



Red Oak Farmers Market – 2022 Guidelines and Application

DEFINITIONS

- Organization Name – Red Oak Farmers Market, also referred to in this document as the Market or the ROFM
- Market Manager(s) – Person(s) responsible for general organization and operation of the Market; announces the start of each Market session or selects a Market Member to do so; keeps official records and documents for the Market; addresses questions from the Market vendors and customers. This is a volunteer position and may be shared as Co-Market Managers.
- Market Member – Full-season vendors who have agreed to pay the \$50.00 season fee or \$25.00 fee if joining after mid-season; one vote per vendor at ROFM Member meetings.
- Quorum of Market Members – A quorum is two-thirds of Market Members.
- Market Session Vendor – Those attending and paying for individual market sessions; There are four categories:
 - Traditional Vendor – Person(s) selling produce, baked goods and hand-crafted items; may set up a stall an unlimited number of weeks, paying \$10.00/market session (See Vendor Fees.)
 - Non-profit Vendor – Organization engaged in fundraising; stall must not sell items competitive to Market Members' stalls; may set up one time/season; pay \$10.00 fee.
 - Community Vendor – Organization providing free information/service of value to community; permission to set up a stall and number of weeks is granted/approved by Market Manager(s) on a case-by-case basis; stall is free (no fee).
 - Food Truck Vendor – Person/business selling prepared (ready-to-eat) food from a truck, trailer, or cart. Some restrictions may apply during special events, especially those in partnership with other organizations, as there may be some vendors contracted to sell food at those special events.

Traditional and Food Truck vendors are eligible to be Market Members.

MARKET SESSION LOCATIONS, DATES AND HOURS OF OPERATION

- Thursday Market – Red Oak Fountain Square Park (NE quadrant – 390 E. Reed Street).
 - Dates – Opening day: Thursday, May 26, 2022. Season closing: October 13, 2022, or until weather and/or growing conditions prevent produce availability.
 - Hours – 4:00 – 7:00 pm every Thursday. Market hours may be altered by vote of the Market Members, or on a case-by-case basis to accommodate special events or other opportunities.
 - The Market location may be changed to accommodate a community event, such as, Junction Days or the Classy Chassis Car Club show.
 - The Market is open regardless of weather; individual vendors may choose to not sell or to close early in case of threatening weather.
- Saturday Market – Red Oak Fountain Square Park, (NE quadrant – 390 E. Reed Street).
 - Dates – Opening day: Saturday, June 4, 2022. Season closing: September 17, 2022, or until weather and/or growing conditions prevent produce availability.
 - Hours – 9:00 am – 12:00 Noon every Saturday.
 - The Market location may be changed to accommodate a community event, such as, Junction Days or the Classy Chassis Car Club show.
 - The Market is open regardless of weather; individual vendors may choose to not sell or to close early in case of threatening weather.

- Holiday Markets – Location TBD, preferably on or near the town square in Red Oak, IA.
 - Thanksgiving Market – Date: Tuesday, November 22, 2022, hours TBD.
 - Christmas Market – Dates: Thursday-Saturday, December 15-17, 2022, hours TBD.
 - Galentine’s Market – Date: February 2023, date/hours TBD – to coincide with Red Oak Business Promotions Group event
 - Food Truck vendors are excluded from the Holiday markets.
- The Market Manager or an appointed vendor will announce the opening of each market.
- All vendors will be set up and ready to sell by the Market opening time and will remain open until the appointed closing time. Any vendor that sells out or needs to close early will notify the Market Manager before departing the Market location.

