

# Drake Neighborhood

## Farmers Market Handbook



# **Drake Neighborhood Farmers Market**

## **GOAL**

The Drake Neighborhood Farmers Market (DNFM) is organized exclusively for charitable and educational purposes – specifically the promotion and development of urban gardening; food and food preparation education and the health benefits of consuming fresh fruits and vegetables.

## **ADMINISTRATION**

- The Market will be administered by the Drake Neighborhood Farmers Market (DNFM) Board of Directors. The address of its initial Registered Office in the State of Iowa is: 994 25<sup>th</sup> St, Des Moines, IA 50312.
- The Market Coordinator will oversee all activities of the market before, during and after its 20-week season.
- The Market Coordinator along with DNFM community volunteers will oversee and execute the daily operation of the DNFM. Duties will include coordinating the market and assisting vendors with their registration, space assignments, load-in and load-out procedures, ensure routes of egress are maintained during the course of the market and directing customers as needed.

## **LOCATION**

- 24<sup>th</sup> Street between Cottage Grove and Drake Park Ave in Des Moines will be the site for the market. (See attached map.)
- The Market Coordinator will assign all spaces to best accommodate the market.
- Vendors are to stay within the “lines” of their assigned space.
- Spaces and the areas around them must be kept tidy throughout each Market day and must be left clean at the end of the day.
- At the discretion of the Market Coordinator spaces may be reassigned during the year.

## **HOURS**

- Market days will be Thursdays from 4:30PM to 7:30PM beginning June 1<sup>st</sup> and ending October 12<sup>th</sup>.
- No selling will be allowed before the opening hours. This includes no bagging, no money exchange, no holding of product. Special orders (call-ins) may be sacked but not sold until official starting time.
- Vendors may begin setup anytime between 3:30-4PM after checking in with the Market Coordinator and confirming their assigned space. No vendors will be allowed to begin setup after 4:15pm.
- Unloading your market supplies can be done along 24<sup>th</sup> Street so you are as close to your space as possible. Once unloaded – please move your vehicle to area parking so that your customers can easily access your booth and the DNFM.

## **VENDOR APPLICATION PROCESS**

- Seasonal applications to vend must be submitted by May 1, 2017 to:  
Drake Neighborhood Farmers Market  
994 25<sup>th</sup> St  
Des Moines, IA 50312.  
Fees must be paid before spaces are assigned. Rentals will be based on a 10 x 10 foot space. (See vendor application for seasonal rental fees.)
- Daily vendor applications must be submitted to the Market Coordinator before market participation. Rental fees must be paid before a vending space for that day will be issued.
- Vendors will be required to show proof of adequate insurance and sign the 2017 DNFM Vendor Application.
- A Pesticide Use Statement must be signed if applicable.
- Vendor wares to be sold at the market will be juried by the Market Coordinator and/or other market staff to ensure that their origin of manufacture for all products at the vendor's booth is within the State of Iowa.

## **ADDITIONAL LICENSES, PERMITS, SALES TAXES, ETC.**

- Vendors selling directly to the public must do so in accordance with City, County and State regulations.
- An Iowa **State Sales Tax Permit** is required for selling cut flowers, green plants, crafts, etc. For more information on sale tax permits, contact:  
Iowa Department of Revenue and Finance  
Taxpayer Services  
Hoover State Office Building  
Des Moines, IA 50319  
515-281-3114 or 800-367-3388  
<https://tax.iowa.gov/>
- Vendors accepting **Iowa Farmers' Market Nutrition Program** certificates must be certified IFMNP vendors and openly display their IFMNP permit number. State rules state that certificates can only be accepted during official market hours. For more information on the Farmers Market Nutrition Program, contact:  
Farmers Market Nutrition Program  
Iowa Dept. of Agriculture and Land Stewardship  
Wallace Building, 502 E. 9th Street  
Des Moines, IA 50319  
515-242-6239  
[http://www.iowaagriculture.gov/Horticulture\\_and\\_FarmersMarkets/farmersMarketNutritionProgram.asp](http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/farmersMarketNutritionProgram.asp)
- **A vendor who offers a product for sale at a farmers market shall have the sole responsibility to obtain and maintain any license required to sell or distribute the product. (Code of Iowa, Section 137F.8)**

- A **Potentially Hazardous Food License** is required to sell foods considered spoilable without refrigeration. (See below)
- To sell meats or dairy products vendors must hold and display their licenses. Meat must be processed by a federally inspected facility in order to cross state lines. If produced and sold within the State of Iowa a State inspected facility is acceptable.
- All apiary (bee) products or any processed food such as baked goods must be labeled in accordance with the product name, the producer and the producer's address in accordance with State Rule 481-31.5 (170).

