

IOWA CITY FARMERS MARKET



2021 Vendor Handbook

Location/Days/Hours of Operation

Chauncey Swan Ramp

415 E. Washington St

Wednesdays

5-7 p.m.

May 5 – October 27, 2021

Saturdays

7:30 a.m. to 12 noon

May 1- October 30, 2021

CONTACTS

Iowa City Farmers Market

Market Coordinator:

Tammy Neumann, Farmers Market Coordinator/Administration Secretary
Iowa City Park & Recreation Department
220 S. Gilbert St.
Iowa City, IA 52240
tammy-neumann@iowa-city.org
319-356-5210

Farmers Market On-Site Supervisor

Laura Schwager
319-321-1958

*This is the market cell phone and is only answered during farmers market hours. For other questions please contact the Market Coordinator (contact information above)

Iowa City Parks & Recreation Department Director

Juli Seydell Johnson
319-356-5100

juli-sjohnson@iowa-city.org

Johnson County Public Health Department

Michael Casella, MPH

Environmental Health Specialist

Johnson County Public Health
855 S Dubuque St., Ste. 217
Iowa City, IA 52240
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Iowa Department of Revenue (contact for tax information)

515-281-3114 or 800-367-3388

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IOWA CITY FARMERS MARKET

The Iowa City Farmers Market is sponsored by the Iowa City Parks and Recreation Department. It is an open-air market held in the Chauncey Swan parking ramp, Chauncey Swan Park, and on E. Washington St. in downtown Iowa City

MISSION STATEMENT

The mission of the Iowa City Farmers Market is to provide a venue where local farmers, producers, crafters and artisans come together to provide a variety of fresh produce and related products directly to the consumer in accordance with the Iowa City Farmers Market Rules and Regulations; to provide an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared food products; to enhance the quality of life in the Iowa City area by providing a community activity which fosters social gathering and interaction. We strive to serve culturally and economically diverse populations and to increase access to fresh, locally produced, nourishing and safe foods and other products of local labor for all patrons.

STATEMENT OF PURPOSE:

- To give producers alternative marketing opportunities that help them to sustain their local family businesses;
- To serve as a business incubator by giving producers an opportunity to test and refine their products and marketing skills with minimal investment;
- To build community by bringing producers and urban consumers together to deal directly with each other, allowing them to trust, know and learn from one another;
- To improve the variety, freshness, taste, and nutritional value of produce available to the Iowa City area;
- To provide an educational forum for consumers to learn the uses and benefits of quality, locally grown, prepared food products, and arts/crafts products;
- To contribute to the local economy by keeping food dollars in the community;
- To enhance the quality of life in the greater Iowa City area by providing a community activity that fosters social gathering and interaction; and
- To support local farms today so there will be farms in the community for future generations.

LEVELS OF PARTICIPATION

- **Full Season – Chauncey Swan Ramp:** Vendors commit to weekly attendance for at least 18 weeks for the market located at the Chauncey Swan parking ramp and E. Washington Street. Vendors may retain their location within the market from year to year if attendance is uninterrupted, unless the market layout changes making it necessary for the Parks & Recreation Director and/or the Market Coordinator to make changes to season vendor stall assignment.
- **Daily Vendor:** Vendors who participate in the market on a non-consistent, space available, basis. Also referred to as Part-Time or Waiting List Vendors. **Daily vendors will be required to pay for their market stalls prior to the market they are scheduled to attend. To pay over the phone with a debit/credit card, please call the Market Coordinator at 319/356-5210 or stop by the office to pay in person at the Parks and Recreation Office. Please call before stopping in to make sure staff is available.**



VENDOR CATEGORIES

- **Farmers**
 - Locally grown agricultural crops
 - No reselling of plants or food grown by other than the registered vendor.
- **Crafters**
 - A “transformative act” (to undergo a change in form, appearance or character, become transformed) must be performed which makes the product a creation of one’s own
 - No reselling of goods that have not been transformed in a meaningful way
- **Food Vendors**
 - Food is to be hand-made
 - Like crafters, a “transformative act” must be performed to a food to make it hand-made
 - No reselling of food goods – canned or bottled drinks, potato chips in bags, no drink mixes
- **Information Groups/Not-for-Profit Groups:**
 - Information/Not-for-Profit Groups are groups or individuals who want to be present for the purpose of providing the public with information of a public concern, such as promoting their specific organization or event and distributing written information. Such groups include local not-for-profit organizations and political candidates.
 - An information/not-for-profit group may participate in the market as a Vendor if offering items that are homegrown or homemade. All vendor rules and fees apply. To request a vendor space, please contact our Market Coordinator at 319-356-5210.
 - Information groups that are not offering goods for sale may set up a table in the area located north of the Chauncey Swan Ramp and on the east or west side of the driveway into the ramp from E. Washington St. This area is first come first served. While an information group may NOT sell or engage in commercial activity, they may accept donations. The purpose of the table is limited to providing noncommercial information to the public. Information containing commercial and noncommercial information is allowed if the commercial information is characteristically intertwined with

