

# Moses Lake Farmers Market

## Vendor Guide

(Revised 2023)

**Mission Statement:** The mission statement of the Moses Lake Farmers Market is to provide a venue for sellers of fresh produce, quality foods, and quality crafts. The market will directly connect a variety of local producers to consumers. The market aims to foster an atmosphere that develops positive community relationships.

**Vision Statement:** The Moses Lake Farmers Market envisions being situated at multiple places and on multiple days; thus having the ability to promote such an invaluable community activity in a family friendly environment. By being a proactive organization, we will connect the public with our market vendors and enhance the various venues and activities in ways that could potentially make the marketplace more appealing and attractive, thereby expanding and improving it.

**Mailing Address:**

P.O. Box 691

Moses Lake, WA 98837

**Website:** [moseslakefarmersmarket@gmail.com](mailto:moseslakefarmersmarket@gmail.com)

**Market Manager Contact:** 509 750-7831; [mlfmmanager@gmail.com](mailto:mlfmmanager@gmail.com)

**Market Hours:** Saturdays 8:00am-1:00pm;

First Saturday in May through the last Saturday of October.

**Facebook** @moseslakefarmersmarket

## Fee Schedule

The membership and stall fees provide vendors with an established market place, advertising, general market management, inspection, and other oversight as needed.

### ***Required fees prior to vending:***

Application/Membership Seasonal Dues (due once yearly).....	\$50.00
Jury fee (craft vendors only).....	\$10.00

### ***Weekly vending fee:***

Daily Stall Fee (due each market vendor attends).....	\$25.00
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### ***Optional add on fees:***

Reserve fee per stall (due once yearly for <u>each</u> reserved stall)	
Main path - maximum two stalls (must attend at least 20 weeks).....	\$75.00
Side path - no maximum as space allows.....	\$40.00

**Applications will be accepted at the annual membership meeting or mail to:**

**Moses Lake Farmers Market**

**PO Box 691**

**Moses Lake, WA 98837**

**(emailed applications will not be valid until payment is received)**

Annual membership meeting is held in the Spring before the market season starts. Previous members will receive an email with information for the annual meeting. New or prospective members can email the manager or follow Facebook for information about the date and time of the annual meeting.

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## Market vending requirements

1. All fees, except the daily stall fee, are due prior to vendors first market. This includes annual seasonal membership, as well as reserve stall and jury fees if applicable.
2. Daily fee will be collected at the beginning of each market. The market manager or board member will collect this fee from each vendor at their booth after set up or as they arrive at the market.
3. There are no refunds on market fees.
4. No more than two vendors may sell goods in the same stall; however, if there are two vendors in a stall, each vendor must submit their own separate application, seasonal membership and jury fee if applicable. (only one daily stall fee required and only one reserve stall fee per space as listed above).
5. Stalls are approximately 12' X 12'. Vendors may recess behind their stall up to 3 stall spaces (36 feet) if their designated space allows.
6. Reserved stall assignments will be made by a Vendor Reserve Committee prior to the market season. Those wishing to purchase a Reserve stall after the opening day of market will be filled by the market manager if available. Vendors who reserve a main path space must attend at least 20 of the 26 weeks during the regular season. Missing more than 6 weeks in the year will forfeit main path reservation.
7. The market manager will make all non-reserve stall assignments. When assigning non-reserve stalls the manager will take into consideration the anticipated number of vendors, product mix, customer flow and special promotions.
8. Prior acceptance into the market does not guarantee future participation.

**Vendors must notify the market manager 48 hours prior to market if they will not be attending. Notify the market manager if you will be later than 7:30 a.m.** Reserved stalls will be held until 7:30 a.m. sharp, then made available to non-reserved vendors.

**NO SHOWS:** All vendors that have indicated they would sell on a particular market day and fail to notify the market manager will be charged \$25.00 for that day. If a no-show balance is due, it will be payable to the market manager before continuing to vend.

