



Sundays from 10 a.m. - 2 p.m.
(Feb 14, Feb 28, Mar 14, Mar 28, Apr 11, Apr 25, May 9)
310 M.A.C Ave, East Lansing, (lower-level garage)

East Lansing Downtown Underground Market Pop-Up Farmers Market 2021 Vendor Guidelines

1) PURPOSE

The EAST LANSING DOWNTOWN UNDERGROUND MARKET is a market that enhances community life by bringing customers, local growers, producers, businesses, and craft artisans together in a safe space. The market provides customers the opportunity to purchase a variety of **fresh, farm-grown Michigan produce, craft, and products**. The main goal is to support local vendors and increase patronage of downtown businesses. The market will be located in the lowest level of the 310 M.A.C. Avenue garage in downtown East Lansing underneath the Marriot hotel.

The EAST LANSING DOWNTOWN UNDERGROUND MARKET features only Michigan growers, producers, artisans, and local businesses. Wholesale, farmer direct, manufactured products, **and non-Michigan produce, and products are prohibited**. Vendors are encouraged to participate in promotional events.

2) OPERATIONS

Days of Operation: The East Lansing Underground Market will operate on **Sundays-** (Feb 14, Feb 28, Mar 14, Mar 28, Apr 11, Apr 25, May 9)

a. Hours of operation: The market will be open to the public from 10 a.m.-2 p.m.

b. Location: The market will be in M.A.C. lower-level garage, 310 M.A.C Ave, East Lansing, MI 48823.

c. 3% transaction fee: The market will be participating in the East Lansing Downtown Business E-Gift card program. The market will process the transactions and distribute tokens to customers. The market will reimburse vendors once they have submitted their tokens with itemization on a weekly basis. If vendors accept gift card tokens, then they have agreed to the 3% transaction fee that will be deducted from reimbursed funds. This is to cover the cost of transaction fees that the market will be assessed in order to process e-gift cards and debit/credit.

There is no fee assessed to vendors who are eligible to accept SNAP EBT, DUFB and other food assistance incentive programs.

3) APPLICATION AND REVIEW PROCESS

a. Submission of a vendor application is required to participate in the East Lansing Downtown Underground Market. Applications are reviewed by the Market Manager and City staff. Effective January 2021, all vendor selections will be made by market manager and City Staff with considerations given to recommendations from full-time invitational vendors.



4) PRODUCE AND PRODUCTS

- a. The following products are permitted for sale in the market.
 - a. **Michigan Growers-Only Produce:** grown by the vendor in Michigan.
 - b. **Michigan Arts and Crafts:** Made by vendor in Michigan.
 - c. **Michigan Value-Added / Producer-Only Products:** created or produced by the vendor in Michigan, with as many Michigan ingredients/products as possible.
 1. Value-Added products are defined by the USDA as having:
 - a. A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam).
 - b. The production of a product in a manner that enhances its value (such as organically produced products).
 - c. The physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product (such as an identity preserved marketing system).
- b. The following produce and products are **NOT** permitted for sale in the market.
 - wholesale
 - farmer direct
 - manufactured
 - **non-Michigan**
- c. **Organic Produce:** Organic produce must be registered with the USDA. Growers should label organic produce in accordance with FDA regulations and display their updated "Certified Organic" certificate.
- d. **State Law:** Vendors are required to comply with all Michigan Department of Agriculture, Cottage Food Law and Ingham County Health Department rules and regulations. Allergen information must be displayed clearly.
- e. **Dairy:** The sale of non-pasteurized milk is prohibited.
- f. **Alcohol:** The sale of alcohol is prohibited.
- g. **Cannabidiol (CBD) and Tetrahydrocannabinol (THC):** The "*U.S. Food and Drug Administrative agency or FDA is not aware of any evidence that CBD or THC were marketed in conventional foods or dietary supplements prior to being subject to substantial clinical investigations. Therefore, both CBD and THC are excluded from the dietary supplement definition and cannot be sold or marketed as such.*" ([For more information, please review the FDA's update to consumers.](#)) Therefore, the sale of products containing CBD or THC is prohibited at the market.

VENDOR CONDUCT:

- a. Vendors will not attend market under the influence of alcohol, controlled substances, or narcotics. Vendors suspected of attending market under the influence will be asked to leave. Attending the market under the influence endangers staff, vendors, and guests. A review of vendor agreement will be initiated, and a determination made by City staff and market manager. This may result in corrective action, including, but not limited to, location change,



temporary suspension, or permanent removal from the market and revocation of vendor license agreement.

