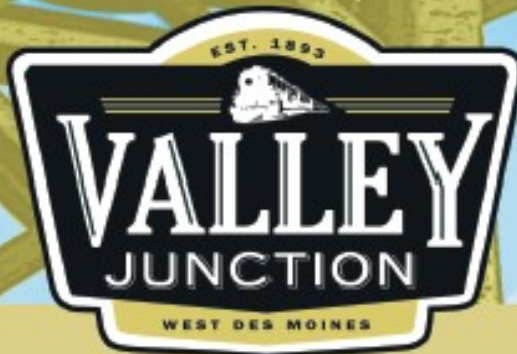
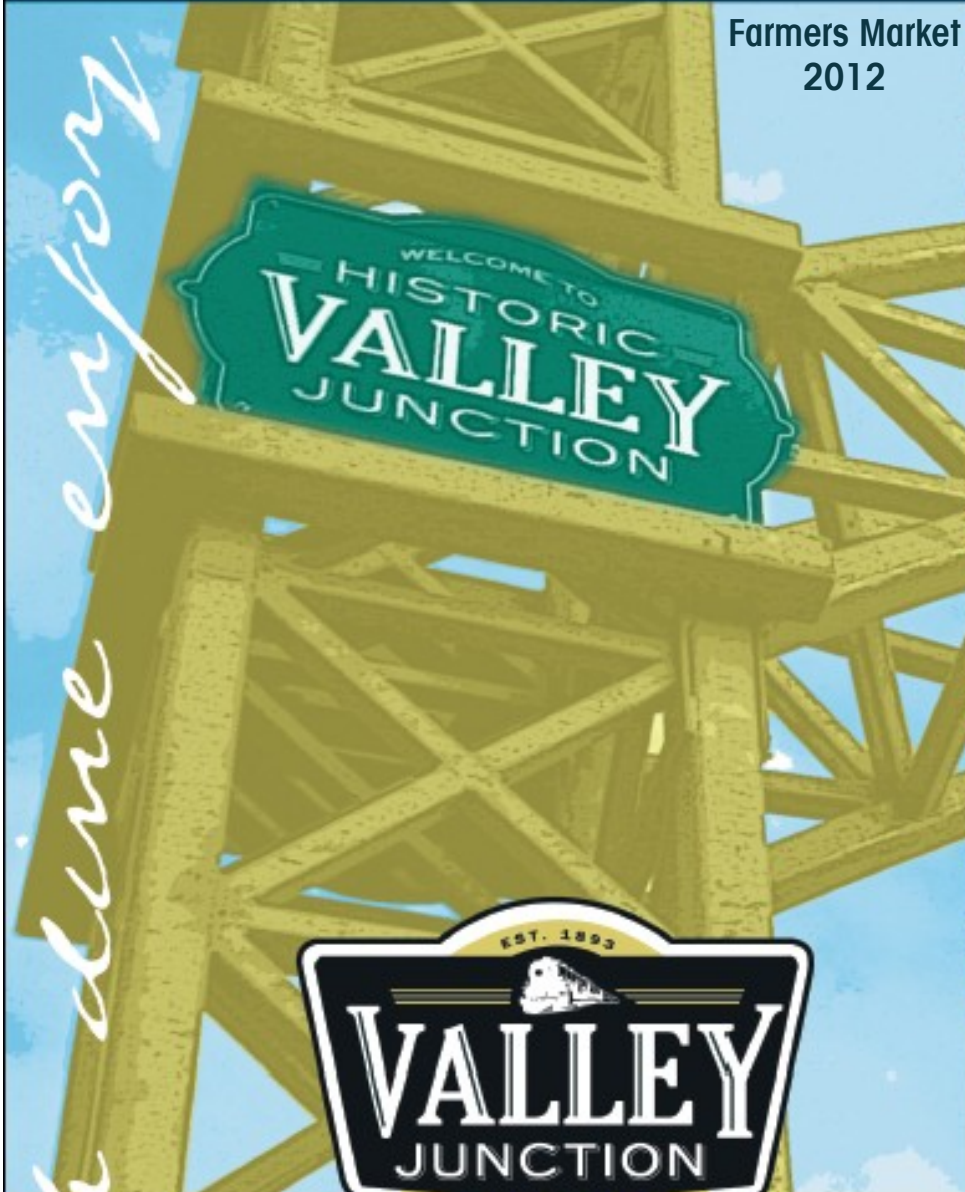


# Great Things Come Together in the Junction

Farmers Market  
2012



*shop dine enjoy*

We are at the intersection of hip and history, the crossroads of art and events, the place where small town charm connects to big city shopping. We are Valley Junction — home to over one hundred specialty shops, restaurants, and services and the single largest collection of independent businesses in greater Des Moines. We are convenient to all of the metro area yet we are a world apart. Great things come together in Valley Junction.

