



East Bay Charter Township East Bay Corners Farmers Market Guidelines & Rules

1. Mission:

The East Bay Corners Farmers Market (the Market) is operated by East Bay Charter Township and is managed by the Market Manager. The purpose of the Market is to provide fresh and locally grown produce and goods to the public, educate the public on the importance of farming and best practices for food production, promote local agriculturally based business development, forge partnerships with local farmers and community partners, create a community gathering space at the Township Hall, and create an agribusiness incubator with green-collar professional development opportunities.

2. What is provided at the East Bay Corner Farmers Market?

- A public space (Township Hall parking lot) for farmers to sell their local fresh produce and value-added goods to the public.
- An assigned spot within the Market that may change throughout the season.
- Restroom facilities in the Township Hall.
- Market management staff to support vendors and handle market operations.
- The ability to participate in food assistance programs for added income opportunities.
- Marketing to promote the East Bay Corners Market, including but not limited to signage, social media, website, etc.

3. Seasonal Schedule:

2024 Dates	Activity
March 13 @ 8:00 am	Farmers Market Online Application Open
April 12 @ 5:00 pm	Farmers Market Online Application Close
April 18	Vendor Selection by Food Security Incubator Advisory Committee; Announcement
April 25	Booth Assignments Announced
May 2 @ 3:00 pm	Market Opening Day!
May 9	Prepayment Deadline
May-October	Market in Operation (about 24 market days)
July 4, 2024	MARKET CLOSED FOR HOLIDAY
August 1	MARKET CLOSED FOR ELECTIONS
October 24	Last Market

Market Operating Hours

May – October
3:00 p.m. – 7:00 p.m. on Thursdays

4. Who can vend at the Market?

Only registered and approved Vendors, in accordance with these Guidelines & Rules, may sell at the Market. Applications will be available online or by contacting East Bay Township at the information provided. All applications must be submitted by April 12, 2024 at 5:00pm. Applications will be required annually. Late applications will be accepted but are not guaranteed acceptance into the Market.



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All Vendors must be within the 7-county area (Grand Traverse, Antrim, Kalkaska, Wexford, Leelanau, Benzie, and Manistee Counties) except for Limited Exemption Vendors. Vendors that are located within East Bay Charter Township geographical boundary will be given priority.

If space is limited preference will be determined by the following five factors:

- Product Balance (or mix of product at market)
- Local sourcing
- Timing of Acceptance
- History with the Market
- Booth assignment process

The Market Manager and East Bay Township staff shall determine acceptance into the Market at their sole discretion. Any appeals of this decision may be brought to the Food Security Incubator Advisory Committee. This Committee will make any ultimate decision on these matters and its decision shall be final. The appeals process is defined later in the Rules (Section 9).

The Market Manager can strategically call for applications throughout the season to ensure a healthy market mix is achieved. This would be designed to allow for sourcing specific vendors to fill a needed category outlined in Section 5.

Those not accepted because of space limitations will be placed on a waiting list and will be made aware of any openings throughout the season.

5. What can be sold at the Market?

All of the products sold at the Market must be grown or produced by the Vendor offering them for sale. No reselling will be allowed. Reselling is defined as the offering or sale of any product not grown or produced by the Vendor. All products and Vendors must be compliant with any applicable USDA, MDARD and Department of Health regulations. Vendors are defined by the following 3 categories:

CATEGORY 1: RAW AGRICULTURAL PRODUCTS

- I. Fruits, Vegetables, Cultivated Mushrooms, & Grain: Must be grown 100% by that Vendor.
- II. Animal Agriculture: Includes meats, eggs, honey, and milk. 100% of the animals must be owned and cared for by that Vendor.
- III. Nursery Items: Nursery items include annuals, perennials, and cut flowers. These items may not be purchased by the Vendor ready for retail. No wholesaling is allowed. All nursery items must abide by the additional guidelines listed below:
 - a. The nursery/greenhouse must have production facilities specifically for growing



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nursery/stock plants.