The following text is from a document titled: "FARMERS MARKETS REQUIREMENTS FROM INSPECTIONS & APPEALS FOOD & CONSUMER SAFETY BUREAU"

**The following products may be sold at a farmers market to consumer customers without being licensed as a food establishment at the market location:**

1. Fresh fruits and vegetables which are whole and uncut
  2. Bakery products that 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.
  3. Fresh Shell Eggs that are kept at 45 degrees F or below (ambient temperature).
  4. Honey
  5. 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, dried noodles, and kettle corn.
- The application for a license to sell food and/or beverage at a farmers market (provided by the Iowa Dept. of Inspections and Appeals) can be found here: <https://dia.iowa.gov/sites/default/files/documents/2016/01/farmersmarketapplication06042014.pdf>

**The following products may NOT be sold at a farmers market without appropriate licensing from local, state or federal authorities:**

1. Potentially hazardous food products, which include meat, poultry, dairy products
2. With the sole exception of jams and jellies, 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).

**What types of licenses are honored to sell potentially hazardous foods at farmers markets?**

1. Farmers market potentially hazardous food license.
  - a. A separate license is required for each county in which a vendor sells

- food.
- b. The license is only valid at farmers markets.
  - c. If the vendor has or operates two or more stands simultaneously, a separate license is required for each unit.
2. Mobile food license.
  3. Canned goods, except jams and jellies, must be from a licensed food processing plant.

Notes: Code of Iowa, Section 137F.1(12) defines “Potentially Hazardous Food” as a food that is natural or synthetic and is in a form capable of supporting the rapid and progressive growth of infectious or toxigenic microorganisms, or the growth and toxin production of clostridium botulinum.

“Potentially Hazardous Food” includes an animal food that is raw or heat-treated, a food of plant origin that is heat-treated or consists of raw seed sprouts, cut melons, and garlic and oil mixtures. See the Code of Iowa, Section 137F.6.g.: “For a farmers market where potential hazardous food is sold or distributed, one seasonal license fee of one hundred dollars for each vendor on a countywide basis.”

A pdf file of the Iowa Administrative Code 481-31.12(137F) “Temporary food establishments and farmers market potentially hazardous food licensees” can be found at:

[https://dia.iowa.gov/sites/default/files/documents/2016/01/temporary\\_food\\_service\\_establishments.pdf](https://dia.iowa.gov/sites/default/files/documents/2016/01/temporary_food_service_establishments.pdf)

An application for a license to sell potentially hazardous foods at a farmers market (provided by the Iowa Dept. of Inspections and Appeals) can be found here:

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For more food licensing information, contact:

Iowa Department of Inspections and Appeals

Food and Consumer Safety Bureau

Lucas State Office Building, Third Floor

321 East 12th Street

Des Moines, IA 50319-0083

Telephone: (515) 281-6538

Fax: (515) 281-3291

E-mail: [food@dia.iowa.gov](mailto:food@dia.iowa.gov)

Website: <https://dia.iowa.gov/>

Applications Online: <https://dia.iowa.gov/food-consumer-safety/food-safety-license-applications>

## **REVOCATIONS**

- Complaints against any participant must be filed in writing and submitted to the Market Coordinator.
- Violators of Market rules may be subject to disciplinary action or prohibited from

selling at the Market.

- Violations may include abusive language, arguing, harassment, rudeness, firearms, weapons, alcoholic beverages or drugs at the Market.
- Other violations may include not complying with any one of the vendor rules or regulations as stated in this document or other understood rules of good conduct.

### **SIGNAGE AND ADVERTISING**

- Each seasonal vendor will receive an 8.5x11 laminated sign displaying Name and Address. This sign must be on display at the vendor's space during Market hours.
- A daily vendor is to display a sign showing the vendor's Name and Address.
- All special licenses with required information are to be displayed.
- Advertising will be paid according to our established annual budget and is to be approved by the DNFM Board of Directors.

