

www.valleyjunction.com

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Presented by



2019 Valley Junction Farmers Market Policies & Procedures

A. Introduction

Historic 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, state certified Iowa Great Place, and 2012 Great American Main Street Award Winner, 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!

**2019 Farmers Market Meeting
will be held on Thursday, April 4, 2019 6:00 pm,
at the Westside Community Center 134 6th Street**

NEW vendors are REQUIRED to attend this meeting.

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.

The application is available on our website:
www.valleyjunction.com/events/event-registration.

Jim Miller
Executive Director

Jamie Lamb
Project Manager

Tim Clark
Farmers Market Manager

CONTACT US

Phone: (515) 222-3642
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Historic Valley
Junction Foundation
137 5th Street
West Des Moines, IA 50265

By submitting the 2019 Farmers Market Application online, potential vendors acknowledge they have received, understood, and agreed to follow all the policies and procedures set forth by the Historic Valley Junction Foundation (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.**

B. Farmers Market Dates & Times

The 2019 Valley Junction Farmers Market will begin on Thursday, May 2, 2019 and be held every Thursday through September 26, 2019. The Valley Junction Farmers Market is from 4 - 8 pm.

C. Product and Merchandise Guidelines

The primary focus of the Valley Junction Farmers Market is Iowa grown 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. *Mass produced or franchised items including Avon, Mary Kay, Pampered Chef and Tupperware, etc. 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.**

1. Categories

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

Produce: Certified organic produce, chemical free produce and Iowa home grown produce. *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.*

Plants & Floral Products: Fresh and dried flowers, seeds and potted plants.

Meat, Dairy & Eggs: Farm raised meat, dairy, and egg products, such as beef, chicken, turkey, cheese, milk, ice cream, eggs, etc.

Baked Goods: Breads, pies, cookies, etc. and other homemade baked goods.

Specialty Food Items: Specialty homemade food items that are not considered baked goods, including honeys, mustards, salsas, jams and other homemade food items.

Wine & Beer: Wine and beer products made in Iowa.

Crafts: Homemade home décor items (candles, soaps, handmade jewelry, and other art items). *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 may be emailed to events@valleyjunction.com upon completion of the application.*

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. Space for this category is extremely limited in order to maintain the integrity of the market.*

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.*

Other: Vendor types that do not fit into the above categories. *Mass produced and franchised items are not allowed at the Valley Junction Farmers Market.*

All participants apply and are reviewed annually. Vendors are reviewed based on several criteria, including product quality and origin (how and where the product is made/produced), category and space availability, previous attendance and other pertinent criteria. 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. All applications are subject to approval by HVJF.

Application acceptance is not guaranteed!

D. Farmers Market Fees

Standard Seasonal Space	\$450.00
Standard Seasonal Space Prepared Food	\$500.00 (\$450.00 + \$50.00 trash maintenance fee)
Corner Seasonal Space	\$495.00
Corner Seasonal Space Prepared Food	\$550.00 (\$500.00 + \$50.00 trash maintenance fee)
Occasional Vendor Space	\$55 per week

A non-refundable application fee of \$20 and a refundable deposit of \$100.00 per space is required with your application to secure your reservation. All prepared food vendors will also be charged an additional \$50.00 trash maintenance fee in addition to the listed fees. 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 1, 2019 will not have their deposits refunded. Space rental in public walkways is limited only to Valley Junction merchants located immediately adjacent.

Occasional vendors will be accepted on a first-come first-served basis at the rate of \$55.00 per week. Each accepted occasional vendor will be allowed to vend a minimum of two Valley Junction Farmers Markets. A schedule will be distributed by April 12, 2019. There is no guarantee that temporary spaces and/or a particular location will be available.

E. Space Reservations

To be considered for a full-time seasonal space, applications must be received by Friday, February 1, 2019. All applications received after this date will be placed on an available space basis. Each market space is approximately 20'x15' and 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 2019. 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 of the application. Space preference will be considered, but is not guaranteed for any vendor.

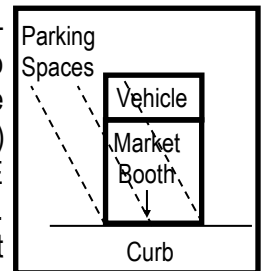
F. Farmers Market Set-Up

1. Set-Up Hours

Set-up will begin at 3:15 p.m. each Thursday. Vendors may not set-up prior to 3:15 p.m. Vendors not set up by 4:00 p.m. will have their spaces reassigned. If you will be arriving 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 3:45-8:05 pm during Farmers Market.

2. Set-Up Regulations

Vendor spaces are set up as follows: Each space is 20'(along the curb) x 15'(out into the street). The vendor's booth should be set up facing the stores (not the middle of the street). Vendors must provide all set up materials (tent, tables, signage, etc.) HVJF will not loan any materials to vendors. 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 in the public parking lots. 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. Vendors are responsible for 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 for products consumed onsite 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 without prior HVJF approval.