- b. The nursery/greenhouse must produce plants from seed, cuttings, plugs, and/or bare root stock in small containers, which are then grown to the finished size for sale at market.
- c. The nursery/greenhouse will have an annual production plan complete with order confirmations for seed, cuttings, liners/plugs, bare root, small, containerized stock, and supplies such as soil, pots, fertilizers, etc., along with invoices on file.
- d. Vendors selling winter-hardy nursery stock items, including trees, shrubs, perennials, mums, fruit trees, berry plants, rose bushes, vines, herbs and bulbs must produce both a Nursery Stock Growers License or a Small Scale Growers License as well as a Nursery Stock Dealer Market License. These licenses can be found on [MDARD's website](#).

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All Vendors in this category will be evaluated by the Market Manager before acceptance to ensure the best Product Balance Market blend. All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to the Market. Approval is at the discretion of the Market Manager and East Bay Township Food Security Incubator Advisory Committee.

CATEGORY 2: VALUE ADDED AGRICULTURAL ITEMS

Priority in this category will be given to Vendors based on the following ranked criteria*:

- I. Vendors that grow all their own ingredients
- II. Vendors use their own grown ingredients along with locally farmed ingredients.
- III. Vendors that source all ingredients from locally farmed ingredients.

*NOTE: East Bay Township acknowledges the constraints of our local growing area when it comes to value-added products. This will be considered during the evaluation process.

Value Added Agricultural Items Include:

- I. Baked Items: (Limit of 4 Vendors) Eligible bread products must be baked from dough made by the Vendor.
- II. Soap/Health & Beauty Care Products: (Limit of 2 Vendors)
- III. Value Added Fruits & Vegetables: This includes oils, vinegars, preserves, jams, dried fruits, juices, salsas, etc.
- IV. Cheese (Limit of 4 vendors): Priority is given to those who own their own animals, then to those



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- who source exclusively from local farmers.
- V. Coffee Vendor: (Limit of 1 Vendor)
- a. Eligible Coffee Vendors Guidelines:
 - i. Coffee Vendors are responsible for providing their own receptacles and must maintain their space in a neat and clean condition and clean up after the close of market.
 - ii. Coffee Vendors are only allowed to sell coffee beans that they have roasted themselves and coffee or coffee drinks made from such beans.
 - iii. East Bay Township will not provide any supplies to the Coffee Vendor such as a tent, extension cord, or water.
 - iv. It is suggested that Coffee Vendors compost their grounds and use compostable containers and serve ware.
 - b. Evaluation of Coffee Vendors:
 - i. Two Criteria for Selection
 - 1. Applicant is preferred to be an East Bay Township based business.
 - 2. Applicant's breadth of offerings
 - ii. If more than one vendor applies, the Market Manager will make the final decision.
 - iii. An agreement may be made amongst the multiple applicants to divide up the available dates provided that such agreement is in writing and is provided to the Market Manager in advance
 - c. A statement of intent may be required from each applicant for the Market Manager to help with selection
- VI. Small Wine Vendors (Maximum of 3 Vendors)
- a. Eligible wineries must:
 - i. Complete the Michigan Liquor Control Commission (MLCC) Application for Farmers' Market Permit
 - ii. Tastings and sales shall be limited to an exclusive area that is well defined and clearly marked and under the control of the permit holder. This permit must be approved by the Market Manager before the vendor attends the market.
 - iii. Tastings to each customer shall not exceed 3 services of 2 ounces or less of wine in any period of 24 hours.
 - iv. The Market Manager will sign the Permit upon acceptance for submission to the MLCC iv.
 - v. Make fewer than 5,000 gallons of wine per year at all locations.
 - vi. Wineries shall provide a certificate of liquor liability insurance in the amount of \$1 million per occurrence naming East Bay Township and the East Bay Corners Farmers Market as additional insured. The certificate shall evidence dates of coverage that are inclusive of the dates alcohol is being sold or served.



