

Sweetwater Local Foods Market 2015 Mission & Market Rules

Mission Statement

The Sweetwater Local Foods Market (SLFM) is Michigan's first farmers' market to offer exclusively locally grown fruits & vegetables produced according to organic standards and meats, eggs & cheese from humanely raised animals.

Sustainable agriculture is a commitment to both growing and distributing food to meet the needs of current and future generations in a manner that is environmentally sound, economically viable, and socially just. SLFM believes that small family farms are essential to the sustainable agricultural economy, and is committed to making economic and educational connections between urban dwellers and sustainable farmers.

The Sweetwater Local Foods Market will operate according to four core values.

1. Healthy. All foods and products sold in the market will be produced as naturally as possible, avoiding the use of inorganic chemicals, growth hormones, antibiotics and genetically modified organisms. For vegetables and fruit products this means Certified Organic or grown with a commitment to abide by the National Organic Program standards.

2. Humane. Animals are raised in ways that respect their natures, allowing them to express their natural behaviors. Processing is done through humane methods where possible. No antibiotics or hormones to promote growth or production will be used.

3. Homegrown. All fresh food products sold in the market will be locally produced and sold by the farmer who produces them, or by an assigned representative, with market permission.

4. Transparency. Transparency will govern all transactions in the market. Farmers and producers selling at the Sweetwater Local Foods Market will demonstrate their commitment to these core values by signing the Pledge to Customers and documenting their practices.

Market Rules 2015

Defining Terms

Organic. The term implies a product was grown without use of synthetic herbicides or pesticides or genetically modified organisms, and that the farmer is actively engaged in building good soil biology to promote healthy natural growth in plants and animals that result in products that are nutritionally superior. As a philosophical statement organic is a system of production which mirrors the natural laws of living organisms with emphasis on the interdependence of all life.

Certified Organic. Products grown in accordance with the USDA National Organic Program (NOP) and certified by a third party inspector and allowed to carry the USDA organic seal.

Important Note: If you are not Certified Organic and wish to use the term "organic" in advertising and/or describing your products you may do so **ONLY** if **1.** The gross income from products you produce and wish to label as organic is under **\$5000** gross per year *and*, **2.** You as a producer are in compliance with all of the National Organic Program (NOP) standards as defined in CFR part 205, *and* **3.** You are keeping records verifying your claims (tax records, seed, feed & soil amendment purchases, etc) at your place of business, available for inspection during normal business hours. **You may not label your products as "certified" organic.** Please be sure to read the NOP CFR part 205 rules closely. Violation of the NOP program standards could result in fines in excess of \$10,000 per violation.

Humane treatment. The humane raising, transport and processing of animals are based on respect for the natural behavior of the animal and its needs. This is accomplished through seven values: (1) freedom from thirst, (2) freedom from hunger, malnutrition, and access to pasture, (3) freedom of comfort and shelter, (4) disease prevention without the use of antibiotics and/or hormones to promote growth, (5) freedom from fear especially in transport and slaughter, (6) freedom to display most normal patterns of behavior, and (7) freedom from physical alternation, except where necessary to protect the health of the animal.

Farmer. A person or an entity that raises agricultural products including vegetables, fruit, meat and dairy products.

Food Vendor/Value Added Producer. A person or entity that produces or controls the production of prepared foods and other value added products approved for sale at the Sweetwater Local Foods Market.

Market Manager. The Market Manager's job on the Market site is to coordinate all of the activities of the weekly functioning of the Market and to implement market policies. This includes oversight of the Market set-up and clean-up, daily assignments, collection of dues, fees and information, assuring vendor compliance with market rules and answering questions. The Market Manager has authority to interpret and implement policy on the market site.

Reselling. No reselling of products grown outside of Michigan is allowed. Farmers wishing to sell another farmers locally grown products **must first request permission from the SLFM.** We require the same information about these products as any other allowed product. It is up to you, the vendor, to request the information and forward it on to us for our records.

Contract Vending. In general, items not made locally (within 50 miles) must still be made within the State of Michigan, they must be certified organic, and there must be a demonstrated need for them at the market. An example would be Higher Grounds coffees, Light of Day teas, and Food for Thought jams and preserves. You must get permission from the market before vending these products.

Insured/Hold Harmless requirement.

All vendors are encouraged to obtain general liability insurance for their operations. Further, as a condition of selling, all SLFM sellers are required to sign the Farmer/Producer/Vendor Pledge /Hold Harmless Agreement. By applying to sell at SLFM, the seller is agreeing to this condition. The signed form must be returned to SLFM with the 2014-15 application or at the first market you attend.

MARKET DAY SATURDAY 9-12 Noon

Location: Mercy Partners Lakes Campus, 6401 Harvey St. Muskegon, 49444. Exit US31 at Pontaluna Rd., east to Harvey. North on Harvey to 1st bldg on left.

