prior to the market and be prepared to sell the whole four hours of each market day. Please call market management if you are going to be late or an emergency arises. Leaving early without prior arrangements or being entirely sold out will automatically result in a violation. \*See Unloading and Parking Policies for more details.

p.o. box 980129  
 ypsilanti, mi 48198  
 ph:734.786.8401  
[facebook.com/YpsilantiFarmersMarkets](https://www.facebook.com/YpsilantiFarmersMarkets)



[www.growinghope.net](http://www.growinghope.net)  
[market@growinghope.net](mailto:market@growinghope.net)

**7.3** If you arrive later than 30 minutes prior to the market start time (i.e. You must arrive before 8:30am on Saturdays and 2:30pm on Tuesdays) and you have not contacted the market management, they will assume you are not coming and can reassign your spot in order to maximize the market space and for general market appearance.

#### **7.4 Depot Town Parking and Unloading**

Vendors may unload along the plaza and park in the lot adjacent to the market plaza unless other arrangements are required for special events. Please reserve the spots in the parking lot closest to the market for customers. Vendors with stalls along the Freighthouse side of the plaza are allowed to leave their vehicles in the space directly behind their booth.

#### **7.5 Downtown Parking and Unloading**

No vehicle may enter the lot after 2:15pm and all vehicles must be off the lot by 2:30pm. Vendors should drive to assigned space, unload, then go park. Please unload and move your car off the lot before returning to set up your booth. **As our main priority is safety of vendors and customers alike, the parking barriers will be in place blocking the driveway from 2:15pm until 7:15pm.** This means that arriving after 2:15 will require you to load items in from the street as you will not be able to drive onto the lot. Additionally, as customers are still on the lot shopping at closing, we must allow them a few minutes to finish their purchases and safely leave.

Parking for vendors is available in the "Key Bank" parking lot between Hamilton and Adams. Growing Hope will provide a free hang-tag parking pass for all vendor vehicles. Hang-tags are **required** for this lot.

## **ALTERNATE CURRENCY PROCESS AND RULES**

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**8.1** The Ypsilanti Farmers Markets accepts nine different forms of payment. "Alternate Currency" refers to non-cash payments accepted at the YFM including tokens (credit card, EBT/SNAP, Double Up Food Bucks, Prescription for Health, and Market Dollars) and paper coupons (WIC Project FRESH, Senior Market FRESH, and Hoophouses for Health).

**8.2** Vendors who sell Michigan-grown produce are expected to accept SNAP (which is used via an EBT card, known in MI as a Bridge Card because of the picture of the Mackinac Bridge on it), Double Up Food Bucks, WIC Project FRESH, Senior Market FRESH and Prescription for Health tokens. All other vendors are expected to accept all forms of market currency (tokens, etc.) that are eligible to purchase the types of products they sell. Market management reserves the right to choose vendors based on this expectation.

**8.3** Vendors are responsible for informing family and employees of alternate currency and food assistance program rules before they sell at the market on behalf of their farm or business.

#### **8.4 Credit/SNAP Card Process:**

1. Customers with credit card or EBT/Bridge cards (for SNAP) decide how much money they would like to spend.
2. Customers then visit the info booth at the market and tell the staff person how much they want to spend. Growing Hope staff processes card transaction for that amount.
3. Customers are given tokens in \$1 increments for the amount they have chosen to spend. SNAP and credit card tokens look different.
4. Customers spend tokens with any participating vendor in whole dollar increments only. Vendors are encouraged to round up/round down or adjust quantity of food to best match whole dollar increments. Vendors can give users of credit card tokens change in cash if requested. **SNAP token users cannot receive change.**
5. Customer can save unspent tokens to be used at future date. SNAP customers have the option of returning to the info booth and receiving a refund for unspent tokens.
6. Vendors record token totals on the tracking sheets provided and turn in all tokens at the end of the market to the market manager in an envelope/bag provided by the market manager. Vendors are recommended to keep their own records of total tokens redeemed each day as well.
7. Vendors will receive a check from the Growing Hope for the total amount of Credit and SNAP purchases as well as other tokens and coupons, monthly. Every effort is made by the market staff to distribute each month's checks by the second week of the following month.

**8.5 Additional SNAP Instructions:**

1. **SNAP can buy:** vegetables, fruit, dairy products, meat, eggs, bread, jam, and pastries. They may also buy seeds or plants that produce food.
2. **SNAP cannot buy:** hot food, cut flowers, decorative plants, pet food, or non-food items.
3. It is **ILLEGAL** to exchange cash for food stamp benefits.
4. Vendors who are authorized to accept SNAP must display the sign provided, identifying their stall as an authorized SNAP vendor.

**8.6 Additional food assistance instructions:**

1. Rules for other food assistance programs vary from those of SNAP. Vendors authorized to accept additional forms of payment such as Double Up Food Bucks, Prescription for Health, Hoophouses for Health, WIC Project FRESH, and/or Senior Market FRESH must adhere to the specific guidelines of those programs. We will provide you copies of those guidelines as relevant.

**8.7 Additional credit card instructions:**

1. No vendor will require a credit card minimum or charge any fees or penalties to customers for using a credit card.
2. No vendor will charge more for products bought with EBT or credit card tokens.
3. Vendors may process credit card transactions through Square or other personal device but must report these transactions along with other sales. Those sales through a personal credit card reader should be included in daily reported cash totals.

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## VIOLATIONS

Violations of these policies, or of generally good business conduct, will result in a violation. Growing Hope markets have a 3-strikes policy. However, some of the issues noted above may be escalated immediately to second or third level violations.

**First violation** - a verbal warning from the market management

**Second violation** - a written warning from the market management

**Third violation** - written notice of removal from the market signed by market management

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## GRIEVANCES

Any problems, concerns, or complaints should be communicated to the market manager immediately. However, if you have communicated your grievance to the market manager and feel the issue has not been properly addressed OR if you feel that you have a grievance that is private and do not want to speak openly about it, grievance forms are available. Grievance forms can be obtained from the market manager and will be reviewed within two weeks of the date received.

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If you have questions about these policies or need further clarification please contact Farmers Market and Nutrition Manager Dayna Sprentall at 734-478-0584 or email [market@growinghope.net](mailto:market@growinghope.net).

**PLEASE DO NOT TURN THESE POLICIES IN WITH YOUR APPLICATION! KEEP THEM FOR YOUR REFERENCE.**

p.o. box 980129  
 ypsilanti, mi 48198  
 ph:734.786.8401  
[facebook.com/YpsilantiFarmersMarkets](https://www.facebook.com/YpsilantiFarmersMarkets)



[www.growinghope.net](http://www.growinghope.net)  
[market@growinghope.net](mailto:market@growinghope.net)