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- vii. Wineries shall submit copies of server training certification for each server who will be present sampling wines at the market. In the event that there are any substitutions, the Market Manager must be notified and be provided with certificates for new servers.
 - viii. Wineries will check photo identification of ALL customers sampling or purchasing wine and will not serve wine to anyone under the age of 21 years old, in accordance with federal law.
 - ix. Wine vendors are responsible for providing their own receptacles for tastes and must clean up their space after.
- VII. CBD Vendor: (Limit of 1 Vendors)
- a. Eligible CBD Vendor Guidelines:
 - i. Applications from vendors selling cannabis products will only be considered if products are limited to hulled hemp seed, hemp seed protein powder, hemp seed oil and topical CBD.
 - ii. Vendors must have the proper licenses with MDARD to grow and produce their products.
 - iii. CBD products intended for topical use only must be clearly labeled as such.
 - iv. Marijuana products, CBD edibles, CBD pet treats, and viable hemp seeds, starts, and plants will not be allowed at the market.
 - v. With the exception of smokable hemp flower, the legality chart can be found here: <https://mifma.org/wp-content/uploads/2023/01/Cannabis-Product-Legality-Chart-9.27.22-HAL.pdf>
 - vi. The East Bay Corners Farmers Market reserves the right to require any vendor to remove unlawful, unlicensed, or improperly labeled products from sale at the Market. East Bay Corners Farmers Market has the sole discretion to approve or deny any vendor's application.
 - vii. FAQ can be found here: <https://mifma.org/wp-content/uploads/2023/01/Cannabis-FAQs-for-Markets-HAL-11.10.22.pdf>
 - viii. All CBD applications must be accompanied by the proper licenses to be considered for the East Bay Corners Farmers Market. Licenses can be sent to foodsecurity@eastbaytwp.org

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All Vendors in this category will be evaluated by the Market Manager before acceptance to ensure the best Product Balance Market blend. All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to the Market. Approval is at the discretion of the Market Manager and East Bay Township Food Security Incubator Advisory Committee.



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CATEGORY 3: WILDCRAFTED/FORAGED ITEMS

Because it is difficult to ascertain where items are foraged, it is required that the Vendor reside within the 7 County Area. All wildcrafted/foraged items, whether fresh or dried, must be 100% gathered by the Vendor. Examples include wild mushrooms, fish, & wild leeks.

Vendors must abide by all applicable federal, state and local health regulations. In addition, they must adhere to federal guidelines on all labels.

All Vendors in this category will be evaluated by the Market Manager before acceptance to ensure the best Product Balance Market blend. All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to the Market. Approval is at the discretion of the Market Manager and East Bay Township Food Security Incubator Advisory Committee.

All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to Market. Approval is at the discretion of the Advisor Committee and the Market Manager.

Food Trucks (Limit of 4 Vendors)

East Bay Corners is trying to create a sense of place at the Township Hall. This will include offering the option for food trucks to park in the designated area during market operation. No supplemental electricity will be provided to food truck vendors by East Bay Township. Coordinate with the Market Manager as needed.

Vendors must abide by all applicable federal, state, and local health regulations. In addition, they must adhere to federal guidelines on all labels. Vendors are required to obtain all required local permits from East Bay Township and other governing bodies. Vendors need to provide proof of such permits/license/certifications to the Market Manager prior to acceptance into the Market.

All Vendors in this category will be evaluated by the Market Manager before acceptance to ensure the best Product Balance Market blend. All items that the Vendor will bring to the Market must be listed on the attachment to the application. If there are any additions to this list, an amendment must be made prior to the item being brought to the Market. Approval is at the discretion of the Market Manager and East Bay Township Food Security Incubator Advisory Committee. Proof of insurance will need to be provided to the Market Manager prior to participating in the Market. All food truck vendors must comply with East Bay Township Zoning Ordinance Section 236 Mobile food Vehicles and Courts to be a vendor at the Market.



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6. Market Map



Map is subject to change based on vendor balance and requested spot assignments.

7. Booth Assignments & Rates

Assigned spaces will be allocated based on duration of attendance, timing of application submission, and product balance. If the Vendor is unsure of their Market attendance at the time the application is submitted, they should contact the Market Manager at least one week in advance to confirm



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attendance and duration of Market attendance. This will help ensure a space on the Vendor's desired Market dates.