noncommercial information. “Noncommercial information” is information that is of public concern or that conveys political, social, religious, or philosophical messages. “Commercial information” is information proposing the exchange of goods or services for money or other consideration.

- **Service Providers:** Includes local entrepreneurs who provide wellness-related services such as chiropractic evaluations, massage therapy, etc. These providers are not market vendors. Like information groups, these service providers can set up one table in the area that is not designated as farmers market space. This area is located north of the Chauncey Swan Ramp and on the east and west side of the driveway into the ramp in the grassy area (not on the driveway). This area is a first come first served space. Service providers may not sell or engage in commercial activities, meaning they cannot charge for their services. Additional services that fall within this category include tarot card readers and henna tattoo providers. Notwithstanding any other provision, the City of Iowa City may occasionally organize a special event at the Farmers Market, such as a “wellness market,” which will allow some of these providers to provide their services for a fee.
- **Corporations and Businesses:** Corporations and businesses such as banks, realtors, insurance companies, and cell phone providers, are not market vendors. Additionally, they may not set up in the area located north of the Chauncey Swan Ramp and on the east and west side of the driveway into the ramp in the grassy area. These businesses may walk through the market and hand out flyers.
- **Market Customer Service Provider:** The City of Iowa City may arrange for a group to provide service to market customers, such as bike valet. These groups are not market vendors and must be approved by the Director of Parks and Recreation.

APPLICATION PROCESS AND FEES

- **A vendor application must be filled out every season for every vendor.**
- Complete an application on-line for the market at www.managemymarket.com.
- Electronically sign the registration form and indemnification agreement.
- Season vendors will receive an invoice from the Farmers Market Coordinator
- Payments accepted include cash, check or money order by mail; cash, check, money order or credit/debit card in person, or credit/debit card by telephone or in person. Address for the Robert A. Lee Recreation Center is 220 S. Gilbert St., Iowa City, IA 52240. To make payment with credit/debit card by phone, call the Farmers Market Coordinator at 319-356-5210.
- Copy of all applicable licenses and permits necessary to sell submitted to the Coordinator.
- All vendor applications will be reviewed by the Farmers Market Coordinator and, if necessary, the Director of the Parks and Recreation Department and/or the City Attorney for the City of Iowa City.
- All vendors will receive notification from the Farmers Market Coordinator or the Farmers Market Supervisor once the application has been reviewed and approved, wait-listed or declined.
- All products sold must be grown or produced by the vendor or his/her employee. Vendors may only sell those items that are approved. The offering for sale of any item acquired from others, either for resale or on consignment, is not permitted. Vendors selling items other than their own will be removed from the market.

- Season vendors may retain their location within the Market from year to year if their attendance is uninterrupted, unless the market layout changes making it necessary for the Parks and Recreation Director and/or the Market Coordinator to make changes to season vendor stall assignments.
- Vendors are approved based upon market rules and goals, product diversity and quality of the product, previous commitment, attendance and conduct and space availability. The Iowa City Farmers Market is required to maintain most of Market gross sales from farm products, which may mean limiting the number of craft and other non-farm vendors.

