

GOODVIEW FARMERS MARKET ASSOCIATION
Vendor Information and Guidelines
Thursdays ♦ May 18th – Sept 28th ♦ 3:00 – 6:00 p.m.
Location: Winona Elks Lodge, 4540 Service Drive, Goodview

The Goodview Farmers Market (GFM) provides a venue for consumers to purchase high quality, fresh and locally grown products. We encourage products which promote healthy lifestyles and sustainable, local agriculture. Vendors agree to abide by the GFM Code of Ethics.

Application and Fees

- Those wishing to participate in the market must complete an application form and return it with the \$75 stallholder fee to the City of Goodview before receiving a stall assignment.
- The GFM Board of Directors shall determine stall assignments with respect to product availability and uniqueness.
- The market shall not discriminate on the basis of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, disability, age, marital status, or status with regard to public assistance.

Marketable Goods

- All farm products are encouraged to be home grown within 50 miles of Goodview.
- The following items are approved for sale:
 - Fresh fruits, vegetables and herbs.
 - Farmstead products such as cheese, meats, fish, poultry, eggs, baked goods, canned goods, honey, maple syrup and preserves if prepared and packaged in accordance with rules established by the MN Department of Agriculture.
 - Bedding plants, hanging and potted plants, perennials and cut flowers
 - Dried flowers or plants.
 - Vendor handmade artisan products (i.e., candles, aprons, fiber arts, etc.).
- Exceptions and additions to the above must be approved in advance by the Board of Directors.
- No resale of any artisan product is allowed.
- Market officers and market coordinator have the right to ask vendors to remove products.

Product Regulations

- All items must be prepared, displayed and stored in accordance with MN Department of Agriculture and MN Department of Health guidelines.
- Each grower is responsible and liable for his/her products, guaranteeing that all products are produced and sold in compliance with all relevant state and local ordinances.
- Processed food items must be sold with a valid processing license or comply with Minnesota labeling law requirements.
- Growers are to provide their own scale and have the option to sell by weight, volume, or count. The State of Minnesota requires certified scales.
- a farm inspection with a second witness, to ensure that produce is grown by the vendor.

- Prices must be clearly marked by vendors. Vendors are limited to renting two permanent adjacent stalls as availability dictates. Moving of product to extra or temporary stalls is discouraged.
- Vendors selling products as certified organic must have available a copy of their organic certification provided by a USDA certifying agent.

Mobile Food Vendors

- Are strongly encouraged to use locally sourced ingredients and products made from scratch.
- Cannot sell on Service Drive during Market hours.
- Must carry a valid Food Truck License from the City of Goodview.
- Final product must be produced on site.

Market Set-Up

- Set up time is no earlier than 2:00 p.m. on Thursday, unless authorized by Market personnel.
- Food Trucks and Mobile Vendors may set up at 1:30 p.m.
- Hours for the market are 3:00 to 6:00 p.m. on Thursdays.
- No electricity is available. Vendor will be responsible for providing their own electricity.
- Vendors are responsible for area clean-up.
- Petitioners for any cause are not allowed to set up in the Market space or do strolling petitions during Market hours. Individual vendors may, with prior approval from the Board of Directors, have petitions within their own stall.

Enforcement and Insurance

- *First offense* – **Verbal warning** from the Market Board of Directors with an immediate correction to the violation.
- *Second offense* – **Written notice** from the Market Board of Directors. The vendor will also be fined \$50.00.
- *Third offense* – **Will result in loss of selling privileges for the remainder of the season.**
- Insurance coverage for the Market as a whole includes: Commercial General Liability Coverage which includes Personal Injury and Advertising Injury along with Damage to Premises Rented.
- All vendors must carry their own general liability and product liability insurance, as the Market does not provide this coverage.
- The Market has an emergency Response Plan in place.

Guidelines Adopted Spring 2022

Code of Ethics

This “Code of Ethics” represents guidelines for being a good neighbor and a good member of the Market. Please remember that although we may have different reasons for being at the Market, we all have an interest in its long-term success and in the success of the other vendors at the Market.

- **Price your product fairly** – Gross undercutting is not acceptable and hurts everybody. Pay attention to what others are charging for similar products, especially if those products are at the Market in abundance. Fresh and local products have a number of advantages over their grocery store counterparts, and should be priced accordingly.
- **Market honestly** – First, follow the rules: only sell what the market allows you to sell, and follow the limits on regulated items for marketing and display. Second, follow the law with regard to labeling your product, whether as organic, chemical-free, grass-fed, etc. Third, be honest when describing the qualities of your product.
- **Honor your products** – Everybody has a lapse in quality every now and then. How you handle customer complaints reflects on the entire market, not just you.
- **Be respectful of other vendors** – Keep disagreements with other vendors private. Don’t interrupt when customers are interacting with other vendors.
- **Respect the space of other vendors and the walk-way for customers** – A single line of stall-fronts has more visual appeal than a ragged line, and hiding your neighbor behind your stall is not appropriate. Leave room for customers to walk down the aisle.
- **Downplaying other vendors is not acceptable** – Talk your product up instead of talking somebody else’s down and let the customer choose.
- **Pay attention to your stall and personal appearance** – An orderly stall is a safe place, and the appearance of vendors and their space reflects on the Market as a whole, not just on the individual.
- **Be courteous to all customers** – They are, after all, why we are here. Make an effort to greet and offer help to customers whenever possible.
- **Read and follow the market rules and abide by the bylaws** – The Market rules and bylaws are the standard agreed upon by all vendors. They allow for a smooth-running Market that provides a level playing field for all vendors. Take time to understand them, and then follow them.

