

May 22, 2018

Dear Farmers Market Vendors,

We are looking forward to a great farmer's market season. Before the 2018 season gets under way. I wanted to pass along some important information including; dates, times, location, rules, guidance and program opportunities. As you read through the paperwork you will notice that there is additional information that we are requesting from you this year, if you have any questions please feel free to contact me at smatus@cityofsheldon.com or 712.324.2813.

Shanelle Matus, Chamber Director

Times & dates

- Farmer's market will be held Monday, June 4 to Friday, September 28
- **Monday** market will run from 4:30 to 6:30 p.m.
- **Friday** market from 11:00 a.m. to 1:00 p.m.
- Sheldon Celebration Days (Monday, September 3)market will be held from 9 a.m. to 1 p.m. at City Park

Market location:

- Old Train Depot located at 1200 S 2nd Ave (on Old 60)
- With the exception of one date, Monday, September 3 - Labor Day, in lieu of Sheldon Celebration Days the market to the City Park from 9 a.m. to 1 p.m. on.
 - You will be responsible for your own tables and umbrellas.

Set up procedures:

1. You may set up an hour before the market begins. Items may not be sold prior to scheduled start time.
2. Some tables and carts are available at the depot, however please plan accordingly.
 - a. Please communicate with other vendors.
3. Each vendor will provide his/her own display fixtures. Products may not be placed outside your assigned area. Removal of all items shall be completed at the end of the market.
4. Colorful tents, tablecloths and signage are encouraged to enhance a festive market appearance.
5. Vendors should park away from the market area, to allow parking for customers

Market fee 2018:

1. \$25 fee for the season, this includes advertising, printing, dues, and miscellaneous market expense.
2. Payment and registration form due to the Sheldon Chamber & Development Office before attending farmers market.
3. Registration fees are non-refundable.
4. Plastic bags; limited supply of plastic bags are available. You may pick up the bags when you drop off registration and payment at the chamber office.

Vendor performance:

1. Each vendor is encouraged to have your own product liability insurance.
2. All vendors are required to have a sign with their name and location (town). Signs may be simple (marker boards). Growers must also list prices.
3. All vendors are responsible for the proper and complete clean-up of and litter in and around their area.

Market Management

1. No smoking, drugs, firearms or alcoholic beverages are allowed within the market area.
2. Vendor-owned pets are also not allowed within the market area.
3. In order to maintain a smooth running market, the market manager Sheldon Chamber and Development Corporation has the authority to interpret and enforce the market rules. Vendors not following the rules may lose their space and must reapply the next year as a new vendor and will be placed at the bottom of the list. One warning will be given. The manager's decision is final. No refunds are given.
4. The Vendor, its agents, and employees shall abide by all federal, state, and municipal laws, rules, and regulations.

Programs:

NEW program, PoP (Power of Produce), provided by ISU Extension and Outreach, the program will take place June 18-August 13. PoP Program allows kids to try new foods and to purchase only produce while at Sheldon Farmer's Market. Kids have to pre-register to participate in the program- program allows only 25 kids to participate. Each week the child, that is a participant of the program, will receive a \$2 token to purchase fruits and vegetables weekly.

As a participant you agree to;

- Hang signage at your booth
- Accept tokens from participants of the program
- Reimbursement of the tokens will take place at the end of the month; connect with the PoP Program representative from ISU Extension and Outreach.
- Please indicate on the 2018 registration form if you are willing to participate.

Senior Nutrition Program checks:

As a vendor; you have to training through the State of Iowa. Signage is provided by the State of Iowa stating that you can accept senior checks.

WIC Checks

As a vendor; you have to training through the State of Iowa. Signage is provided by the State of Iowa stating that you can accept WIC checks.

Farmers Market Guidance Document
Requirements from Inspections and Appeals
Food and Consumer Safety Bureau

Product:

1. Fresh fruits and vegetables which are whole and uncut.
1. Produce bags and containers must be left open
2. Each vendor sets his/her prices. Radical price cutting is prohibited.
3. Smaller or riper produce should be labeled as such and can be sold for a discounted price.
4. Product quality shall be consistent with that of other vendors. Display of substandard product may result in its removal from sale by the market manager.
5. Taxable items; vendors need a sales tax number and must pay sales tax to the state.
6. Baked goods 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). Items that can **NOT** be sold without a license; soft pies, custard filled products and cream filled products.
7. **Labeling Requirements:** All baked goods must be labeled with the baker's name, address and description of item. Food products should be labeled with the list of ingredients or a list of ingredients should be provided for customer review and common allergens highlighted.
8. Eggs must be kept at 45 degrees F or below (ambient temperature) Re-used egg cartons should have the original label scratched out.

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

1. Potential hazardous food products- this would be foods that require temperature control which include meat, poultry and 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 Food Code which has been adopted by Section 137F.2 if the Code of Iowa)
3. Wild Morel mushrooms.