Market Fees

SEASON VENDORS		
Season vendor fees are to be paid in full prior to the start of the season.		
Wednesday (26 Markets)	Chauncey Swan Ramp 5/5-10/27/20	\$299 (\$10.50/week + \$1 weekly advertising fee = \$11.50/wk
Saturdays (27 Markets)	Chauncey Swan Ramp 5/1-10/30/20	\$450.90 (\$15.70/week + \$1 weekly advertising fee = \$16.70/wk

DAILY VENDORS		
Stall fees will be collected from staff at the market on the day attended.		
Single Day Fee	All Locations	Wednesday: \$12.50 Saturday: \$18.50

VENDOR PRODUCTS

The Iowa City Farmers Market (ICFM) is a producer only market. Absolutely no reselling is permitted. If the vendor buys and resells a product that is also produced by the vendor, the vendor may not sell that category of product at the ICFM. For Example: If the vendor grows green peppers, but also purchases green peppers from an auction or other outlet to supplement sales at other venues (restaurants, other markets etc.) the vendor may not sell green peppers at the ICFM, even if they are grown by the vendor.

- Approved Items: (no licensing required)
 - Fruits & Vegetables: Washed and stored in clean containers stored **at least 6" off the ground.**
 - Baked Goods: Includes breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies. **Vendors are not allowed to sell items made from purchased premade dough, batters, crusts, or dry ingredient mixes.** Baked goods must be completely wrapped, covered, bagged or boxed.
 - Minimum Labeling Requirements: The minimum labeling requirements are allowed only for foods that do not require a Farmers Market License from the Johnson County Public Health Department. All food must be 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 (no refined soybean oil), milk, eggs, fish, crustacean (crab, lobster or shrimp), tree nuts (almonds, pecans or walnuts) and wheat.

- **Licensed Food Labeling Requirements:** Food that is prepared in a licensed food establishment or food process plant must be labeled at a minimum with the following information (food that requires a Farmers Market License from the Johnson County Public Health Department to be sold at our market):
 - Product name
 - A list of ingredients in order of predominance (by weight). If the product has a standard of identity in the Code of Federal Regulations, it must conform to that standard
 - Name and address of the manufacturer, packer or distributor. Unless the name given is the actual manufacturer, it must be accompanied by a phrase which states the product is: “manufactured for” or “distributed by”
 - Net weight or volume
 - Allergen information
 - Nutrition labeling information is required unless exempt. Exemptions may be found on the FDA website www.fda.gov
- Eggs – Refrigerated at 45 degrees or below.
- Honey – Labeled as described above
- Jams, jellies
- Dried Noodles
- Mushrooms – ONLY wild Morel mushrooms may be sold at a farmer’s market if all the following criteria are met:
 - Each Morel mushroom must be inspected and found to be safe by a “certified Morel mushroom identification expert”;
 - The seller of the Morel mushroom must keep a record for 90 days from the date the mushrooms were purchased including the following information
 - Name, Address and telephone number of the certified Morel mushroom expert;
 - a copy of the Morel mushroom identification expert’s certificate of successful completion of the course, containing the date of completion
 - and the quantity of the Morel mushrooms purchased and the date(s) purchased by a market patron
 - The seller must obtain a Farmers Market Potentially Hazardous Food License or a Mobile Food License from the Johnson County Public Health Department.
 - A Consumer Advisory shall inform consumers by brochures, deli case or menu advisories, label statements, table tents, placards, or other effective written means that wild mushrooms may cause allergic reactions or other effects.
 - Iowa State University offers the Morel Mushroom Certification course each spring.
- Dried/Dehydrated Fruits & Vegetables plus dry ingredients in a container if shelf stable and nonhazardous.
- Flowers & plants

- **Arts & Handicrafts:** All handicrafts must be handmade. Potential vendors must submit photographs of the process as well as the finished product to the ICFM Coordinator for approval at least two weeks prior to participating in the market. **Vendors are not to offer handicrafts or other items that contain violent, defamatory, profane, obscene or sexually explicit language or pictures.**
 - **On-site Prepared Food Sales:** Vendors who wish to prepare and sell ready-to-eat food at the market must obtain a Farmers Market Food License. This license is valid only in the county it was purchased and is valid only at farmers' markets. For questions or to obtain an application please contact the Health Department. Contact information for the Health Department is on page 2 of this handbook.
- **Restricted Items* (License required to sell)**
 - Meat and meat products
 - Cheese
 - Salsa
 - Jarred sauces/dressings
 - Baked goods such as soft pies, meat pies, custard or cream filled products
 - Pet treats and pet foods need to be licensed by the State Department of Agriculture
 - Wine

