



## 2019 Northeast Farmers Market Welcome Letter

January 2019

Thank you for your interest in the Northeast Minneapolis Farmers Market.

The 2019 year will mark our 20<sup>th</sup> season of operation. We will be open Saturdays, rain or shine, May 18<sup>th</sup> through October 19<sup>th</sup> from 9:00 am – 1:00 pm. We proudly feature locally grown and produced fruits and vegetables, meats, eggs, fresh cut flowers, baked goods, jams, honey, prepared foods, arts and crafts, live music, children’s activities, and cooking demonstrations.

The Northeast Farmers Market, notably the first community-based farmers market in the city, is an intimate gathering place in a residential neighborhood. Situated in the parking lot of St. Boniface Church, our space is shaded by mature trees and bordered by sidewalks. You’ll find ample, easily accessible street parking for vendors and customers, though many of our guests like to walk or bike. The market is a casual place where an average of 1,900 weekly visitors can leisurely stroll from stall to stall as they mingle with friends, enjoy a prepared lunch, and get to know the locals who provide their healthy food and handmade goods.

The Northeast Market hosts three special events throughout the season. We advertise in local newspapers, neighborhood newsletters, through local businesses, and direct email to more than 1,700 subscribers. Additionally, we actively promote through social media and our market website. We have been voted by the City Pages as one of the top ten farmers markets in the Twin Cities, top five by Minnesota Monthly, and one of the best farmers markets in America by The Daily Meal.

Enclosed you will find the 2019 Vendor Information and Rules and Regulations. Please take the time to review this information and let the Market Manager know if you have any questions.

Thank you!

Sincerely,  
Northeast Minneapolis Farmer Market Board of Directors



## 2019 Northeast Farmers Market Important Information

**Location:**

St. Boniface Church parking lot  
629 2<sup>nd</sup> Street NE, Minneapolis MN 55413  
Located on the corner of University Avenue NE & 7<sup>th</sup> Avenue NE

**Dates and time:**

Open Saturdays, rain or shine, May 18<sup>th</sup> through October 19<sup>th</sup>, 2019 from  
9:00am-1:00pm

**Mailing Address:**

Northeast Farmers Market (NEFM)  
PO Box 68067  
Minneapolis, MN 55418

**Market Manager:**

Sarah Knoss  
sarah@northeastmarket.org  
612-406-8794

**EBT Coordinator:**

Madalyn Nones  
ebt@northeastmarket.org

**Board of Directors:**

board@northeastmarket.org

**Internet:**

www.northeastmarket.org  
facebook.com/northeastfarmersmarket  
twitter.com/nefarmersmarket  
instagram.com/ne\_fm/

### Northeast Farmers Market Mission Statement

The Northeast Farmers Market adds to the livability of the neighborhood by providing a welcoming and accessible community market and gathering place. We contribute to the success of local growers and producers and foster sustainability in the Northeast community.



## 2019 Northeast Farmers Market Important Dates

April 1<sup>st</sup> - Vendor Application and Payment Due

April 15<sup>th</sup> - Vendor Acceptance Notification

May 18<sup>th</sup> - First Market Day

July 9<sup>th</sup> - Second Vendor Payment Due

August 17<sup>th</sup> - Corn & Brat Feed Event

October 19<sup>th</sup> - Final Market Day

November 17<sup>th</sup> – Winter Market / 3<sup>rd</sup> annual Market Social Event

December 15<sup>th</sup> – Winter Market

\*Applications received after the due date will only be considered if space is still available.

\* Applications will not be processed until the deadline of April 1<sup>st</sup>.

### FARMERS MARKET NUTRITION PROGRAM (FMNP) TRAINING

All produce vendors are encouraged to participate in the Farmers Market Nutrition Program (FMNP). Vendors who wish to participate and did not attend the training in 2018 will be required to attend training in 2019.

For updated information about FMNP training sessions, please contact Carol Miligan ([Carol.Miligan@state.mn.us](mailto:Carol.Miligan@state.mn.us) or 651-201-6606) at the MDA.