[www.valleyjunction.com](http://www.valleyjunction.com) • 222.3642



# 2012 Application

**H**istoric Valley Junction is home to over 150 distinctive businesses — art galleries, craft shops, antique stores, restaurants and unique destinations line our streets. A nationally certified Main Street community, state certified Cultural & Entertainment District, and state certified Iowa Great Place, Historic Valley Junction is also home to over 40 events annually.

**Our premier events are the *Farmers Market* and *Music in the Junction Concert Series*.**

Vendors offer fresh produce, arts and crafts, prepared foods, baked goods, specialty foods, flowers, plants and more. One of Iowa's largest Farmers Markets, this event has become the place to be in central Iowa on Thursday evenings from May—September. In addition, free live music is offered each week during our *Music in the Junction Concert Series*.

***Meet your friends and neighbors in Historic Valley Junction for this free event!***

**Our 2012 Farmers Market meeting  
will be held on Thursday, March 29, 2012, 6:00 pm,  
at the West Des Moines Community Center, 217 5th Street, in the dining room.**

All potential vendors are strongly encouraged to attend this meeting. Join our staff and event personnel to discuss relative issues. This is the perfect time to make suggestions for a better event.

**This application is also available on our website: [www.valleyjunction.com](http://www.valleyjunction.com).**

*Thank you for your interest and support of the Valley Junction Farmers Market!*

Jim Miller  
Executive Director

Jamie Lamb  
Business Manager

Katie Rooney  
Events Manager

Ray Kammermeier  
Market Supervisor



**CONTACT US**  
Phone: (515) 222-3642  
Fax: (515) 274-8407  
[events@valleyjunction.com](mailto:events@valleyjunction.com)  
[www.valleyjunction.com](http://www.valleyjunction.com)

**Historic Valley  
Junction Foundation  
137 5th Street  
West Des Moines, IA 50265**

# **2012 Farmers Market Policies and Procedures**

By submitting the 2012 Farmers Market Application, potential vendors acknowledge they have received, understand, and agree to follow all the policies and procedures set forth by the Historic Valley Junction Foundation (herein referred to as HVJF) as stated herein. HVJF reserves the right to remove any vendor at any time for failure to comply with the Farmers Market Policies and Procedures. Disregard for any guidelines established in this document will be just cause for action to be taken. HVJF retains the right to prohibit a vendor from participation in the Valley Junction Farmers Market, without refund.

## **Product and Merchandise Guidelines**

The primary focus of the Valley Junction Farmers Market is produce and other farm items— all other merchandise will be limited at the discretion of HVJF Board/Management. Merchandise available for sale must be produced or grown in your individual home or business. Produce grown outside of the state of Iowa will be allowed only when such items are not in-season locally. Out-of-state produce must be pre-approved when such items are in-season locally. Mass produced items or franchised items including Avon, Mary Kay, Pampered Chef and Tupperware will not be allowed. HVJF reserves the right to refuse acceptance of any vendor or item that is not in keeping with the rules or quality of the Valley Junction Farmers Market.

## **Categories**

The Valley Junction Farmers Market includes seven categories as defined below:

1. **Produce:** Certified organic produce, chemical free produce and Iowa home grown produce
2. **Floral:** Fresh and dried flowers, seeds and potted plants
3. **Baked Goods & Specialty Food Items:**  
Breads, pies, cookies, cakes and other homemade foods including honeys, mustards, salsas and jams.
4. **Other:** Agricultural/farm items that do not fall into the above categories (meats, eggs, cheese, poultry, etc).
5. **Crafts:** Homemade home décor items (candles, soaps, handmade jewelry, and other art items).
6. **Prepared Foods:** Ready-to-eat items such as sandwiches, cooked items, and snack items. A complete menu must be submitted with the application and no additions may be made once approved by HVJF Board of Directors.
7. **Merchant:** Valley Junction businesses who rent space to sell their store's products. Merchant spaces may not be sublet and are subject to all other market rules. This category is only available to current Valley Junction merchants.