Saturday Summer Market: Market operates outdoors every Saturday from 9 to 12 Noon. In the Lobby if weather is inclement.

Saturday Winter Market: From after Christmas to March, to be held *every other* Saturday from 9 to 12 Noon in the Lobby of the Lakes Campus.

- Market Manager will be on-site at 8:15am to begin set-up.
- Vendors **must** be set up by 9:00am.

FEES & SPACE ALLOCATION

- **Outdoor market.** \$15.00 per market. The market will provide each vendor with one 10 x 10 White pop up canopy, plus one 3 x 6 folding table during outdoor markets. Vendors may bring extra tents and tables if extra space is needed. Tents must be white and similar in appearance.
- **Indoor market: \$15.00 per vendor per market. Includes one 3 x 6 table.** Space will be allocated by market manager according to number of vendors at each market. If number of vendors is low, additional tables & space will be available for no extra charge. A large number of vendors may dictate that all vendors use no more than a single space, although they may bring their own tables to fill out that space.

SET-UP

- The market is a collective effort that requires that all vendors arrive in time to help set-up the market, and stay until closing to help take it down. If your type of business makes it impossible for you to arrive on time, please consider other ways to contribute to the effort. Also, please be aware that if arriving late, you should not expect help with your setup. We encourage everyone to remain at the market from 9-12 noon; however if you do have to leave early you must take your tent/tables down and store them. You can arrange in advance to have someone else do this for you if you will be late or have to leave early.
- If emergencies occur and you will be late or absent that week, please call market manager prior to 7:00am at **231 286 9730** or email at **sweetwatercenter@gmail.com**.
- Vendors must clean up their own stall space – trash can will be provided.
- Market Fee is to be paid to Market Manager no later than 12:00 noon of each market day.
- Returning vendors will be given first opportunity to select their usual selling space provided they plan to attend at least 75% of the season.

SNAP/BRIDGE CARD

- We accept **USDA SNAP/Bridge Cards** at the market. Customers will present their cards to the market manager and request market money for the purchase fresh fruits, vegetables, meats, eggs, cheese, and baked goods. **Vendors receiving market money** will be reimbursed by cash or check at end of each market day. If amount is more than \$50 you will be given a check and expected to deposit it no sooner than Tuesday of the following week.

FOOD & MARKET SAFETY POLICIES

Cottage Food Law

http://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html

FAQ for Farmers Mkts in Michigan

http://www.michigan.gov/mdard/0,4610,7-125-1568_2387_46671_46672-169336--,00.html

Guidelines for Selling Meat and/or Poultry at a Farmers Mkt

Beef, lamb, goat, pork:

Must be processed at a USDA facility in order to sell at a farmers market.

Poultry

Licensing requirements differ depending on whether you intend to raise and slaughter your own poultry, raise and slaughter your own plus others, or raise your own and bring them to another processor. Contact Cathy Martin at martinc9@michigan.gov for help in understanding licensing & labeling requirements.

Also contact Michigan Dept of Ag Food and Dairy Division at 517-373-1060

SOCIAL MEDIA & MARKETING

Our primary means of advertising to the public is through publication of a weekly email newsletter **What's New at the Market**. It lists each vendor attending that week and what they are bringing.

Customers are asked to sign up at <https://tinyletter.com/SweetwaterLocalFoodsMkt>

Vendors who wish to be included in the newsletter must email a list of that week's products no later than Wednesday, 6pm.

The market also makes use of the following Social Media:

Facebook: <https://www.facebook.com/pages/Sweetwater-Local-Foods-Market/111077177535>

Sweetwater Good Food News blog: <http://sweetwaterlocalfoodsmarket.wordpress.com/>

Local Harvest Website: <http://www.localharvest.org/sweetwater-local-foods-market-M11309>

In addition:

- Vendors are responsible for their own sales taxes, licenses, permits and fees required for operation and will abide by all local, state and federal laws.
- Vendors should keep appropriate food licenses with them at the market.
- All meat vendors must keep meat in an appropriate portable freezer with adequate extension cords to plug it in at the market. Meats must be kept frozen at 0 or below. Alternatively if using a cooler you must have a probe style thermometer and either bagged ice or preferably dry ice to keep products frozen, or fresh at under 41 degrees.
- Eggs: No license is required. For guideline selling eggs at market:
http://www.michigan.gov/documents/mda/MDA_EggProcLicGuid8-17-10_331083_7.pdf
- No smoking within confines of market.
- Vendors MUST be responsible for keeping their children brought to market under direct supervision, especially while indoors. No running, playing on the stairs, elevators and/or areas outside of the market perimeter can be allowed.
- Dogs must be kept on a leash. No dogs allowed inside lobby of building, unless leader dogs.