



KENTWOOD FARMERS MARKET – 2024 Rules & Guidelines

2024 SEASON (June 6 – Aug 29) MARKET RULES & GUIDELINES

1) MARKET MANAGER

Sherry Barnum – Recreation Program Coordinator, Kentwood Parks & Recreation
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office: 616.554.0798

2) KENTWOOD FARMERS MARKET MISSION STATEMENT

The Kentwood Farmers Market will foster community interaction by providing an active market venue for fresh produce and products.

3) THE KENTWOOD FARMERS MARKET WILL:

- Provide a venue for the market that functions as a city attraction, is accessible by transit, and served by non-motorized trails from area neighborhoods.
- Meet the city's need & desire to make fresh produce accessible to residents who may have limited access.
- Allow residents to experience the rich cultural diversity of the Kentwood area through the sale and consumption of authentic local foods.
- Provide an opportunity for an educational venue through the Richard L. Root branch of the Kent District Library for special events or instruction in the use of fresh ingredients for good nutrition and health.
- Supply entrepreneurial opportunities for emerging food-based businesses.

4) 2024 SEASON INFORMATION

Dates: June 6 – August 29

Time: Thursdays, 4:30pm – 7:30pm

Location: Parking lot behind Kentwood City Hall. 4900 Breton SE, Kentwood, MI 49508.



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5) MARKET OPERATIONS

- The market will operate on Thursdays, June 6 – August 29, from 4:30pm – 7:30pm.
- The Kentwood Farmers Market is open rain or shine, however in the case of extreme weather (severe thunderstorm, tornado warning, etc.) will the market be cancelled. Vendors will be notified by email and text message if a market is cancelled.
- Vendors should arrive to set up between 3:00 – 4:00pm.
- Vendors shall stay open until 7:30pm.
- Daily vendors must sign up & pay by Friday the week before the market.
- There will be no refunds of vendor fees.
- Vendors are responsible for all set up materials including, but not limited to, tables, tents, umbrellas, chairs, signage, etc. All tents must be weighted down and secure in case of high winds.
- Vendors are responsible for taking their own trash.
- Vendor’s business name must be displayed at their booth. Products being resold must be labeled.
- All Vendor’s must maintain their booths in a neat, organized manner, free of clutter and trash.
- Smoking at the market is prohibited.
- The Market Manager is responsible for the day-to-day operations of the Market and shall be the Vendor’s point of contact for questions and issues that may arise during the Market. The Market Manager may move any vendor booth at any time for any reason.

6) VENDOR FEES:

- **Seasonal** - \$75 for all 12 weeks.
- **Daily** - \$10 (Register & pay by Friday prior to the market.)
- Checks can be made payable to “Kentwood Rec” and mailed to 355 48th St SE, Kentwood MI 49548. Credit/Debit card payments can be made over the phone by calling 616.554.0798.



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7) VENDOR SELECTION:

- All vendors must be approved by the Market Manager.
- Priority is given to vendors who sell food and food-related products including produce, dry goods, baked goods, meat, dry goods, coffee, eggs, honey, syrup, jams, and other edible items.
- Priority is given to vendors who live within 30 miles of the City of Kentwood.
- At least 75% of products being sold must be grown/produced directly by the vendor. Food products being resold must be labeled.
- Vendors are not given an exclusive right to sell that type of item, however we strive for variety and are not inclined to allow multiple vendors selling the same type of product.
- Vendors of cottage law foods must follow proper labeling guidelines.
- Vendors of handmade items (art, crafts, etc.) will only be allowed at the discretion of the Market Manager and will be limited to attend no more than 6 markets in total.
- No franchises, MLMs, or reselling of goods are allowed.
- The Market Manager reserves the right to determine whether proposed merchandise meets the Market objectives and criteria for participation.

8) VENDOR STALLS & PLACEMENT

- The market takes place in an uncovered parking lot.
- Vendors should provide their own tent and tent weights.
- Vendors will receive approximately 1-3 parking spaces, depending on their needs.
- Most vendors will be able to park directly behind their tent, possibly on grass.
- Vendor maps will be provided at least 3 days prior to the market.
- Vendor placement is subject to change.
- The Kentwood Farmers Market will do its best to accommodate placement requests.
- Vendors can arrive to set up between 3 – 4pm and shall stay until the market closes at 7:30.