Because the crafts category is very broad, it is important to maintain a high level of quality for our market. All vendors in this category must include three (3) photos of each type of item that will be sold in each booth. Photos will not be returned and will be kept on file with a vendor's application. In order to maintain a vibrant and appealing market, a limited number of applications are available in each category with the exception of produce and farm/agricultural products. Applications are based on a first-come first-served basis. All applications are subject to approval by HVJF. Application acceptance is not guaranteed!

## **Dates**

The 2012 Valley Junction Farmers Market will begin on Thursday, May 3, 2012 and run through September 27, 2012.

## **Shuttle Vouchers**

Vouchers will, again, be issued to shuttle passengers. It is mandatory for Farmers Market vendors to accept the vouchers. If you are unwilling to accept vouchers, please do not apply. Reimbursement for vouchers will be made on a monthly basis ONLY. (Vouchers turned in on or before May 30 will be paid June 15; Vouchers turned in on or before June 30 will be paid on July 15; Vouchers turned in on or before July 30 will be paid on August 15; Vouchers turned in on or before August 30 will be paid on September 15; Vouchers turned in on or before September 30 will be paid on October 15.) All 2012 Shuttle vouchers must be turned in to the HVJF office by Friday, October 12, 2012 at 5:00 pm. Vouchers received after this time will NOT be reimbursed, NO EXCEPTIONS.

## **Space Reservations**

Each market space is the size of 2 diagonal parking spaces (approximately 20' by 15') and is rented for \$425.00/season; corners are rented for \$475.00/season. No more than two continuous market spaces may be purchased. Spaces fill quickly and **a limited number of spots in each category are available**. HVJF management recommends submitting your application as early as possible, especially if you will be a new vendor for 2012. **It is the sole responsibility of HVJF to fill vacant spaces—vendors may not sublet space**. HVJF retains the right to approve and facilitate all arrangements for sharing a space. Preference of location requests should be marked on the last page of the application. **Space preference will be considered, but is not guaranteed for any vendor**. All prepared food vendors will also be charged an additional \$50.00 trash maintenance fee in addition to the listed fees.

<b>Standard Space</b>	<b>\$425.00</b>
<b>Standard Space Prepared Food</b>	<b>\$475.00 (\$425.00 + \$50.00 trash maintenance fee)</b>
<b>Corner Space</b>	<b>\$475.00</b>
<b>Corner Space Prepared Food</b>	<b>\$525.00 (\$475.00 + \$50.00 trash maintenance fee)</b>

A deposit of \$100.00 per space is required with your application to secure your reservation. Applications submitted without a deposit will not be accepted. Vendors not accepted will have their deposit refunded. Vendors accepted, but who choose not to participate (for any reason) after April 6, 2012, will not have their deposits refunded. **Completed applications/deposits received by Thursday, February 23, 2012 will be placed first by HVJF Management. All applications received after date will be placed on an available space basis.**

Space rental in public walkways is limited only to Valley Junction merchants located immediately adjacent to that space.

***Occasional vendors*** will be accepted on a first-come first-served basis at the rate of \$50.00 per stall. All occasional vendors must check in at the HVJF Office, 137 5th Street, no earlier than 3:00 pm and no later than 4:00 p.m. **There is no guarantee that temporary spaces and/or a particular location will be available.**

## **Set-Up Hours, Regulations & Utilities**

Set-up will begin at 3:15 p.m. each Thursday. **Vendors may not set-up prior to 3:15 p.m.** Vendors not checked in by 4:00 p.m. will have their spaces reassigned. If you will be checking in late or not attending the event, please notify the HVJF office at (515) 222-3642. Official market hours are 4:00 – 8:00 p.m. **Vehicles are not allowed to drive on 5th Street from 3:45-8:01 pm during Farmers Market.**

By law, fire lanes in the center of the streets must be kept open at all times, including set-up. Vehicles (not used for direct sales) should be parallel parked behind the booth as opposed to parking in the second stall if not used. **Only ONE vehicle per vendor is allowed inside of a space.** Extra vehicles may be parked at the grass lot at 6th and Maple Streets. Once unloaded, vendors must move all “No Parking” cones in front of their space from the curb to the street center.