If no such contact is made, spaces are not guaranteed and will be given out on a first come, first serve basis. If a Vendor is aware that they will not be able to attend a Market date that they had previously reserved, they must notify the Market Manager at least 1 week prior to nonparticipation by emailing foodsecurity@eastbaytp.org or by calling 231-947-8647. Failure to notify the staff of an absence may result in the Vendor being billed for that date. If all three steps are not completed, then space is not guaranteed at Market. Booths that are not reserved will be assigned by the Market Manager on the day of the Market on a first come, first serve basis.

Vendors' booth set up may not impede foot traffic and the walkway. The Market Manager shall monitor set up to ensure it is appropriate and/or if it needs to be altered. Booths are assigned by Parking Space. Parking Spaces are typically 9'W x 21'L. Booths and vehicles must remain within the lines of a vendor's assigned Parking Spaces. No more than one vehicle may be parked in a Bronze or Silver Booth, and no more than two vehicles may be parked in a Gold or Platinum Booth. Trailers are considered a vehicle.

BRONZE:

- One approx. 9'W x 21'L Parking Space
- Parking: None provided, unless the vendor chooses to fit a small vehicle and display within the lines of their assigned space.
- Food Trucks would be considered a bronze membership. See map for food truck designated spots.

SILVER:

- Two approx. 9'W x 21'L Parking Spaces, Either Side by Side or Opposite Sides of the parking cluster across the center line. See map.
- Parking: One of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use both spaces to display their product and remove their vehicle from the market.

GOLD:

- Three approx. 9'W x 21'L Parking Spaces Side by Side.
- One or two of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and remove their vehicle(s) from the market.

PLATINUM:

- Four approx. 9'W x 21'L Parking Spaces Either Side by Side or Opposite Sides of the Median in the Center Row.
- One or two of the assigned parking spaces may be used for a vehicle, or the vendor may choose to use all spaces to display their product and remove their vehicle(s) from the



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market.

Pay Per Market Cost

Category	Size	Cost	Parking
Bronze Booth	(1) approx. 9'W x 21'L parking space	\$15/Per Market	None provided, unless the vendor chooses to fit a small vehicle and display within the lines of their assigned space
Silver Booth	(2) approx. 9'W x 21'L parking spaces	\$25/Per Market	One of the assigned parking spaces may be used for a vehicle
Gold Booth	(3) approx. 9'W x 21'L parking spaces	\$45/Per Market	One or two of the assigned parking spaces may be used for a vehicle
Platinum Booth	(4) approx. 9'W x 21'L parking spaces	\$60/ Per Market	One or two of the assigned parking spaces may be used for a vehicle

Prepayment Market Cost*

Category	Size	Cost	Parking
Bronze Booth	(1) approx. 9'W x 21'L parking space	\$300 for the season	None provided, unless the vendor chooses to fit a small vehicle and display within the lines of their assigned space
Silver Booth	(2) approx. 9'W x 21'L parking spaces	\$500 for the season	One of the assigned parking spaces may be used for a vehicle
Gold Booth	(3) approx. 9'W x 21'L parking spaces	\$900 for the season	One or two of the assigned parking spaces may be used for a vehicle
Platinum Booth	(4) 9'W x 21'L parking spaces	\$1,200 for the season	One or two of the assigned parking spaces may be used for a vehicle

*If a vendor prepays for the season and attends all prepaid markets, they will receive a 10% refund of their vendor



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fees paid.

8. Market Day Activities

Vendors must be parked and within their booth by the time requested by the Market Manager. Vendors not parked by then forfeit their space for that market day. Marketspace opens for vendors upon the Market Manager's arrival at 1:30 pm and needs to be in the market boundary by 2:30pm on Thursday. It is at the sole discretion of the Market Manager to "close" vendor entry to the market if arriving later than 2:30pm. Vendors may arrive earlier if they choose to do so, though Market staff will begin opening procedures at the above-stated time.

Though vendors may set up early but must cease sales at 7:00 p.m. Vendors may not remove their vehicle from their stall until 7:15 pm and must completely vacate their space by 8:00 pm. Violators of these time frames may be suspended or removed from the market per Section 10 of the market rules. The Vendor space must be left clean and free of debris. Any vehicles that do not fit in the vendors' assigned space must be parked in accordance with Section 11 of these Rules.