Code of ethics Adopted Spring 2022

Goodview Farmers Market Association Bylaws

A. Members of the Goodview Farmers Market Association

An individual, family, partnership, non-profit or other entity paying annual stall fees, based on present year's participation.

B. Who May Sell?

1. Any grower, who has paid the required fees, within a 50-mile radius of Goodview.
2. Any artisan who has paid the required fees and who has hand crafted their product within a 50-mile radius of Goodview.
3. Any mobile food vendor who has paid the required fees, has a valid Food Truck License from the City of Goodview, and uses locally sourced ingredients and products made from scratch whenever possible.
4. New vendors must complete the Vendor Application and be approved by the Board of Directors. Vendors may be denied access due to space considerations, distance requirement or products not allowed for sale at this market. The Board has the authority to decide whether the Market can support a vendor in any given category. Priority will be given to new vendors offering unique products. Denied vendors will be put on a waiting list for the following year.
5. Fundraisers by community groups may take place with the following limitations:
 - a. Fundraiser groups will be limited to participate one time per month, to be scheduled at the discretion of the Board of Directors.
 - b. Fundraiser groups must operate under GFM guidelines and bylaws and Minnesota Farmers Market laws.
 - c. No commercial product donations may be sold.
 - d. Prices of fundraiser products should not undercut prices of market vendors.
 - e. A stall shall be reserved exclusively for fundraisers.
6. Franchise business applicants will not be considered for membership at the Goodview Farmers Market.

C. What May Be Sold?

1. Fruits, vegetables, nuts, herbs, flowers, bedding & house plants, eggs, honey, syrups, Minnesota approved canned goods, jams & jellies, baked goods, meats, soap, and handmade crafts. Exceptions and additions may be admitted at the discretion of the Board of Directors.
2. No resale of any artisan product is allowed.
3. Jams and jellies - Ingredients must be listed on the label, and the vendor should identify which ingredients are produced by the vendor.
4. Canned goods may be sold if the vendor processes the product and meets the Minnesota State regulations for display, labeling, and production.
5. If the primary ingredients of the baked goods, i.e. "ingredients that make it unique" are raised by the vendor, the vendor is not required to sell other products.
6. Baked goods may be sold if they are produced by the vendor without the use of purchased pre-made doughs, batters, crusts, dry ingredient mixes, frostings, or fillings. Ingredients such as fats, oils, leavening, and salt must be added by the vendor. An ingredient list must be kept on file and made available at the Market for inspection. Receipts for ingredients must be kept on file by the producer and made available upon request.
7. All baked goods must meet Minnesota State regulations.

D. Rights of Stallholders

1. Stallholders by definition are vendors who rent a designated stall for the May-October season and pay the annual fee in advance. A vendor is defined as an individual (or entity) selling produce or products.
2. Upon payment of the seasonal fee, stalls shall be assigned by the Board of Directors, with stallholders having the right to request a stall used the previous year.
3. The Board of Directors of the Goodview Market shall establish stall assignments for all stallholders. If there is more than one request for a change by a stallholder to move to an open stall, the new holder of the stall shall be selected by lottery (random selection).
4. Stallholders must contact the Market Coordinator by 12:00 noon on Thursday at the latest when they know that they will not be present to use their stall on any given Thursday.
5. A single vendor shall be limited to renting 2 permanent adjacent stalls at \$75 each stall.

E. Stalls

1. Stall definition: A stall is defined as a space 20-feet wide and 18-feet deep, which is enough for one vehicle to park parallel to the length of the parking lot. Stall dimensions must be obeyed.
2. Stall assignments: Annual stallholders shall be assigned permanent stalls for Thursday markets.
3. Stall fees:
 - a. Thursday Vendors: \$75 per stall, one-time seasonal fee.
4. Any conflicts concerning stall boundaries shall be brought to the attention of one of the Board members.
5. Stallholders are responsible for clean-up of their stall area after every market.
6. Stallholders will provide their own tables, electricity, etc.

F. General Rules

1. Market hours are 3:00 – 6:00 p.m. on Thursdays.
2. Stall set up may begin no earlier than 2:00 p.m. on Thursday.
3. Vendor to vendor bartering or buying prior to opening at 3:00 p.m. on Thursday market dates is acceptable.
4. Each vendor is responsible for and liable for his/her own product.
5. Growers are to provide their own scales and have the option to sell by weight, volume, or count. The State of Minnesota requires certified scales.
6. Prices must be clearly marked.
7. Failure to abide by these bylaws will result in one verbal warning followed by two written warnings. If a violator fails to abide after the second written warning, then loss of annual stall and selling privileges for the remainder of the season will occur. Members may report an alleged violation by completing a “Goodview Farmers Market Rule Violation Form” available from any Board member.
8. It is the duty of the Board of Directors to enforce the rules.

9. The Board of Directors, at their discretion, can change these bylaws at any time.
10. All rules appearing in these bylaws apply to all sessions of the Goodview Farmers Market.
11. Petitioners for any cause are not allowed to set up in the Market space or do strolling petitions during market hours. Individual vendors may have petitions within their own stall with prior approval by the Board of Directors.