Sidewalks are not included in your space and are required to be kept clear during event hours. You are responsible for your own set-up items such as tables, chairs, canopies, and tents. Vendors are not allowed to set-up (or give out free samples) on the sidewalks or against storefronts in order to provide proper customer walkway access. Glass containers are unacceptable. **Vendors may not smoke or drink alcoholic beverages within their booth space or outside of permitted areas. Failure to comply with these rules will result in immediate removal from the market.**

Electricity is **not** available for the Valley Junction Farmers Market. If you require electricity for your merchandise, you are required to provide your own generator. **All generators must be muffled to respect Valley Junction residents, merchants and customers. (Suggested generator - Honda EU3000is or equivalent).** Without refunding vendor fees, HVJF may request a vendor to leave if the vendor's generator is deemed too loud. Vendors attempting to use electricity outlets located on or near Valley Junction trees or buildings will be immediately removed from the market without refund. These outlets are for HVJF use and may not be used by market vendors.

## **Attendance**

Because of the importance of keeping a full and active farmers market, all market vendors are required to notify the HVJF Office at (515) 222-3642 by 12:00 p.m. on the day of the market if they will be absent. Advance notification prior to the day of the market is appreciated when vendors know ahead of time they will be absent. **Vendors who are absent three (3) or more times without notification will lose their spot permanently for the season or be relocated. Vendors who are absent (5) or more times with notification will have their vendor status reviewed by the HVJF Board of Directors.**

## **Clean-up and Trash Removal**

Vendors must provide tables, chairs, brooms, dustpans, and their own garbage removal. Any vendor serving food must place a tarp or mat under the space to protect the street from grease spills. Grease spills may not be left on the street as it is dangerous and also gets tracked into stores. All vendors are responsible for cleaning their stalls at the end of each market. All garbage must be removed. **Garbage MAY NOT be placed in any city trash bin, private dumpsters, event trash box, or left on the curb.** These are for customers only. Failure to follow these standards is a violation of these policies and procedures and repeat offenders may be removed from the market without refund of dues. Prepared food vendors will be charged an additional \$50 per space for trash maintenance fee. **Regulations concerning trash for prepared food vendors will be mailed to approved prepared food vendors at a later date.** Additional trash maintenance fees will be applied if necessary.

## **Sales Tax**

It is each vendor's responsibility to know if they are required to collect and remit Iowa Sales Tax. HVJF does not accept responsibility for vendors who fail to meet this obligation. **Failure to respond and reply to sales tax inquires by the Internal Revenue Service will eliminate vendors from future participation in the Valley Junction Farmers Market, as well as other Valley Junction special events.** Out-of-state retailers or any other vendors who aren't regularly engaged in retail sales and don't have a permanent business place must collect and remit sales tax on a non-permit basis. For questions, please call the Iowa Department of Revenue and Finance at (515) 725-0227.

## **Health Inspection**

All Valley Junction Farmers Market vendors are required to comply with the State of Iowa Public Health regulations governing the preparation, handling, and presentation of food. Prepared food vendors are responsible for obtaining all necessary licenses and permits required by the State of Iowa. A permit fee will be imposed and is valid for all state of Iowa Farmers Markets. The health inspector will issue permits to all vendors not already possessing one at the first market you attend. Vendors are encouraged to contact the Iowa Department of Inspections and Appeals at (515) 281-6539 with any questions or concerns regarding product regulations, licensing, and fees. HVJF is not responsible for health permits/inspections.

## **Women, Infants and Children (WIC) Program**

Produce vendors may register to accept WIC checks as a way of increasing sales at the Valley Junction Farmers Market. To accept WIC checks, vendors must be certified through the State of Iowa. HVJF is not responsible for losses incurred from accepting WIC checks without certification. All WIC certified vendors must adhere to the State of Iowa rules and regulations. A WIC certified vendor found not adhering to the rules will be immediately reported to the State of Iowa.

## **Farmers Market Nutrition Program (FMNP)**

Vendors seeking certification in the Farmers Market Nutrition Program (FMNP) for the first time must be certified through classroom instruction scheduled by the Iowa Department of Agriculture and Land Stewardship at (515) 242-6239. Reservations for classes must be made in advance.

## **Food Stamps**

Food, seeds, and food producing plants may be purchased with USDA Food Stamps. Contact the Federal Dept. of Agriculture at (515) 284-4035.