VENDOR FEES

- Market Member Season Vendor Fee = \$50.00, which may be paid in full at the start of the season or in two (2) \$25.00 payments at the start of each half-season:
 - First Half-season – May 26 – July 31, 2022
 - Second Half-season – August 1 – Market season close 2022
- Market Session Vendor Fee = \$10.00, payable before the Market opens. Session vendors that participate in multiple Market sessions will pay a maximum of \$50.00 for the entire Market season, which makes that vendor a Season Member Vendor.
- These fees entitle each vendor to a stall with selling frontage of up to two (2) six-foot tables and a six-foot table on each side of the stall (twelve feet maximum frontage).
- Parking Space Fees: **Only paid when a vendor uses a vehicle as the primary stall or selling location.**
 - Market Member Parking Space Fee = \$100.00.
 - Market Session Vendor Parking Space Fee = \$20.00. Session vendors that participate in multiple Market sessions will pay a maximum of \$100 (5 Market Sessions) for parking spaces for the Market season, which makes that vendor a Market Member.
 - This fee entitles the stall vendor to one (1) parking space in front of the vendor’s stall for the Market Season or the Market Session; or in the case of...
 - Food Truck vendors selling from their vehicles, sufficient parking space(s) at the outer edge of the Market stall area. Both Market Member and Market Session Vendor Food Trucks only pay a single parking space fee even if their truck fills more than one (1) parking space.
- Food cart vendors may use a regular stall space as their primary selling location if the Market Manager determines the cart meets the stall guidelines (fits within the space, does not damage the turf, etc.).

INSURANCE

- The ROFM purchases a one-million-dollar (\$1 million) liability insurance policy which provides liability coverage for all ROFM-sponsored events and includes the City of Red Oak as an added insured. The ROFM provides the City of Red Oak proof of insurance.
- Market Session Vendors are responsible for purchasing their own liability insurance policies and must provide proof of insurance to the Market Manager with their Market Session fee payment prior to setting up their stall.
- Season Market Members are encouraged to carry a one-million-dollar (\$1 million) personal liability umbrella insurance policy for their own protection.

MARKET ACTIVITIES, MUSIC, FOOD AND OTHER ENTERTAINMENT

In 2022, the goal is to provide added activities – kids crafts, music, dinner/breakfast, tastings, and other entertainment – to provide compelling reasons for a broader group of people to attend and shop the Market. Specifically, the ROFM aims to attract younger adults, parents with children to the Market.

- Sabrina Brouseau will lead the planning and implementation of kid activities.
- Delton Lyden & Ryan Fuller will lead the planning, securing and sponsorship of live musical entertainment – primarily for Saturday Markets.
- Maggie McQuown will lead the planning, securing and implementation of Food Trucks, dinner in the park (Thursday Markets), breakfast/coffee in the park (Saturday Markets), community activities, etc.
- ROFM may secure an intern (Red Oak high school student enrolled in the iJAG Program) to assist with ROFM marketing and activities.

IOWA FARMERS MARKET NUTRITION PROGRAM (FMNP) CHECKS/VOUCHERS

- Valid Dates for Checks/Vouchers: June 1 – October 31, 2022.
- There are two separate types of FMNP vouchers/checks: Women, Infants and Children (WIC) and Seniors. Each voucher has a \$3.00 value. No cash change may be given for a voucher purchase.
- ROFM Eligibility: For the Market to be eligible, a minimum of three certified vendors must be present a majority of the weeks of the season.
- Qualified Vendors: Only vendors who have received certification by completing the FMNP (WIC & Seniors) training, have a unique vendor number issued by the IDALS, and comply with all FMNP regulations may accept vouchers/checks.

RULES – All vendors must read and obey the following Market rules.

1. Items for sale must be grown, produced, or foraged by each vendor. These include fresh produce, baked goods, jams and jellies, eggs, honey, nuts, meat/fish and hand-crafted items.
2. Vendors must keep the Market area clean and neat. This is our show place.
3. Vendors must be knowledgeable of and follow safe food handling procedures.
4. All fresh fruits and vegetables must be:
 - a. Clean and kept in clean containers on tables, in boxes/sacks or on trucks (not on the ground).
 - b. Displayed attractively so customers can see them easily.
 - c. Kept in open packaging on display table(s).
5. Baked goods and jams and jellies must:
 - a. Be covered.
 - b. Meet state non-potentially hazardous food regulations.
6. Meats/fish must be slaughtered and sold in accordance with Iowa food regulations.
7. No live animals are to be sold at market. A vendor may display a sign promoting off-premise sale of live animals.
8. Vendors must have a state-certified scale in their stalls to sell produce by weight.
9. Vendors must not solicit business from customers who are at another vendor's stall.
10. All on-premises sales to customers must be made after the Market opening announcement; no pre-bagging or pre-selling items prior to the announcement.