# 2019 Northeast Farmers Market Rules and Regulations

## Fees, Application and Attendance

- All Vendor fees must be paid by April 1<sup>st</sup>, 2019. Daily fees must be paid one week in advance of the market day that you will be selling your product. Make checks payable to NE Farmers Market and mail to: NEFM, PO Box 68067, Minneapolis, MN 55418. Vendors not accepted will be fully refunded.
- Submitting an application does not guarantee acceptance into the NE Farmers Market. Vendors are chosen at the discretion of the Market Manager and Board of Directors, based on several factors including and not limited to: quality, sourcing, growing practices, presentation, seniority, compliance, customer service, and variety.
- Applications received after the due date will only be considered if there is space available. Vendors not accepted will be fully refunded. Vendors may delay proof of insurance until admitted into the market.
- All vendors seeking participation must provide a **complete** application in order to be eligible. The market will give preference to vendors involved with the Farmers Market Nutrition Program (FMNP) and vendors who accept EBT. With consideration, the market looks for diversity in products, handmade, local and sustainable products, and vendor commitment.
- Vendors are responsible for making timely payments. Vendor may request their payment status at any time during market season.
- Vendors are responsible for keeping track of their schedules. All marked dates on the vendor application will be approved unless notified by the Market Manager.
- Vendor must notify Market Manager of their absence by text message, phone call or email before any scheduled market date. Vendors who are no-shows three times will not be allowed to participate at the market for the remainder of the season and will forfeit any fees already paid. There are no refunds for no-shows with out notice.
- Late arrival may result in forfeit of your position on site.
- There are no refunds for annual or daily vendors unless the market determines otherwise on a case-by-case basis, i.e., crop failure.

- Notice of market cancellations will be issued by the Market Manager as far in advance as possible and will be by phone and/or by email directly with all vendors affected.
- Any lost/stolen EBT refund checks payable to vendors will include processing fees, which will be assessed to the vendor.

## Weather-Related Cancellations

- The Northeast Farmers Market is open rain or shine. However, since the market is held outside, the NEFM reserves the right to close the market (with or without prior notice) if it is determined that severe weather conditions could compromise the safety of vendors and shoppers.
- The market will remain open unless an Extreme Weather Warning is issued from the National Weather Service. This will include extreme heat advisories.
- If unexpected extreme weather occurs and the “Warning” is issued the day of, or during the market, the Market Manager will cancel the market.

## Set-up, Stalls and Parking

- Stalls are the equivalent of a 10x10 space. Vendors must supply their own tables, tents, 40-pound tent weights, chairs, extension cords, signage and materials. No vehicles allowed onsite.
- A fee of \$25 will be charged to borrow market equipment, including extension cords.
- Vendors may begin setting up at **7:30am** on market day. The Market Manager will be onsite to assist vendors. Vendors may drive vehicles into parking lot to unload goods but must park on surrounding streets after unloading. Please **do not park on University Ave or 7<sup>th</sup> Ave**; we like to keep those spaces available for customer parking. Vendors must be ready to sell by 9:00am.
- Full time vendors will be assigned a stall before opening day. Assigned spaces make shopping easier for customers to associate a place with a face week after week. Produce vendors have priority to shaded areas of the parking lot.
- Daily vendors will be assigned a temporary stall on scheduled day that ensures the overall best interests of the market and vendor.
- Market Manager reserves the right to reassign booth space to facilitate market operations.
- All vendors are expected to clean up their area after usage. Failure to clean up will result in a fine of \$100. Garbage, compost, and recycling bins are available on the market site.

- Vendors must display a sign indicating name and location of farm and/or business. Signs must not be an obstruction to visitors.
- Food vendors must use NSF, ETL Sanitation or UL Sanitation refrigerators or equipment.
- Due to windy conditions during the market season, **tents must be weighted down** and securely fastened **at all times** for the safety of you and others. Vendors assume full responsibility for any damage or injury caused by improperly secured tents and products.
- We recommend at least 40-pound weights for a 10x10 tent. A weight must be attached to each leg of the tent, preferably touching the ground. Swinging weights can make for a dangerous situation. **Cinder blocks and gallon jugs are not sufficient and will not keep your tent down in strong winds.**
- The Northeast Farmers Market encourages farmers to use organic growing practices. Vendors who have certified organic products must display certification documents and/or post “pesticide free” signs. Vendors who accept EBT and WIC-FMNP must display signs at all times.
- Vendors must start breaking down at 1:00pm and be off the church parking lot by 2:00pm.