## **Liability**

All Valley Junction Farmers Market vendors are required to have a current **Certificate of Liability Insurance** for the minimum amount of \$1,000,000 on file with HVJF. **This certificate must be submitted by all vendors by Friday, April 6, 2012. Historic Valley Junction Foundation must be listed as the certificate holder.** Please note that a copy of your insurance policy does not satisfy this requirement. An updated certificate will need to be provided to HVJF for any policies renewed during the market season. You may have your insurance agent fax a copy of the certificate directly to HVJF at (515) 274-8407. **Insurance requirements will not be waived for any Valley Junction Farmers Market vendors.**

# 2012 Farmers Market Application

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone (Daytime): \_\_\_\_\_ (Evening): \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Social Security Number or Sales Tax Permit Number: \_\_\_\_\_

**Applications CANNOT be accepted without a tax identification number.**

Please mark your primary product category:

\_\_\_\_\_ Produce      \_\_\_\_\_ Floral/Plant      \_\_\_\_\_ Baked goods      \_\_\_\_\_ Crafts      \_\_\_\_\_ Merchant

\_\_\_\_\_ Prepared foods (please describe): \_\_\_\_\_

\_\_\_\_\_ Other (please describe): \_\_\_\_\_

## **PLEASE CHECK ALL PRODUCT CATEGORIES you wish to be selling at the 2012 Valley Junction Farmers Market:**

- |   |   |
|---|---|
| _____ Certified Organic produce                 | _____ Chemical Free produce                         |
| _____ IOWA home grown produce                   | _____ Broker, selling imported goods                |
| _____ IOWA home grown flowers                   | _____ IOWA home grown bedding plants                |
| _____ IOWA home made bakery goods               | _____ IOWA home raised meat                         |
| _____ IOWA home made bread                      | _____ IOWA made original artwork                    |
| _____ FOOD prepared & sold at market            | _____ IOWA made original crafts                     |
| _____ Broker, selling produce from a wholesaler | _____ IOWA raised eggs                              |
| _____ Broker, selling meat from a wholesaler    | _____ Valley Junction Merchant                      |
| _____ Broker, selling flowers from a wholesaler | _____ Other: _____                                  |
| _____ Broker, selling plants from a wholesaler  | _____ Broker, selling baked goods from a wholesaler |

If you are a broker, selling goods from a wholesaler and you are also selling Iowa home grown or made items, please specify the percent of your inventory that is Iowa home grown or made: \_\_\_\_\_

**Vendors must request and receive written approval from HVJF before adding mid-season inventory.**  
**HVJF reserves the right to limit inventory to be sold at the Valley Junction Farmers Market.**

## Historic Valley Junction Farmers Market Vendor Compliance Checklist

The following is a list of policies and procedures that vendors must follow in order to be in compliance with the Historic Valley Junction Farmers Market. Please understand that this is not an extensive list, and policies and procedures listed on other pages of the application must also be followed. Please initial each line to indicate that you have reviewed and accept these terms.

- \_\_\_\_\_ Signage with the name of the business is neat, clear, and visible within the vendor's booth space.
- \_\_\_\_\_ Vendors are not allowed to smoke or drink alcoholic beverages within their booth space or outside of permitted areas. Alcoholic beverages require a wristband and are limited to Railroad Park during a concert.
- \_\_\_\_\_ Only one vehicle is allowed per vendor within the vendor's booth space. That vehicle must be parallel parked at the back of the space (towards center of the street). Be sure to keep fire lanes in the center of the street clear at all times. For vendors with extra vehicles, parking is available at the grass lot at 6th and Maple Streets.
- \_\_\_\_\_ Driving is not permitted on 5th Street between 3:45 pm and 8:01 pm on market days.
- \_\_\_\_\_ Vendors must accept shuttle vouchers and all vouchers must be turned in by October 12th, 2012 at 5:00 pm.
- \_\_\_\_\_ Vendors must notify HVJF staff of absence by 12:00 pm on Thursday. If a vendor is absent three or more times without notification, the vendor will lose their spot permanently. If a vendor is absent five or more times with notification, the vendor's status will be up for review with the HVJF Board of Directors.
- \_\_\_\_\_ Vendors will not sublet their booth space. It is the sole responsibility of HVJF to fill any vacant spaces.
- \_\_\_\_\_ Vendors may not place garbage in city trash bins, private dumpsters, event trash boxes, or on the curb. There are different regulations to this regarding prepared food vendors, which will be mailed at a later date.
- \_\_\_\_\_ Once set up, vendors must move the orange "No Parking" cones in their booth space from the curb to the middle of the street for Farmers Market staff to pick up.
- \_\_\_\_\_ All vendors must provide HVJF with proof of insurance. All vendors must comply with health code regulations.
- \_\_\_\_\_ It is each vendor's responsibility to know if they are required to collect and remit Iowa Sales Tax. HVJF does not accept responsibility for vendors who fail to meet this obligation.
- \_\_\_\_\_ Vendors are expected to have positive, friendly conduct towards customers, fellow vendors, market staff, and volunteers. A smile is your best asset!