*Some foods may be sold at farmers markets if properly licensed. The license must be obtained from the Johnson County Department of Public Health prior to its operation. All licenses need to be displayed during the farmers market.
- **Prohibited Items:**
 - Homemade butter
 - Raw Milk
 - Home canned/bottled fruits or vegetables
 - No items made from pre-made dough, batters, crusts or dry ingredient mixes
 - Morel mushrooms are prohibited unless the requirements listed in #7 on the previous page are met.
 - No commercial or imported items
 - No Franchises: Those who have entered into an agreement or received a license to sell a company's products and/or use a company's packaging, logo, ingredients, and/or marketing tools under that license or any franchise agreement.
- **Potentially Hazardous Foods:** Potentially hazardous foods are so defined by the Johnson County Department of Public Health. "Potentially hazardous foods mean any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean, or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic infectious or toxigenic microorganisms. Foods in which microorganisms can rapidly grow and are potentially hazardous foods often have a history of being involved in foodborne illness outbreaks, have potential for contamination due to methods used to produce and process them, and have characteristics that generally allow microorganisms to thrive. They are often warm, high in protein, and chemically neutral or slightly acidic."

- **Sampling:** All samples offered by vendors must meet the following requirements: Unlicensed vendors (vendors who sell food items that are not required to be prepared in a licensed kitchen) may give away free samples of bread, cut fruit, cut vegetables, beverages, etc., without any regulation from the health department. It is required that these vendors have a hand-washing station set up so that they are not contaminating the food products with bare hands. Licensed vendors who handle food cannot touch food that is ready to be consumed with bare hands. Vendors must use utensils, deli tissues, or gloves to prevent bare hand contact with ready to eat foods and must have a hand washing station present at their stall. **Do not handle food with the same hand that is used to handle money.**
- **Temperature:** The vendor is responsible for monitoring and maintaining proper temperature in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the market.

MARKET DAY OPERATIONS AND RULES

- **Space Assignments**
 - **Season Vendors:** Season Vendors may retain their location within the market from year to year if attendance is uninterrupted, unless the market layout changes making it necessary for the Parks & Recreation Director and/or the Market Coordinator to make changes to season vendor stall assignments. Vendor spaces may be moved by the ICFM Coordinator or the ICFM Supervisor throughout the season due to late arrivals, special events and fluctuation in overall size of the market.
 - **Daily Vendors:** Daily vendors will be assigned a stall prior to the market day by the Market Coordinator or the Market Supervisor. Vendors who show up the day of the market hoping to be assigned a stall will be turned away.
 - Vendor behavior during a previous season/s will be considered before approval for the upcoming season.
 - **Arrival/Departure:** Vendors must occupy their assigned space(s) at least 30 minutes prior to the opening of the market or the ICFM staff may assign the space to another vendor. **Washington Street vendors may begin set up at 6 a.m. and must be in their stalls by 7 a.m. on Saturday mornings. Market staff will close E. Washington Street off to through traffic at 6 a.m. *Vendors must remain in their stalls for 10 minutes following the closing whistle on Wednesday evenings and 15 minutes on Saturday mornings before exiting your stall.* On Saturdays the closing whistle will be sounded at noon indicating the market is closing. Staff will sound the whistle again at 12:15 indicating that it is now okay for vendors to exit the market. Often there are still patrons moving about the market and this will allow most of them to exit the market. The only exception is during our Wednesday evening market. If you are in the center row of vendors facing east and the area is clear of vehicles and patrons, you may leave prior to the 10-minute window. There are no exceptions to the 15-minute rule for Saturday markets.**
 - **Absences:** Vendors are expected to notify the ICFM Coordinator or ICFM Supervisor of intended absences at least 48 hours in advance. Two absences or late arrivals without prior notice will result in revocation of seasonal space assignments. If you're absence is due to illness or vehicle trouble, we

understand that it is not possible to contact the coordinator in the 48-hour time frame. In the case of illness etc., please call the coordinators office at 319/356-5210 and leave a message. A vendor assigned to a stall may not sublease or delegate some or all booth space to anyone at any time without the specific authorization from the Market Coordinator