- b. All complaints will be completed in writing and addressed to the market manager. At no point should vendors disrupt the market. Instances of market disruption will result in a warning and or corrective action. Corrective action entails suspension and/or location change.
- c. In case of emergency the market manager or staff should be notified. All lost items should be turned in at the information booth. All emergency exits will be detailed on market map and during vendor orientation. (9:00 am on Market days)
- d. Vendors shall not allow animals in vendor spaces as per Michigan Department of Agriculture and Rural Development regulations. (https://www.michigan.gov/mdard/0,4610,7-125-1568_2387_46671-169336--,00.html)

VENDORS WILL EMBODY THE SPIRIT OF THE MARKET

- a) Vendors shall provide high quality produce and presentation.
- b) Provide a convincing amount of produce and products.
- c) Attend the market on all accepted dates.
- d) Offer a diversity of fresh products.
- e) Create an inviting atmosphere for customers.
- f) Display and label products in a thoughtful and creative way (i.e., use of tablecloths, unique signage, three-dimensional displays).
- g) Price products clearly and fairly.
- h) Display clearly EBT/SNAP and or DUFEB signage if vendor is approved for these food assistance programs.
- i) Be friendly, courteous, and interact with customers while wearing a mask and maintaining a safe distance as predicated in CDC guidelines.
- j) Vendors shall not attend the market if ill and inform the market manager by phone or email.
- k) Vendors shall complete a health screen prior to every market attendance. Health screens will be provided by market manager and staff.
- l) Vendors shall build relationships with customers.
- m) Participate in marketing initiatives and special events.
- n) Adhere to market guidelines including attendance, parking, safe food handling, allergen information signage, etc.
- o) Follow the Michigan Department of Agriculture and Rural Development regulations, *MDARD Guidelines for Providing Safe Food Samples* (Appendix A).
- p) Comply with the City of East Lansing's Civil Rights ordinances and the public policy against discrimination; (<https://www.cityofeastlansing.com/DocumentCenter/View/7889/Ordinance-No-1447-PDF>)
- q) Have fun!

5) INSPECTIONS

EAST LANSING DOWNTOWN UNDERGROUND MARKET officials or their designee may conduct one or more random on-site visits of any farm or business. The purpose of an inspection is to assure adherence



to safety and hygiene standards set out by Michigan Department of Agricultural and Rural Development and Michigan Health Department, Centers for Disease Control and Prevention and any other relevant regulatory body. Failure to allow an inspection is grounds for immediate revocation. EAST LANSING DOWNTOWN UNDERGROUND MARKET's ability to inspect and/or inspection of any farm, business, or organization shall not be considered the City's approval or endorsement of any farming or business method. The EAST LANSING DOWNTOWN UNDERGROUND MARKET makes no express or implied warranties of any kind as to any procedures or products.

6)

7) ATTENDANCE

a. Vendors are expected to attend each market day that they have committed. **If the vendor is not present by 9:30 a.m., the market manager may fill the stall with another vendor or activity.**

If there are extenuating circumstances, vendors are required to contact the market manager on Thursdays prior to market Sunday if they will not be attending the market for any reason. This will allow the market manager time to fill the vendor stall.

8) REQUIRED LICENSES AND INSURANCE

- a. Vendors must provide a certificate of insurance naming the City of East Lansing as additionally insured (\$500,000.00).
- b. If selling produce or products that require a license, the vendor must submit a copy of the license with the vendor license agreement.
- c. All vendors must follow Michigan Department of Agriculture and Ingham County Health Department food handling and sanitation rules with additional safety protocols in response to the COVID-19 pandemic.
- d. Organic growers must label produce in accordance with FDA regulations and display their updated "Certified Organic" certificate in their stall.
- e. Products falling under the Cottage Food Law must adhere to ***all labeling requirements*** and practices. More information may be found at www.michigan.gov/cottagefood.

9) DISPLAY AND SIGNAGE

- a. **Products:** All produce/products must be displayed within the assigned stall space. Display allergen information clearly.
- b. **Pricing:** The vendor is responsible for pricing goods sold at a reasonable market value. Pricing needs to be clearly visible.
- c. **Organic growers:** Organic produce/products must be labeled in accordance with FDA regulations and display their updated "Certified Organic" certificate.
- d. **Cottage Food Law:** Products that are made under the Cottage Food Law must adhere to labeling guidelines.
- e. **Booth Signage:** Vendors are required to display a sign that states the vendor's name and location of their farm on the front of the booth/tent.
- f. **Product Signage:** Signage should be clear, appealing and keeping in character of the market.