***If a vendor is non-compliant, possible repercussions include vendor status being up for review with the Board of Directors, fines, or suspension or expulsion from the market.***

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

HVJF Staff Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please check the Market and status for which you are applying:**

\_\_\_\_\_ Farmers Market—**Seasonal Vendor** (May 3—September 27)

\_\_\_\_\_ Farmers Market—**Occasional Vendor** (May 3—September 27)

**Please include the following with your 2012 registration:**

\_\_\_\_\_ Completed Farmers Market Application (**include proposed menu for prepared food vendors only.**)

\_\_\_\_\_ Completed Vendor Compliance Checklist

\_\_\_\_\_ Current Certificate of Liability Insurance (**Historic Valley Junction Foundation** listed as certificate holder)

\_\_\_\_\_ Deposit (**\$100 per space**) Checks payable to **Historic Valley Junction Foundation**

**Remaining balance must be paid in full by April 6, 2012. Any unpaid balance will result in space reassignment.**

\_\_\_\_\_ Health Inspection Permit (required for prepared foods vendors only)

\_\_\_\_\_ Jury Photographs (required for craft vendors only)

WIC certification number (if applicable): \_\_\_\_\_ Years certified in WIC: \_\_\_\_\_

Please reserve \_\_\_\_\_ spaces (s) for my exhibit (2 space maximum.)

Location Request (specify space # if possible): \_\_\_\_\_

**Space preference is NOT guaranteed.**

**HVJF reserves the right to assign locations to ALL farmers market vendors.**

---

**PLEASE READ, SIGN, AND DATE**

By renting a space at the Valley Junction Farmers Market, all vendors agree not to hold HVJF, its members, staff, or board of directors responsible for damage of any kind. Vendors assume all responsibility for the operation of their booth, and any damages or injuries that may occur in that area during normal hours of market operation or from consumption of products or goods. This includes all lawsuits, demands and claims including court costs, legal fees, and damages. Vendors are also responsible for any loss or damages HVJF may incur on their behalf including, but not limited to court costs and attorney fees. All merchandise will be handled and displayed at the vendor's risk and HVJF assumes no responsibility for theft, accident or natural disaster.

The undersigned agrees to indemnify and hold the sponsors of the Historic Valley Junction Farmers Market harmless in regard to all liability for any damages to personal property, for any loss of life or personal injury or theft of property that may be sustained in connection with this event. I further give approval for HVJF to use photographs taken at this event, which might include my work, for publicity purposes.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Applications not signed and dated will not be accepted.**

**Please review this application carefully as there have been several changes made to the application since 2011. Space preference is not guaranteed for any vendor.**



# Mark Your Calendar!

All 2012 Valley Junction Farmers Markets will be held on Thursdays from 4:00 - 8:00 pm.

<b>May</b>	<b>3</b>	<b>10</b>	<b>17</b>	<b>24</b>	<b>31</b>
<b>June</b>	<b>7</b>	<b>14</b>	<b>21</b>	<b>28</b>	
<b>July</b>	<b>5</b>	<b>12</b>	<b>19</b>	<b>26</b>	
<b>August</b>	<b>2</b>	<b>9</b>	<b>16</b>	<b>23</b>	<b>30</b>
<b>September</b>	<b>6</b>	<b>13</b>	<b>20</b>	<b>27</b>	



Historic Valley Junction



Valley\_Junction



### Historic Valley Junction Foundation

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Jamie Lamb, Business Manager  
[office@valleyjunction.com](mailto:office@valleyjunction.com)

Katie Rooney, Events Manager  
[events@valleyjunction.com](mailto:events@valleyjunction.com)

Ray Kammermeier  
Farmers Market Supervisor

IA Department of Agriculture & Land Stewardship (Nutrition)  
(515) 242-6239

IA Department of Inspections and Appeals  
(515) 281-6539

Federal Department of Agriculture (Food Stamps)  
(515) 284-4035

IA Department of Revenue & Finance (Tax Questions)  
(515) 725-0260

Valley Junction Insurance (General Liability)  
(515) 277-5049

Shelter Insurance (General Liability)  
(515) 244-0526

Historic Valley Junction Foundation

Phone: (515) 222-3642, Fax: (515) 274-8407

[www.valleyjunction.com](http://www.valleyjunction.com)

# 2012 Application



**Historic Valley Junction Foundation**  
137 5th Street  
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