- **Plastic Bag Policy:** As part of the City of Iowa City 's Waste Minimizing Strategy, the ICFM is plastic bag free market. This ban is for single use grocery bags with handles and similar plastic bags used at the end of a typical transaction. This ban also includes biodegradable bag use. The only time this type of bag is allowed is if the shopper brings their own. Vendors are not allowed to recycle and use these bags. Alternatives to use other than plastic bags are as follows: multi-use tote bags, newspaper used for wrapping, paper bags, and shoppers bringing their own bags/containers.
- **All onsite decisions by market staff are final and binding.**
- **SNAP/EBT Token System:** (See pages 17 & 18 for more details) **All vendors that participate in the Iowa City Farmers Market are required to accept the red tokens and SNAP eligible vendors are required to accept the blue and red tokens as payment.** This program is not in lieu of a vendor accepting EBT/credit/debit cards individually. It is simply another option for customers to make purchases at the market.
 - Only eligible foods can be purchased with tokens paid for with an EBT card, i.e. SNAP customers may purchase only eligible foods with their tokens (see page 17). On the other hand, non-SNAP customers may use their tokens to buy any item sold at the market.
 - Vendors will be responsible for making sure customers are using the tokens appropriately, counting the total number of tokens and returning them to staff at the information/staff table.
 - Vendors cannot give SNAP customers change for purchases made with blue tokens. A SNAP sale must total the exact number of blue tokens, or the customer can make up the difference with cash. On the other hand, vendors may give change to non-SNAP customers.
- **Opening & Closing Whistle:** Vendors may not begin selling before the opening whistle and must be actively packing up to leave at the closing whistle. ***On Saturdays the closing whistle will be sounded at noon indicating the market is closing. Staff will sound the whistle again at 12:15 indicating that it is now okay for vendors to exit the market*** Exceptions: Vendors may make purchases of ingredients necessary for their stall operation prior to the opening bell from other vendors. Vendors may also purchase items prior to the market opening bell from other vendors for immediate consumption. Pre-market sales, post-market sales, and early breakdown are only allowed with permission from the ICFM staff.
- **Licenses and Permits:** All permits necessary to sell must be on display always. It is the responsibility of the vendor to obtain and provide to the Market Coordinator copies of all licenses and permits required for the sale of the vendor's products at the market. The Iowa Department of Inspections and Appeals controls and regulates items that may be offered for sale at farmers markets. Questions should be directed to: Iowa Department of Inspections and Appeals, 515-281-6538.
- **Weights and Measures:** All sales are to be by container or item, not by weight, unless the vendor has present at the market a legal for trade scale that has been licensed and inspected by the Iowa Department of Agriculture and Land Stewardship Weights and Measures Bureau. The vendor must inform the Market Coordinator if they will be using a scale.

- **Equipment:** Vendors will furnish their own equipment necessary for the market they are attending (tables, chairs, extension cords, signs, tape, decorations, tents/canopies, generators etc.) NO TENTS ALLOWED INSIDE THE PARKING RAMP.
- **Sales Tax:** Vendors attending the Iowa City Farmers Market should determine whether sales at the market are subject to sales tax. ICFM cannot give tax advice or legal advice. Vendors with questions are encouraged to contact the Iowa Department of Revenue at 515-281-3114 or 800-367-3388 from 8 a.m. to 4:15 p.m.
- **Clean-up:** Vendors are responsible for removing all waste, rubbish, recyclables, or trash that they generate during the market. Trash or residue from the vendor's product may not be placed in any storm sewer or in the market trash barrels or the trash dumpsters located in the Recreation Center parking lot. Any charges incurred by the City of Iowa City that occur as a result of vending (grease, food stains, etc.) will be the responsibility of the vendor.
- **No space heaters allowed. The running of vehicles for heat is not permitted during the market.**
- **No pets allowed.** For health and safety reasons vendors are not allowed to bring pets into the market. The sale or giving away of animals at the market is prohibited.
- **No Smoking Policy.** The farmers market is a no smoking area. No smoking is allowed in or around the parking ramp or in Chauncey Swan Park anytime during the market. E-cigarettes are also prohibited in these areas.
- **WI-FI** is provided by ImOn. Vendors may need to enter an email address the first time you connect.
- **Electricity:** While there are electrical outlets available in the outside perimeter rows of the Chauncey Swan Ramp, the City does not guarantee electricity to any vendor. Vendors may use these outlets if they are available on a first come first served basis. If the power goes out, the Farmers Market staff will attempt to reset the breaker. However, they will not be able to repair the breaker should that attempt fail. Vendors who need to have electricity to legally operate their businesses need to provide a generator, extension cord and mats to cover any of the cord that lies in an area utilized by market customers.
- **Generators** must be quiet and must not emit offensive fumes. If it is deemed by the market staff that a generator is too loud or the odor is too strong, the vendor will be asked to shut it down.
- **Behavior:** All Iowa City Farmers Market Vendors must follow the Code of Conduct as outlined below:
 - Practice patience and understanding
 - Demonstrate sensitivity to people of all ages, colors, ethnicities and diversities
 - Treat customers with courtesy, respect and honesty
 - Assist other vendors whenever possible
 - Treat market staff, volunteers and other vendors with respect and understanding
 - Notify market staff immediately of any unsafe conditions
 - Resolve conflicts in an unobtrusive manner
 - Do not treat any person in a manner that is rough, menacing, vulgar, profane or abusive
 - Practice safe behaviors always, including while driving on and off site, loading and unloading
 - No vendor may be under the influence of illegal drugs or alcohol while participating in the market
 - All products offered for sale must be safe, have a decent life expectancy and exhibit quality of construction
 - Vendors are not to offer items that contain violent, defamatory, profane, obscene or sexually explicit language or pictures.

