



Dear Vendor:

WELCOME TO THE 2017 SEASON OF UNIVERSITY HEIGHTS' FARMERS MARKET. The 2017 farmers market season will be located at the University Athletic Club at 1360 Melrose Ave.

MARKET SEASON & COST. The market runs every Tuesday starting May 16th through September 19th; except for the July 4th. Set up time begins at 4pm and public vending is from 5pm to 7pm.

Cost per vendor stall is \$5 per market day, or pay for the season in advance and receive a 50% discount; offer ends March 31st. Limited vendor spaces; act soon. Make check payable to City of University Heights - Farmers Market and mail to the City Hall address provided below. Market Coordinator may in their discretion waive market fee.

MARKET COORDINATOR. The Market Coordinator is Silvia Quezada, City Councilor and Slow Food movement fan. Contact information is silvia@university-heights.org or 319-541-3321 (cell phone).

FARMERS MARKET RULES. Important information on the market's rules. If changes are made to the *Information for Vendors Farmers Market 2017* document, a copy will be sent to you at the email address you provide in addition to the City website posting a revised document.

Cheers,

Silvia Quezada
City Councilor

Return completed application, release form, and payment to:

**University Heights Farmers Market
c/o Silvia Quezada
1302 Melrose Ave., University Heights, Iowa 52246**

**or email to:
SILVIA@UNIVERSITY-HEIGHTS.ORG**

City Hall, 1302 Melrose Ave., University Heights, IA 52246

Information for Vendors *Farmers Market 2017*

PART I. MISSION STATEMENT

The mission of the University Heights 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 University Heights' farmers market rules, to provide an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared food products, and to enhance the quality of life in University Heights' residents and its surrounding area neighbors by providing a community activity that fosters social gathering and interaction.

PART II. 2017 FARMERS MARKET POLICY AND RULES.

- **Each vendor must grow or produce all of the items for display or sale at their table.** This contemplates the vendor making the decisions about and work for the production of all of the produce sold at the farmers market. These decisions include, but are not limited to, cultivate selection and acquisition, when and where each crop is harvested and market preparation, including pricing.
- **If vendors/growers are in partnership** with each other, a copy of a legally binding document stating your partnership must be included with the vendor's completed application before vendor may sell at the farmers market.
- Vendors will provide their own selling equipment (e.g., tables, tents).
- **Each vendor stall is pre-assigned and is approximately 8' x 14'.** If space allows as vendor can spread out at the Market Coordinator's discretion. The Market Manager or UHPD reserves the right to have vendors rearrange tables, etc., to fit within the vendor stall. If a vendor does not comply, that vendor will be asked to leave. If the vendor does not leave when asked, the University Heights Police Department will be asked to intervene.
- **No selling or exchange of money ahead of time will be allowed.** When the bell rings at 5:00 p.m., vendors may begin selling their product(s). If any vendor begins selling items before the bell rings, it will result in dismissal from the Market that day. Repeat offenses may result in permanent dismissal from the farmers market for the duration of the season. If vendors do not leave when asked by the Market Coordinator, the UHPD will be called immediately.
- The vendor shall keep their space and surrounding area clean and free of debris and obstructions.
- **No pets, smoking or alcohol are allowed in the farmers market premises.**
- Items that may be sold at the farmers market include: fresh fruits and vegetables, baked goods (except for soft pies and custards), honey, eggs, flowers, plants, and arts and crafts. Vendors must possess necessary permits or certificates to sell poultry, meat, or prepared/potentially hazardous foods. **Contact Rob Thul, Environmental Health Specialist, Johnson County Public Health, at rthul@co.johnson.ia.us or 319-688-5869 if you have questions or unsure about your items.**
- Each vendor is responsible for compliance with state and federal food handling and safety regulations, as applicable.
- If the vendor/grower or any of its employees, agents or representatives enters the farmers market under the influence of alcohol or drugs, they shall forfeit the stall for the day or the market season. The Market Coordinator or UHPD may, at their discretion, close a stall for the day or market season for any inappropriate conduct or activities or otherwise disturbing the peace by vendor.
- Vendors are responsible for their own personal and product liability insurance.
- No refunds will be issued in the event a vendor is permanently dismissed from the farmers market.
- Vendor shall not offer for sale handicrafts or other items that contain Vendor shall not offer for sale handicrafts or other items that contain violent, defamatory, profane, obscene or sexually explicit language or pictures.

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- Vendor shall be courteous to other vendors and shall not engage in activities that make other vendors uncomfortable.

PART III. QUESTIONS & ANSWERS.

How much does it cost to be a vendor?

Cost \$5 per market day, or pay for the season in advance and receive a 50% discount; offer ends March 31st. Checks should be made to: “City of University Heights – Farmers Market” and sent c/o Market Coordinator to 1302 Melrose Ave., University Heights, IA 52246.

How do I get a vendor stall?

Return a completed farmers market application, release form, and payment. Vendor stalls are on a first-come first-serve basis. For purposes of managing arrangement of the farmers market, vendor stalls are assigned ahead of market date. If you decide to participate for the entire season, you can generally expect to be in the same stall. If you participate in some of the farmers market, you will need to contact the Market Coordinator before the market date to identify your vendor stall location. Vendors are allowed to arrive and begin setting up at **4:00 p.m.** For public safety considerations, vendors must arrive by **4:50 p.m.** Vendors who want to arrive earlier for set-up must make arrangements and be pre-approved by the Market Coordinator.

How big are the stalls?