11. Customers may pre-order, prior to market setup; these items must be brought to the Market pre-bagged and marked with a pre-order tag. Payment for pre-ordered, pre-bagged items may be taken before the Market opening announcement. Vendors must attach a pre-order tag to each bag.
12. All prices should be at fair market value; undercutting the Market only hurts the value of your work and that of your fellow vendors. The following floor prices for popular items are set for the 2022 Market season at:
 - a. \$5.00 a dozen for sweet corn.
 - b. \$2.00 a pound for tomatoes.
13. Vendor locations will be set by the Market Manager at the beginning of the season with returning vendors given the option of retaining their previous year's location. If a vendor will be absent one or more Market sessions, the vendor must contact the Market Manager, who will temporarily fill that vendor's stall space so the Market area appears full.
14. Vendors must collect sales tax on sales of any taxable item(s) and must have a valid temporary or permanent sales tax permit.
15. No part of any Vendor vehicle shall intrude upon, into or above the adjacent sidewalk.
16. All questions or complaints must be addressed to the Market Manager.
17. All vendors must read and sign the ROFM Liability Waiver and Hold Harmless Agreement, the ROFM 2022 Guidelines and Rules Agreement and the Pesticide Affidavit. All vendors must comply with written rules of the Red Oak Farmers Market. Noncompliance will be handled as follows:
 - a. First offense: A verbal warning by the Market Manager.
 - b. Second offense: A verbal warning and a written letter explaining the infraction.
 - c. Third offense: An evaluation of the situation and vote by a Quorum of Market Members, less the noncompliant vendor (if the noncompliant vendor is a Market Member). The Market Manager does not have a vote in the review decision. Based on the review process meeting outcome/vote, the Market Manager will take appropriate action to resolve the situation, which could include removal of the vendor from the Market.

The Red Oak Farmers Market reserves the right to deny stall or parking space(s) to any vendor at any time. The Red Oak Farmers Market will not discriminate against any applicant for a stall because of race, color, religion, sex, sexual orientation, disability, national origin, age, or marital status.



Red Oak Farmers Market – 2022 Guidelines and Application
Liability Waiver and Hold Harmless Agreement

I, _____,

(Vendor Name – Please print)

as a vendor at the Red Oak Farmers Market, to the fullest extent permitted by law, agrees to indemnify, hold harmless and not hold responsible, now or in the future, the Red Oak Farmers Market (ROFM), the Montgomery County Farm Bureau, Montgomery County, the City of Red Oak, any event partners, other Market vendors and any Market volunteers; for any and all claims, loss or damage arising from my participation in, the organization of and operation of the Red Oak Farmers Market.

Red Oak Farmers Market 2022 Guidelines and Rules Agreement

As a vendor of the Red Oak Farmers Market, I have read and agree to abide by the ROFM 2022 Guidelines and Rules.

Pesticide Affidavit

The undersigned vendor at the Red Oak Farmers Market states that all pesticides used in the production of any and all items offered for sale have been applied in accordance with current rules of the U.S. Environmental Protection Agency and the Iowa Department of Agriculture and Land Stewardship and that no illegal residues remain on or in the items.

Please print:

Vendor Name: _____

Business/Farm Name: _____

Street Address: _____

City, State Zip: _____

Phone: ___ Mobile ___ Landline _____

Email: _____

Vendor Signature: _____ Date: _____

- Please sign this page and return it to Maggie McQuown, Market Manager.
- For Market Session Vendors include proof of insurance and \$10.00 payment.
- For Season Member Vendors, please include either \$25.00 or \$50.00 payment.
- **Make checks payable to Red Oak Farmers Market.** A photo copy of the signed agreement will be returned to you for your records.

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