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9) FOOD ASSISTANCE

- The Kentwood Farmers Market participates in the following food assistance programs:
 - SNAP & EBT (Wooden Tokens worth \$1 – Can be spent on Michigan grown fruits & veggies, mushrooms, herbs, food producing plants, maple syrup, honey, baked goods, jam, meat, dairy, eggs)
 - Double Up Food Bucks (Silver Tokens worth \$2 – Can be spent on Michigan grown fruits & veggies, mushrooms, herbs, food producing plants)
 - WIC Project Fresh (Paper coupons worth \$5 - Can be spent on Michigan grown fruits & veggies, mushrooms, herbs)
 - Senior Project Fresh (Paper coupons worth \$5 – Can be spent on Michigan grown fruits & veggies, mushrooms, herbs, and honey)
- Vendor participation in food assistance programs is recommended, but optional.
- Training about food assistance programs is available to all vendors.
- Vendor reimbursement for food assistance transactions will take place monthly.
- Vendors must complete a W9 to be reimbursed.

10) VENDOR CODE OF CONDUCT

- Vendors must be respectful of other participants of the Market. Radios and other noise-making devices should not disturb other Vendors and customers. Any ongoing noise disruptive to Vendors or customers will not be permitted. Hawking, outcries, and other methods of attracting the attention of customers is prohibited.
- Vendors shall conduct themselves in a courteous and professional manner with other Vendors, Market staff and Market patrons. Failure to do so is cause for immediate removal from the Market.
- Behavior that disparages another participant or the Market, actions that unnecessarily interfere with other participant's set up, sales, or activities, and any other action that in the Market Manager's determination are uncooperative in nature are prohibited.
- Abusive or threatening language, circulating rumors, or filing false or frivolous reports that affect the reputation, integrity, or smooth operation of other vendors or the Market are prohibited.



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11) LICENSES AND HEALTH CODES

- All vendors need to secure and comply with Federal, State, and local preparation, licensing, labeling and storage regulations. These licenses must be available in their booth at all times. Vendors and their employees are responsible for knowing and adhering to these rules.
- Applicable vendors must comply with Michigan Cottage Food Law.
- Vendors that serve any food products or food samples that are not prepackaged must comply with state laws and regulations related to food service.
- Sales tax, when required by the State, is the responsibility of the Vendor.

12) LIABILITY

- The City of Kentwood and the Kentwood Farmers Market assume no responsibility and shall not be liable for any damages or injury.
- Vendors are required to either:
 - Name the “City of Kentwood” as additional insured on their farm/business liability insurance policy and provide proof of that coverage.
 - or*
 - Sign the Hold Harmless Agreement indicating that the City of Kentwood is not responsible for any damage or injury.
- All food trucks or prepared food vendors selling hot, ready to eat items must carry their own liability insurance.

13) GRIEVANCE POLICY

- Problems, complaints, or concerns must be directed immediately to the Market Manager.
- The Market Manager has the right to deny or restrict any vendor to the Market for failure to follow the Farmers Market Policies.
- Any grievance that cannot be resolved between a Vendor and the Market Manager may be submitted in writing to the Parks and Recreation Department.



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14) FREE SPEECH AREA

- No solicitation, petitioning, or campaigning is allowed in the Kentwood Farmers Market area.
- Such activities may take place at the designated free speech area: the adjacent sidewalk at Breton Ave. No tables, chairs, equipment, or other fixtures may be set up in the designated free speech area without permission of the city.

15) PHOTOGRAPHY/VIDEOS

The Vendor consents to the Farmers Market the right to photograph or video any Vendor or booth for the use of advertising or promotion of the Market.

16) ENFORCEMENT OF RULES

- Violation of any general public safety rules or market policy listed in this Agreement by Vendor or Vendor's staff, or exhibition of improper behavior may result in termination of space rental. Vendors shall generally be given a written warning from the Market Manager of any such violation and two written warnings will constitute immediate termination.
- The Farmers Market Manager reserves the right to update the Rules & Guidelines at any time. All vendors will be made aware of any changes in writing within 7 days.

17) QUESTIONS?

Questions can be directed to Market Manager, Sherry Barnum: barnums@kentwood.us / 616.554.0798.