Vendor stalls at the Athletic Club site are approximately 8’ x 14’. The Market Manager or UHPD reserve the right to have any vendor move equipment if in their sole discretion vendor equipment is in the way of customers, a safety concern or for any reason.

What can I sell at the Farmers’ Market?

Vendors are permitted to sell fruits and vegetables, plants, cut flowers, baked goods (must be labeled with vendor’s name, the address where the food was prepared, and a list of ingredients), honey, eggs, jams and preserves, meat and poultry (with required permits or certifications) and arts and crafts.

Vendors **are not** permitted to sell soft pies and custards or any prepared foods or beverages that are considered potentially hazardous unless the vendor has obtained appropriate permits from the Johnson County Department of Public Health and follow all safe food handling procedures. Vendors are responsible for complying with local and federal food safety requirement in the sale of their goods or produce. For questions about food safety and what licenses or permits may be involved, contact the Johnson County Department of Public Health at 319-688-5869.

What if it rains?

The farmers market will be **held rain or shine.**

What if I’m running late?

It is extremely difficult to get vehicles in and out of the farmers market area, especially once other vendors are setup and customers have started to arrive. **Vendors who arrive after 4:50 p.m. will need to check with the Market Coordinator or UHPD to see if they may enter the Farmers Market vendor area late.**

Can I unload my products and display and park my vehicle elsewhere?

Vendors should park their vehicles in their stall spaces. Additional vendor vehicles can be parked. Check with Market Coordinator or the UHPD police officer on duty to direct you where to park and set-up vendor stall.

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What if a customer needs to leave before the bell rings?

There will be no exchange of money permitted before the opening bell rings. Any exception must be pre-approved. Vendors who sell before the opening bell will be asked to leave the farmers market immediately. Repeat offenses may result in permanent dismissal from the farmers market. In the event a vendor is permanently dismissed from the farmers market, no refunds will be given.

If I sell everything I bring, can I leave early?

In most cases, due to the difficulty of getting vehicles out of the vendor area and the safety concerns, vendors will not be allowed to leave the farmers market early. Exceptions may be possible, but only if made with anticipation to allow time for reasonable accommodation.

Are there any other activities associated with the Farmers' Market?

Entertainment is planned, but not guaranteed.

PART IV. FOOD SAFETY REGULATION.

The following is provided for informational purposes only and is not legal advice. Please contact Rob Thul, Environmental Health Specialist, Johnson County Public Health, at rthul@co.johnson.ia.us or 319-688-5869 for further information or if you have questions on this information.

“Farmers Market” as set forth in 137F of the Iowa Code and from the Farmers Markets Requirements from the Iowa Inspections and Appeals Food & Consumer Safety Bureau. (www.dia.iowa.gov/food-consumer-safety/food-safety). A "Farmers Market" means a marketplace which operates seasonally principally as a common market for fresh fruits and vegetables on a retail basis for off-the-premises consumption.

A. Approved Items: (no licensing required)

1. **Fruits & Vegetables:** Washed and stored in clean containers displayed **at least 6” off the ground.**
2. **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.
 - a. **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.
 - b. **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):
 - i. Product name
 - ii. 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
 - iii. 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”
 - iv. Net weight or volume
 - v. Allergen information

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- vi. Nutrition labeling information is required unless exempt. Exemptions may be found on the FDA website www.fda.gov
- 3. Eggs – Refrigerated at 45 degrees or below.
- 4. Honey – Labeled as described above
- 5. Jams, jellies
- 6. Dried Noodles
- 7. Mushrooms – ONLY wild Morel mushrooms may be sold at a farmers market if all of the following criteria are met:
 - a. Each Morel mushroom must be inspected and found to be safe by a “certified Morel mushroom identification expert”;
 - b. The seller of the Morel mushroom must keep a record for 90 days from the date the mushrooms were purchased including the following information
 - i. Name, Address and telephone number of the certified Morel mushroom expert;
 - ii. a copy of the Morel mushroom identification expert’s certificate of successful completion of the course, containing the date of completion
 - iii. and the quantity of the Morel mushrooms purchased and the date(s) purchased by a market patron
 - c. The seller must obtain a Farmers Market Potentially Hazardous Food License or a Mobile Food License from the Johnson County Public Health Department.
 - d. 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.
 - e. Iowa State University offers the Morel Mushroom Certification course each spring.
- 8. Dried/Dehydrated Fruits & Vegetables plus dry ingredients in a container if shelf stable and nonhazardous.
- 9. Flower & plants
- 10. 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.**
- 11. 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:

Rob Thul, Environmental Health Specialist
Johnson County Public Health
rthul@co.johnson.ia.us
319-688-5869

B. Restricted Items* (License required to sell)

- 1. Meat and meat products
- 2. Cheese
- 3. Salsa
- 4. Jarred sauces/dressings
- 5. Baked goods such as soft pies, meat pies, custard or cream filled products
- 6. Pet treats and pet foods need to be licensed by the State Department of Agriculture

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7. 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. Vendors must be in possession of appropriate licenses during the farmers market.

C. Prohibited Items:

- 1) Homemade butter
- 2) Raw Milk
- 3) Home canned/bottled fruits or vegetables
- 4) No items made from pre-made dough, batters, crusts or dry ingredient mixes
- 5) Morel mushrooms are prohibited (see item #7 on previous page)
- 6) No commercial or imported items
- 7) 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.

D. Potentially Hazardous Foods: Potentially hazardous foods are so defined by the Johnson County Department of Public Health. "Potentially hazardous foods means 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."

E. 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 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 as money.**

F. 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 farmers market.