- **On-site Sales Personnel:** Family members or employees paid hourly, on commission, or by salary may sell vendor’s products at the market. Vendors are responsible for making sure that all persons working at their booths are familiar with and adhere to all market rules, regulations and guidelines. On-site sales personnel do not set the price, nor retain ownership of the product.
- **Pricing:** Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting and effecting the potential sales of other vendors. This does not include sampling or donations to Table to Table.
- **No Hawking** is allowed (calling attention to products in a loud, repetitive public manner and selling products in an aggressive manner).
- **Noise:** No loud or disturbing noises shall be made or action taken on the grounds which will interfere with the rights, comfort, and convenience of others will be allowed at Market.
- **New Product Request:** Requests to offer for sale a new product which is not listed in the same category already listed on the vendor’s registration list must be submitted in writing and photos provided to the Farmers Market Coordinator for consideration. For example, if the vendor is currently selling produce and wants to add a craft item, this would be considered a new category. Such requests must be submitted well in advance of the expected sale of a new product.
- **Table to Table:** Volunteers from Table to Table will be asking vendors to contribute excess produce and food from June through October. This is a not-for-profit organization whose mission is to help serve the needs of the hungry in Iowa City and surrounding areas. A letter will be distributed towards the end of May providing more information. Vendors may contribute to Table to Table without violating the rule discouraging giving away items for free.

EAST WASHINGTON STREET VENDOR INFORMATION

- **Set-up & Parking:** E. Washington St. vendors will set up on the north side of East Washington Street facing south (the parking ramp with back to City Hall). Vendors on Washington St. are to pull up to their assigned stall and unload their product. After unloading equipment/product from the vehicle, the vendor will need to immediately move the vehicle to an upper level of the parking garage (accessible via College Street from the east). If you have a truck/trailer that will not fit within the height requirement of the upper levels of the ramp, you may then park in the Recreation parking lot. These two lots offer free parking during the market. You may use on-street parking/metered parking at your expense. Vendors shall not set up their stall until the vendor has moved the car to the parking lot. If your vehicle will fit within your allotted space, you may park in your assigned stall.
- **Shelter Requirements:** The Johnson County Department of Public Health requires that “retailers with Farmer’s Market Licenses must provide overhead protection for exposed food products that are not prepackaged.” The reference for this regulation is found in volume 481 Iowa Administrative Code Chapter 31.2(5). “Ceilings shall be of tight design and weather resistant material to protect against elements and flying insects. If vendors utilize overhead lighting the light bulbs must be shielded or shatter resistant in their food prep/food storage area where the food is not prepackaged.” These requirements would apply to those selling foods that are removed from the packaging by the vendor at the market such as eggrolls, burgers, etc. It does not apply to those selling prepackaged meat products, salsa, apple cider, etc. Please contact the Johnson County Public Health Department for questions on this or any other items regarding

farmers market licensing requirements at 319-356-6040. **All tents must be weighted. No drilling or staking is allowed.**

- **Electricity:** There is no electricity available on E. Washington St. If electricity is necessary for operation the vendor will need to provide a QUIET generator for power that does not emit a strong/offensive odor.