### **PRODUCE/PRODUCTS**

- Locally grown or produced vegetables, fruits, nuts, berries, edible grains, honey, handicrafts, pottery, paintings, wood-working products, houseplants or cut flowers may be offered for sale. *Locally grown* means items that have a traceable point of origin within Iowa. DNFM reserves the right to waive the rules to allow a unique product to be sold.
- All fresh fruits and vegetables should be washed and stored in clean containers in trucks or on tables or risers and protected from excessive dust, flies, or other contamination at all times. Food must be displayed and stored at least six (6) inches up off the ground.
- Beef, pork, chicken, deer or other meat products and/or dairy products such as homemade butter or raw milk may be sold if the vendor is properly licensed. Meats must be processed by a state or federally licensed processing facility. Meats must be vended from approved containers maintaining appropriate temperatures.
- All prepared foods must be completely covered, wrapped, bagged or boxed.
- Pre-packaged baked goods and two crust pies that do not require refrigeration may be sold. Soft pies and bakery goods with a custard or cream type filing (pumpkin or pecan, for example) are not permitted.
- If the vendor wishes to sell from bulk bins, each bin must be labeled with source.
- "Homemade" breads made with frozen bread dough should be represented differently from homemade breads made from scratch.
- Fresh shell eggs for sale must be kept at 45 degrees or cooler. Eggs shall not be sold in reused USDA labeled containers unless the USDA certified label is crossed out.
- Shelf stable foods such as jams and jellies, noodles, pasta, dehydrated fruit, soup mixes, pancake mixes, cake mixes, and other non-potentially hazardous products which do not require refrigeration may be sold without having been prepared in

a licensed kitchen as long as products are sold directly to the consumer and labeled with the common name of the food and the name and address of the person who prepared the food.

- Allergen information needs to be declared on the label or by the use of a placard. The following food products are considered major allergens: Peanuts, Soybeans (not refined soybean oil), Milk, Eggs, Fish, Crustacean (crab, lobster or shrimp), Tree Nuts (almonds, pecans or walnuts) & Wheat.
- Items that may not be sold include home canned fruits or vegetables in hermetically sealed containers, home canned pickles, salsa, horseradish, or any other potentially hazardous product.
- If asked, producer must be able to provide information regarding pesticides, herbicides and fertilizers used.

### **VENDOR RULES**

- Vendors must provide own equipment and supplies such as tables and boards from which to sell products and must supply sacks or other containers for product sales.
- Items for sale must be visibly labeled with prices – NO DISCOUNTING. Discounting means when a vendor decides to lower their product prices toward the end of the market so that they have nothing to pack up and take home. This is unacceptable and will result in being banned from the market after the 2<sup>nd</sup> offense – no questions. All foods must be sold by package, count, measure or weight (Only state certified scales are to be used).
- Any chemical used on produce must be applied according to the product label.
- If a vendor smokes, it must be done away from the market vending area.
- During Market hours, all vendors' children must be supervised by an adult at all times.
- Drake Neighborhood Farmers Market volunteers or the Market Coordinator will not be responsible for accidents or lost articles or have any obligation to safeguard profits or provide protection against losses of money or produce.
- All moneys collected by the vendors are their sole responsibility.
- Vendors' vehicles need to be parked away from where the market booths are set up on 24<sup>th</sup> Street to allow convenient parking for customers. If the Market Coordinator or a DNFM volunteer asks you to move your vehicle – please do so.

### **FINANCES**

- The DNFM Board of Directors will draw a yearly budget after completion of vendor registration on May 1 and before the opening of the Market on June 1.
- The Market is to be self-supporting.
- A copy of the proposed budget will be available upon request.
- Budgeted income will be from space rentals, donations, grants, etc.
- Expenses budgeted will include advertising, street barricades, street use permit, liability insurance, and any supplies necessary to mark each vendor space appropriately. Vendors are responsible for their own selling expenses.

- Bookkeeping, bill paying and bank deposits will be handled by the DNFM Treasurer – Lori Calhoun.
- Any unspent income will be retained in the account for future expenses.
- A summary of income and expenses will be given to each seasonal vendor at the follow-up meeting at the end of the season.