Payment will be picked up the day of the market by The Market Manager. If you select to prepay, your payment will be due the date indicated in the table in Section 3.

All products must be priced clearly and prominently displayed. If a product is priced by weight, that price must be listed. The Market Manager reserves the right to address any concerns on visible pricing as the vendor may choose how this is done for their products. This does not constitute that the Market Manager will regulate the pricing of products.

All farmers accepting food assistance programs must clearly display a sign with the accepted programs. The Market Manager has signage available.

9. Rules

These rules can be adjusted at any time by the Market Manager, with concurrence of the Food Security Incubator Advisory Committee. Notice will be given to all participants of the Market of any rule changes.

1. Semi Trucks: No semi trucks are allowed.
2. Peaceful Environment: in the spirit of a community event, any Vendor making a hostile or uncivil environment for other Vendors, customers, or Market staff will be addressed and, in some cases, removed from the Market. In addition, all Vendors must abide by the [East Bay Township Noise Ordinance](#)
3. Food Establishment License: Vendors who sell processed foods must contact the Department of Agriculture regarding the need to obtain a Food Establishment License. The local MDA can be reached at (231) 922-5210.
4. Trash receptacles are for customers, Vendors must remove all their own trash.
5. Vendors are not permitted to bring pets to the Market.
6. Compliance with these Rules is essential to a successful Farmers Market. Honesty from all



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Vendors is expected and required. Any Vendor found in violation of these Rules by the Market Manager or by East Bay Township staff will be subject to further review, which may result in a citation, suspension, or expulsion from the Market.

7. The Food Security Incubator Advisory Committee, or its designee, from time to time may make Vendor Visits. Based on such a Vendor Visit, the Board may request the Market Manager to issue a citation.

10. Citations & Appeals

Vendors may reserve the ability to formally appeal a decision by the Market Manager. Appeals must be submitted in writing within one week of the Market Managers decision to East Bay Township Food Security Incubator Advisory Committee and indicate that they are submitting a “letter of appeal” or similar language. If a Vendor is not satisfied with the outcome of their review or receives a citation from the Market Manager, the Food Security Incubator Advisory Committee will discuss details of the issued citation or review at the next monthly meeting. During this meeting, Vendors are encouraged to participate in the Food Security Incubator Advisory Committee review. The Food Security Incubator Advisory Committee may make a decision involving disciplinary action in relation to the vendor’s continued presence within the East Bay Corners Farmers Market.

Upon receiving a letter of appeal, the Food Security Incubator Advisory Committee will convene at the next meeting to consider the appeal. Any decisions made by the Food Security Incubator Advisory Committee on the appeal are final. If a vendor is participating in the appeal process during a market season, their participation at market will be allowed until the board makes a final decision on the appeal.

11. Parking

Accessible parking is crucial to serve the customers of the Farmers Market. Parking is based upon booth selection. Booths are assigned by Parking Space number on the map provided. Parking Spaces are typically 9’W x 21’L. Booths and vehicles must remain within the lines of a vendor's assigned Parking Spaces. While a vendor may choose to use all their space for their display and not park a vehicle in their spot, no more than one vehicle may be parked in a Bronze or Silver Booth, and no more than two vehicles may be parked in a Gold or Platinum Booth. Trailers are considered to be a vehicle.

Parking outside of one’s assigned spaces in the customer provided parking is prohibited to maximize customer parking. It is encouraged that vendors are mindful of limited customer parking and allow space for them to park. Vendor vehicles found in violation of this section will be subject to ticketing.

12. Entertainment Vendors

Individuals or groups that wish to be Entertainment Vendors will be permitted to participate upon application and approval of the Food Security Incubator Advisory Committee. A maximum of one Entertainment Vendor may participate on any given Market Day.



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Entertainment Vendors will be assigned a time slot. Times and locations are provided by the Market Manager. The Market Manager reserves the right to deny any entertainer or entertainment group based on noise and space restrictions.

Contact Information:

Farmers Market Manager

231-947-8647

foodsecurity@eastbaytwp.org

1965 N Three Mile Road

Traverse City, MI 49696