MARKET SAFETY

- **Insurance:** Vendors are responsible for their own personal liability and product liability insurance. The City encourages vendors to obtain personal liability insurance and to notify the Market Coordinator of the carrier. Prepared food vendors are required to carry insurance.
- **Parking:** Due to limited space, vehicles must be standard sized cars, trucks or vans. If a vendor does not park their vehicle within their assigned stall, they may park on one of the upper levels of the ramp accessed via College Street or utilize on-street parking. Parking is free during the farmers market in both the ramp and in the recreation parking lot. Street parking at a meter is not free. Vendors are not to park on the first floor of the parking ramp or in the Recreation parking lot. The only exception is if a vendor has a vehicle that will not fit within the clearance level of the parking ramp.
- **Arrival:** Late arrival participation will be contingent on available space. Vendors who arrive late must park outside of designated market boundaries and carry product to booth space.
- **Departure:** Vendors must remain in their stalls for 10 minutes following the closing whistle on Wednesday evenings and 15 minutes on Saturday mornings before exiting your stall. Often there are still patrons moving about the market and this will allow most of them to exit the market. The only exception is during our Wednesday evening market. If you are in the center row of vendors facing east and the area is clear of vehicles and patrons, you may leave prior to the 10-minute window. There are no exceptions to the 15-minute waiting period on Saturdays.
- **Children:** Vendors are responsible for the safety and behavior of their children.
- **Tents:** **This refers to on-street vendors only. Tents are NOT allowed inside the parking garage.** Vendors are responsible for weighting and/or tying down their tents and umbrellas with at least 20 lbs. of weight on each tent leg to sufficiently eliminate wind disruption and danger. Vendors are liable for any damage occurring from their personal property.

INSPECTIONS

- Representatives of the ICFM shall have the right to conduct inspection(s) of the production areas of the products sold by a vendor at the market. An inspection may include ownership information and any other information relevant to determining product legitimacy. An owner, operator, or person listed on the application must be on hand and assist during site inspection.
- Recipes and receipts for processed and crafted product ingredients must be on file and available during the inspection.
- Date and time of inspection shall be agreed upon by the vendor and the ICFM representative. Follow-up or surprise inspections may be conducted without prior notice as deemed necessary by an ICFM representative.

- Failure to allow an inspection constitutes a violation of the market rules and will mean revocation of the authorization to participate in the market.

ENFORCEMENT OF RULES

- All rules of the market are enforced by the Market Coordinator or his/her designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Coordinator in a timely manner.
- If a vendor does not abide by the rules of the ICFM or comply with federal, state, and local regulations applicable to market participation, the Market Coordinator or designee may take any action deemed appropriate, including revoking the vendor from selling at the market for future market days.
- Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including revocation of authorization to participate in the market.
- ICFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business or employee status.
- Vendors must remain current with all financial obligations to the City, whether related to the ICFM or not. Vendors who become delinquent in paying financial obligations to the City shall immediately have their market privileges suspended until full payment is made. No refunds of vendor fees will be made. Prior to any suspension, the City will provide the vendor with notice of the delinquency, and allow at least seven (7) calendar days for the vendor to pay the delinquent amount.
- The Parks and Recreation Director or designee reserves the right to make an exception to these ICFM rules and guidelines at its discretion.

COMPLAINT AND PRODUCT CHALLENGE PROCEDURE

It is the intent of the Iowa City Farmers Market to offer customers fresh, high quality handcrafted goods and farm-direct products. Products that are thought to be inconsistent with market guidelines may be challenged by any vendor, the Market Coordinator or Market Supervisor, or the Parks and Recreation Director. A challenge must be submitted in writing to the Market Coordinator or Supervisor before action will be taken. A Vendor Challenge Form is available at the market information/staff table.

The challenge process is as follows:

- Vendor will receive written notice of the challenge from the Market Coordinator.
- The vendor will be required to respond in writing to the challenge before the following market day.
- Challenge to be resolved within two weeks of vendor response to the satisfaction of the Market Coordinator and the Parks and Recreation Director.

The Iowa City Parks and Recreation Director and department staff will investigate and conduct a farm/home site visit to inspect for compliance purposes, if needed. If the vendor is found to be in noncompliance of the market rules or the City Code, the Director will provide the vendor with a written decision on the complaint that may include revocation of the authorization to vend at the market for a period of time or the remainder of the season pursuant to Section 10-11-5A(4) of the City Code. Decision of the Director constitutes a final and binding decision on any complaint.