G. Vendor Requirements

1. Attendance

Because of the importance of keeping a full and active farmers market, all full-time vendors are expected to attend the farmers market each week for the full season. Occasional vendors are expected to attend each scheduled date, and should not request dates they cannot attend. An absence is considered unexcused if a vendor notifies our office after noon on the Wednesday before the market or does not show up to the market without notification. **Vendors who have three or more unexcused absences will be removed from the market.** Vendors not able to attend a scheduled market date are required to notify HVJF with as much notice as possible (events@valleyjunction.com or 515-222-3642). Full-time vendors are required to notify management of planned absences on the market application & in an email prior to date. Unforeseen emergencies will be taken into consideration on a case by case basis. Cancellation or no show date fees are not refunded or waived. **Attendance will be STRICTLY enforced.**

2. Liability Insurance

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 5, 2019. **Historic Valley Junction Foundation must be listed as additional insured and 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, mail or email 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.

3. 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. Vendors who are required to remit sales tax must have a permanent valid Sales Tax Permit. Temporary sales tax permits are no longer issued. **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.** For questions, please call the Iowa Department of Revenue and Finance at (515) 281-3114.

4. 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. Please be aware that the policy for obtaining a food license for temporary events has changed. **You must have your food license prior to the event.** If you do not have a license in advance, you will be required to shut down your operation, completely fill out the application, and you cannot reopen until inspected and approved by the inspector. Vendors are encouraged to contact the Iowa Department of Inspections and Appeals at (515) 281-6538 with any questions or concerns regarding product regulations, licensing, and fees. HVJF is not responsible for health permits/inspections.

5. 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 due to the extra waste created by Farmers Market customers who purchase prepared food. Additional trash maintenance fees will be applied if necessary.

H. Other Policies & Information

1. Severe Weather Protocol

The Valley Junction Farmers Market is held rain or shine, and vendors are expected to attend regardless of weather. Announcements of cancellation due to severe weather will be made to vendors via phone, text and email by noon on the day of the market. With regard to the personal safety of vendors, patrons, and the general public HVJF will determine if or when a closure or cancellation of the market is imminent. With the assistance of local police, the message and pertinent information will be broadcast to onsite vendors via verbal announcement.

2. WIC, FMNP and Food Stamps

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. 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, seeds and food producing plants may be purchased with USDA Food Stamps. Contact the Federal Dept. of Agriculture at (877) 823-4369 for more information.

3. Valley Junction Gift Certificates and Tickets

Vendors are expected and agree to accept Valley Junction Gift Certificates/vouchers. Vendors will be reimbursed for the full amount of certificate/voucher. All Valley Junction certificates will have Valley Junction logo on them, as well as a staff member's signature. Occasionally, visitor groups will receive Valley Junction tickets to spend at Farmers Market. Vendors are expected and agree to accept Valley Junction tickets.

I. Important Contact Information

Historic Valley Junction Foundation

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

www.valleyjunction.com

Jim Miller, Executive Director
director@valleyjunction.com

Jamie Lamb, Project Manager
events@valleyjunction.com

Tim Clark, Farmers Market Manager
office@valleyjunction.com

IA Department of Agriculture & Land Stewardship (Nutrition)

(515) 281-5321

http://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/farmersMarketNutritionProgram.asp

IA Department of Inspections and Appeals

(515) 281-6538

<http://www.state.ia.us/government/dia/page3.html>

Federal Department of Agriculture (Food Stamps)

(877) 823-4369

<http://www.fns.usda.gov/snap/retailers-0>

IA Department of Revenue & Finance (Tax Questions)

(515) 281-3114

www.tax.iowa.gov/businesses

J. 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 all-inclusive list, and policies and procedures listed on other pages of the application must also be followed.

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 in the public lots on 4th and 6th Streets.

Pets (excluding service animals) are not allowed within the vendor's booth space. If you are a dog service that requires dogs to be on site, you must have 1 adult per dog.

Driving is not permitted on 5th Street between 3:45 pm and 8:05 pm on market days.

Vendors are expected to have consistent attendance. Failure to notify HVJF of an absence and repeat absences may result in removal from the market. Attendance will be STRICTLY enforced.

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. The \$50 additional trash fee for prepared food vendors is for Farmers Market customer garbage. District bins are NOT for vendor use.

Once set up, vendors should 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. No exceptions.

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.

K. Legal Agreement

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.

You must sign this portion of the online application for consideration.

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



Mark Your Calendar!

All 2019 Valley Junction Farmers Markets
will be held on Thursdays from 4:00 - 8:00 pm.

May	2	9	16	23	30
June	6	13	20	27	
July	4	11	18	25	
August	1	8	15	22	29
September	5	12	19	26	