## All Vendors

- Vendors are responsible for keeping track of their schedules.
- In an effort to graduate to a zero-waste market, the market requests that our vendors distribute their goods with paper and compostable wares. All Styrofoam materials are **strictly prohibited** from being used on site.
- All vendors must be bona fide producers of locally grown produce. **No** wholesale produce, flowers or crafts are allowed. Non-farm produce and home produced items such as wild rice, maple syrup, canned goods, baked goods, crafts, etc., must be approved by the Northeast Minneapolis Farmers Market Board of Directors.
- Vendors are not allowed to sell any product/item at the market that they did not make themselves. No two vendors are allowed to sell their items under the same tent nor can a vendor sell a product for someone else.
- Vendors must sell all products/items listed on application.
- A vendor who may be involved in more than one business entity is limited to selling at the market as only one of those business entities. Exceptions may be made on a case-by-case basis.
- Vendors whose products or practices place them in more than one category are subject to all the requirements of both categories.

- Vendors wishing to add products to their application mid-season should submit a written request for approval one week prior to the date they wish to sell it.
- Booth space is not transferable; no subletting of space is allowed.
- The Northeast Farmers Market does not offer exclusive rights to any one vendor to sell any one product. Market customers generally benefit from having a choice. However, if the NEFM believes the number of vendors offering similar products is excessive, duplicate products may be denied entry. There are no special exceptions for vendors whose products are denied.
- Produce and crafts must be of good quality. The Northeast Minneapolis Farmers Market can order sellers to withdraw poor quality items from the market.
- Any required sales tax collections and remittances are the sole responsibility of the vendors.
- All items for sale must be clearly marked with their retail price. Prices may be posted on the product with an individual sign or posted as a list of prices on a large sign or board.
- Vendors are not permitted to use the following techniques while at the market: hawking, calling attention to products in a loud manner, selling in an aggressive way, and leaving one's stall to sell a product.
- Prepared food vendors must have a garbage receptacle visible and accessible to customers.
- The Northeast Minneapolis Farmers Market, the City of Minneapolis, the Churches of St. Boniface and St. Maron's will not be held responsible for any injuries or accidents that occur on the premises during set up, market time or take down.
- The Market Manager has the ultimate onsite authority to enforce all rules of the market and to mediate disputes.

## **General Rules**

- There is no smoking, e-cigarettes, or alcoholic beverages allowed in vendor booths or on market site. Vendors found intoxicated will not be allowed to participate at the market for the remainder of the season and in the future and will forfeit any fees already paid.
- Discourtesy to patrons or other vendors, obscene language or shouting is not permitted.
- Live animals cannot be sold at the market. Animals are not allowed in vendor booths.
- Selling must be performed within the designated area only. Soliciting is prohibited.

- No part of the market may be used for overnight parking. Vendor vehicles are not allowed on market grounds during market hours.
- Proper attire is expected, includes shirts and shoes.
- No personal music inside vendor booths.
- All vendors must be aware of and conform to all local, state and federal ordinances and rules that may pertain to their product.
- Vendors sampling product must meet all applicable health code requirements, including hand-washing station, etc. Contact Minneapolis Environmental Health and Food Safety Division for more information.
- No one under the age of 16 may sell or maintain a stall without an adult supervisor present.
- No person or entity other than the Northeast Minneapolis Farmers Market may make use of the Northeast Farmers Market name or logo with out the permission of the Market staff and board.
- All vendors must agree to be inspected if the Northeast Minneapolis Farmers Market determines that a complaint has sufficient cause pertaining to violations of the rules.

## **Dog Manners for Customers**

If any of these listed requirements involving dogs are not being met by customers at the market, please tell the Market Manager right away.

- Dogs must be kept on a short leash.
- Dogs must be under control and by the owner's side at all times.
- Dogs must be kept away from produce, plants, and other food products. All vendors have the right to ask customers to keep their dogs away from any product.
- Dogs must be friendly with other dogs and children to earn the right to be at the market.
- Customers with dogs must be considerate – not everyone loves dogs and some people are allergic to animals.
- Customers must clean up after their dogs.