10) STALLS

- a. **Stalls will be assigned by market manager.** If vendors have physical accessibility concerns, please notify the market manager.
- b. **Size of Stall:** The size of a vendor stall is approximately 10 by 11 feet; vendors will need to off load products and park in nearby spaces outside of the market area. No vehicular traffic will be allowed in the markets. While offloading please turn off engines to reduce carbon emission in the space.
- c. **Tents, tables, chairs:** Tents will not be required as the venue will be indoors. Vendors must provide their own tables, chairs and other equipment as needed. Displays should be attractive, safe and well thought out. Vendors logo or business name should be clearly displayed as well as any relevant licenses. Animals are not permitted in vendor spaces, except for official service animals.
- d. **Cleanliness:** Each vendor is expected to keep their vendor stall clean and attractive during the duration of the market and clean their stall at the end of each day. *No garbage, cigarette butts, boxes and other items should be left behind. No spitting in market area.*
- e. **Set-up and take-down:** Vendors will be allowed to set up their stall between 8 a.m. and 9:30 a.m. Vendors arriving later than 9:30 a.m. may be assigned to another stall space or may lose their stall space. Vendors must be ready to sell by 10 a.m. Vendors arriving after 9:30 a.m. are not guaranteed the ability to drive into their stall. Vendors must remain in their stall until the close of the market (2:00 pm). Space heaters and open fire pits are prohibited.

13. SITE

- a. **COVID-19 pandemic protocols:** All Vendors **must** wear an appropriate and clean mask over nose and mouth during the market and while in the market location, including during set up and tear down. Facemasks with visible holes, such as a mesh fabric or crocheted textile and air vents are not acceptable. In addition, face masks that do not fully cover nose and mouth, and/or have gaps on the side of the face are not acceptable. Face shields are not a substitute for face masks. Face shields can be worn along with a suitable mask as described above, over nose and mouth.
- b. **Sanitization:** Vendors are expected to sanitize and clean commonly touched surfaces routinely throughout the market. Vendors are encouraged to bring their own hand washing stations and hand sanitizer. Please routinely wash hands for 20 seconds throughout the market. If hand washing is not possible please sanitize and allow hands to air dry. Hand sanitizing stations will be provided throughout the market. Encourage customers to maintain safe distancing while in queue. Vendors should minimize points of contact. Vendors who do not implement proper COVID-19 protocols will face corrective action to be determined by market manager and may be asked to leave.
- c. **Money Handling:** Vendors are encouraged to wear gloves when handling cash and to have a designated cash handler and food or product handler. If this is not possible please take adequate safety precautions between each transaction.



- d. **Parking for Vendors:** One vendor parking spot will be in the parking structure. Additional parking is prohibited in the parking spaces reserved for or commonly used by customers. Free vendor parking is available in downtown parking ramps on Sundays.
- e. **Pets and other animals:** Vendors will not be allowed to bring animals to the market.
- f. **Smoking:** Smoking is prohibited in the market area, all public parks, and the parking ramps.
- g. **Restrooms sanitation:** Porta-Potty Restrooms and a hand washing station will be available to vendors, staff, and guests.
- h. **Electricity:** Electricity is available to all vendors *if needs are previously discussed* with the Market Manager.
- i. **Trash:** Dumping of produce and/or trash in garbage cans is prohibited (vendors are required to take away everything they brought with them).
- j. **Cash:** Vendors are responsible for bringing their own cash box to the market and providing change to customers.
- k. **Other forms of Payment:** The EAST LANSING DOWNTOWN UNDERGROUND MARKET uses a token system for SNAP benefit customers and participates in the **Double Up Food Bucks** program.
- l. **Sales Tax:** Sales tax is the responsibility of the vendor. The City of East Lansing has a 1% income tax on sales by individuals doing business within the City.
- m. **Marketing:** Marketing for this event is a joint effort between the Downtown Development Authority, Downtown Management Board, City of East Lansing, and vendors. The City of East Lansing will market the event using available resources. Vendors are encouraged to help promote the market by word-of-mouth, distribution of flyers, creating links to the EAST LANSING DOWNTOWN UNDERGROUND MARKET from their website, etc. Vendors are also encouraged to help promote the market by helping to create a charming market by setting up attractive stall displays and selling quality items, as well as being respectful and engaging with customers.

14. GRIEVANCES

Grievances should be directed to the Market Manager in writing. If the Market Manager cannot settle the grievance, it will be brought to the lead City Staff for discussion and final decision.



15. MARKET MANAGER RESPONSIBILITIES

- a. Recommending seasonal vendors to Farmers Market Committee and registering daily vendors
- b. Assigning stalls at market
- c. Collecting seasonal and daily fees
- d. Handling day-to-day administrative duties
- e. Enforcing market regulations
- f. Answering customer and vendor inquiries
- g. Promoting the market
- h. Ensuring the market complies with applicable local, state, and federal regulations
- i. Administering the financial and business affairs of the market
- j. Authority to deny or remove vendors from the market
- k. Authority to impose disciplinary action
- l. Authority to grant exceptions and accommodations on an individual basis

16. CONTACT

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