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

1. Farmer's 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 operates two or more stands simultaneously, a separate license is required for each unit
2. Vendors who wish to sell a potentially hazardous (perishable) food must obtain a state license and furnish a copy of that license to the market manager.
3. Mobile Food License
4. Temporary Food License
5. Canned goods, except jams and jellies, must be from a licensed food processing plant. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 SCR Part 150 are exempt from licensing. This includes most common fruit based jellies, not peppers, onion or unique fruit jellies or fruit butters)

2018 Sheldon Farmer's Market
Vendor application

Vendor Name: _____

Business Name (if applicable): _____

Mailing Address: _____

Primary Phone: _____ **Cell phone:** _____

Email: _____ **Website:** _____

Tax ID Number (if selling taxable items) _____

Please circle answer:

Are you licensed by the State of Iowa	Yes	No
WIC (approved by State of Iowa)	Yes	No
Senior check (approved by State of Iowa)	Yes	No
Participant in the PoP program	Yes	No

I agree to indemnify and hold harmless the Sheldon Chamber and Development Corporation from any and all causes of action which may arise from the operation of this farmers market, not caused by negligence of the Sheldon Chamber and Development Corporation, its staff and volunteers.

I grant permission to the Sheldon Chamber & Development Corporation to use any photos, video, etc. taken of my products or me in any and all publicity and advertising promoting the market.

I agree to help in the promotion and operation of the Sheldon Farmers Market by participating in and helping with special events, advertising, demonstrations or other activities that promote the market.

2018 Registration fee for the season
_____ \$25

By signing this application, I acknowledge that this agreement has been read and understood, and I abide by the terms presented in the Vendor Rules and Regulations.

Signed _____ Date _____

Return completed application with check payable to SCDC to:
Sheldon Chamber and Development Corporation
Attn: Shanelle Matus
PO Box 276
Sheldon, Iowa 51201

Please indicate which dates you will participating in Sheldon Farmer's Market:

June

4 ___ 8 ___ 11 ___ 15 ___ 18 ___ 22 ___ 25 ___ 29 ___

July

2 ___ 6 ___ 9 ___ 13 ___ 16 ___ 20 ___ 23 ___ 27 ___ 30 ___

August

3 ___ 6 ___ 10 ___ 13 ___ 17 ___ 20 ___ 24 ___ 27 ___ 31 ___

September

3 ___ (Market will be located at city park 9 a.m. to 1 p.m.)

7 ___ 10 ___ 14 ___ 17 ___ 21 ___ 24 ___ 28 ___

Please check the items you intend to grow/produce and sell:

Vegetables & Fruits

Orchard Fruit

<input type="checkbox"/> Asparagus	<input type="checkbox"/> Cucumbers	<input type="checkbox"/> Leeks	<input type="checkbox"/> Rhubarb	<input type="checkbox"/> Apples
<input type="checkbox"/> Beans	<input type="checkbox"/> Currants	<input type="checkbox"/> Lettuce	<input type="checkbox"/> Rutabaga	<input type="checkbox"/> Peaches
<input type="checkbox"/> Beets	<input type="checkbox"/> Eggplant	<input type="checkbox"/> Mushrooms	<input type="checkbox"/> Spinach	<input type="checkbox"/> Cherries
<input type="checkbox"/> Blackberries	<input type="checkbox"/> Elderberries	<input type="checkbox"/> Okra	<input type="checkbox"/> Soybeans	<input type="checkbox"/> Plums
<input type="checkbox"/> Bok Choy	<input type="checkbox"/> Garlic	<input type="checkbox"/> Onions-green	<input type="checkbox"/> Squash-summer	<input type="checkbox"/> Pears
<input type="checkbox"/> Broccoli	<input type="checkbox"/> Gooseberries	<input type="checkbox"/> Onions-Dried	<input type="checkbox"/> Squash-winter	
<input type="checkbox"/> Brussels Sprouts	<input type="checkbox"/> Gourds	<input type="checkbox"/> Peas	<input type="checkbox"/> Strawberries	
<input type="checkbox"/> Cabbage	<input type="checkbox"/> Grapes	<input type="checkbox"/> Pea pods	<input type="checkbox"/> Sunflowers	
<input type="checkbox"/> Cantaloupe	<input type="checkbox"/> Greens	<input type="checkbox"/> Peppers	<input type="checkbox"/> Tomatoes	
<input type="checkbox"/> Carrots	<input type="checkbox"/> Herbs	<input type="checkbox"/> Potatoes	<input type="checkbox"/> Turnips	
<input type="checkbox"/> Cauliflower	<input type="checkbox"/> Huckleberries	<input type="checkbox"/> Pumpkins	<input type="checkbox"/> Watercress	
<input type="checkbox"/> Corn-Sweet	<input type="checkbox"/> Indian- Corn	<input type="checkbox"/> Radishes	<input type="checkbox"/> Watermelon	

Corn- popcorn Kohlrabi Raspberries Other

Meats & Poultry

Beef *
 Pork *
 Chicken *
 Eggs
 Lamb *
 Other _____

Baked Goods & Pasta

Cookies
 Brownies/Bars
 Cakes
 Pies (no pumpkin or custard type)
 Breads/quick bread/rolls
 Other _____

All other food items

Honey
 Salsa *
 Jams/Jellies
 Pickles *
 Morels *
 Maple Syrup
 BBQ or other sauces *
 Other _____

All other products

Bedding plants
 Hanging baskets
 Nursery stock
 Cut flowers
 Houseplants
 Pet treats/food
 Wine *
 Herbs/dried spices

Items marked with a * indicates that a copy of any required permits and/or licenses for any of these items as required by law*

Are you an organic grower/producer? No Yes

Crafter/Artisan

Please describe in detail the items you wish to sell at the Sheldon Farmer's Market:

Please return application form and payment of \$25 to the SCDC office before June 4