FARMERS MARKET NUTRITION PROGRAM-WIC & SENIOR COUPONS

The ICFM is a participant in the Iowa Farmers Market Coupon Program sponsored by the Iowa Department of Agriculture. Clients of the Women, Infants & Children (WIC) program, nutritionally-at-risk Iowans, are given checks from local area distribution centers for the purchase of fresh fruits and vegetables from an Iowa Certified Farmers Market Program Vendor. To become a certified vendor, the vendor must complete an application form and meet certain other requirements set by the Iowa Department of Agriculture. **The vendor should not accept these checks unless certified by the State Department as an Iowa Certified Farmers Market Program Vendor.** Upon certification the vendor will be given a sign to post at the stall. Please be sure the sign is easily visible to people attending the market.

CENTRALIZED SNAP/EBT PROGRAM

Glossary of Terms

SNAP - Supplemental Nutrition Assistance Program (previously known as the food stamp program).

EBT – Electronic Benefit Transfer, the system that allows SNAP benefits to be redeemed via an electronic card like a debit card in exchange for scrip (blue tokens).

Scrip – the token given to a SNAP customer after they swipe their EBT card; can be used like cash at the market in exchange for allowed food items.

POS Terminal – Point of Sale terminal that can accept EBT cards. The ICFM is also contracted to accept credit and/or debit cards in exchange for scrip (red tokens). This terminal will be located at the ICFM information table.

FNS – Supplemental Nutrition Assistance Program, a federal benefit program run by the USDA that administers SNAP and other food assistance benefits redeemed at the farmers markets.

All vendors that participate in the Iowa City Farmers Market will be required to accept the red tokens and SNAP eligible vendors are required to take the blue and red tokens.

This program is not in lieu of a vendor accepting EBT/credit/debit cards individually. It is another option for customers to make purchases at the market. The ICFM has obtained a FNS license that covers all our eligible vendors.

The ICFM offers a centrally located point-of-sale (POS) terminal. SNAP customers redeem their benefits by swiping their EBT cards at the POS terminal in exchange for scrip (blue \$1 tokens), which they can use to buy eligible food products (see page 18). The ICFM also allows customers with debit and/or credit cards to swipe their cards at the POS terminal in exchange for scrip (red \$5 tokens).

Vendors cannot give SNAP customers change for purchases made with scrip. A SNAP sale must total the exact amount of scrip or the customer can make up the difference with cash. On the other hand, vendors may give change to non-SNAP customers.

Vendors will be responsible for making sure customers are using the tokens appropriately, counting the total number of tokens each day and returning them to staff at the end of each market.

Vendors will turn in their tokens to farmers market staff. The City of Iowa City will reimburse the vendors for these tokens the week following the market that the tokens are turned in. All vendors are encouraged to fill out an automatic deposit form to the City of Iowa City (forms available at staff table) to receive the weekly reimbursement through an automatic deposit system. If a vendor is unable to provide bank information, a check will be mailed to the vendor the following week.

<p>What CAN be purchased with the blue tokens (SNAP)</p> <ul style="list-style-type: none"> • Baked goods and cereals • Fruits, vegetables and nuts • Meats, poultry and eggs • Dairy products • Jam, jellies, salsas, dips, honey and frozen food items • Seeds and plants that produce food for the household to eat 	<p>What CANNOT be purchased with the blue tokens</p> <ul style="list-style-type: none"> • Non-food items • Pet foods • Soaps • Jewelry, candles and fresh flowers • Crafts, yard décor, furniture, and artwork • Household supplies • Hot foods • Food that will be eaten on-site
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<p>The following rules apply to the \$1 blue tokens:</p> <ul style="list-style-type: none"> • No change may be given • Sales tax is not charged • Purchases must be from the eligible food list above 	<p>The following rules apply to the \$5 red tokens:</p> <ul style="list-style-type: none"> • Change may be given • Sales tax is charged • No restrictions on purchases
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SEVERE WEATHER PLAN

In cases of confirmed severe weather and tornadoes, the Johnson County weather alert sirens will sound with a steady tone for a period of three to five minutes. The Market staff will immediately blow the whistle indicating that the market is closed. Vendors and shoppers will be encouraged to take shelter inside the Robert A. Lee Community Recreation Center. Staff will take shelter. Once an all clear is given, the Market staff will return to the ramp and blow the whistle to indicate the reopening of the market. There are to be absolutely no sales conducted during the shutdown period.

Revised 06/22/2021