## General Market Rules

1. An attitude of cooperation, collaboration and professionalism are expected of all members at all times.
2. All vendors must receive and read this vendor guide and acknowledge they have read and agree to it by signing the appropriate area on the member application form.
3. The application form must include the vendor's name, business name, location of where produce or crafts are produced, and a description of the products being sold. It will be verified that the vendor is in compliance with the market rules before they are allowed to sell at the market.
4. Vendors must display at all times, a sign stating the legal name of their business. The sign must be in full view of the public at all times. The sign must measure no less than 18" x 12" with the name of the business in a font or type no smaller than 2" in height. The sign must also state the location of the vendor's business (addresses are not required). Signs are not permitted in traffic pathways. Banners, sandwich boards, and dry erase boards qualify as signs if they meet the size requirement above. **Vendors who do not comply will be assessed a \$5.00 penalty fee due that vending day.** Vendors offering organic produce are encouraged to include this information on their sign along with the state certification number.
5. Vendors of prepared foods must have all appropriate State and County licenses and permits along with proof of insurance. Licenses and permits that are required to be displayed will be visible in booth at all times. **PLEASE CONTACT AND APPLY TO THE GRANT COUNTY HEALTH DISTRICT FOR ALL REQUIRED FOOD PERMITS.**
6. Vendors or their immediate family members are encouraged to be present in their stalls at all times. Vendors are responsible to familiarize their employees with the market rules, the rules for accepting WIC and with the market token program.
7. The MLFM strongly encourages vendors to carry their own general liability insurance. The MLFM is not responsible for loss and/or damage incurred or caused by vendors or shoppers during the market.
8. Vendors are required to produce all products sold at market. Brand marketing and companion items may be included with prior APPROVAL from the jury committee. Crafts Vendors are required to produce or create each item sold at the market. The market manager, for due cause, may require proof that the vendor is complying with this rule. If the vendor cannot provide this proof, the

manager will not allow the vendor to sell the item(s) in question. This decision may be appealed to the board of directors.

9. Commissioned salespersons cannot be vendors at regular season markets.
10. Customers who have legitimate complaints about the quality of products should be given a full refund or replacement from the vendor. Vendors misrepresenting or having inferior goods will be prohibited from continuing to sell on that market day. The Jury Committee will investigate the matter and make a recommendation to the board. Product quality decisions can be appealed to the full Board of Directors at the next scheduled board meeting.
11. Vendors are not allowed to sell or give away animals at the market, as well as the general public.
12. All pet animals in the market must be on a leash or carried.
13. Vendors are responsible for conforming to all local, state, and federal laws and regulations concerning collection, reporting, and payment of all taxes, employment rules, etc. This rule includes obtaining, if required, a Washington State UBI number for reporting sales and B&O taxes. PLEASE CONTACT LABOR & INDUSTRIES or DEPT OF LICENSING FOR REQUIREMENTS.
14. Solicitation of goods outside of the vendor's stall area is not permitted. Political campaigning or promotion of other personal agendas are not permitted at the Market during market hours.
15. No vendors will be allowed in the park before 6:00 a.m. All vendors must vacate the park by 2:00 p.m.
16. When driving through the park, stay on the paved path. To unload or load, pull off the way to let others pass. Please off load and load as quickly as possible to help all enter and leave safely and quickly. After offloading, if you are not in a stall that allows a vehicle, vendor vehicles are to be parked in the Dogwood and "A" Street parking lot during market hours. Please do not park in the Amphitheater Parking lot.
17. Vendors will not be able to move their vehicles in or out of the market area between 7:30 a.m. and 1:00 p.m., or during times when such movement would pose a danger to people in the shopping area. **Vendors may not leave prior to closing time of the market (1:00 p.m.) unless approved by the market manager and a safe exit route is planned.**
18. Vendors are required at all times to safely secure and anchor canopies to the ground. Vendors without a reserve stall are encouraged to bring weights as they may be placed on solid surfaces. 20 lb per leg weight. **Food vendors and concessionaires are required to have a canopy.**

19. Each vendor is responsible for cleaning stall(s) before leaving the market premises. All spoiled produce, plants, unwanted crafts, garbage, boxes, sacks, etc.... shall be removed from McCosh Park by the vendor. The garbage cans furnished by the city are for the market's customers, not the vendor's boxes or produce.
20. Vendors are not allowed to park in the Amphitheater parking lot unless they have permission from the market manager.
21. No generators or other portable engines are allowed on the market site without prior permission from the market manager.
22. During special event weekends, such as memorial weekend (Spring Festival), all vendors may be relocated regardless of reserved spaces.

### **Enforcement of Rules**

- All rules of the market are enforced by the Market Manager or his/her designee, who has on site authority. Complaints or problems should be directed to the market manager in a timely manner.
- If a vendor does not abide by the rules of MLFM and comply with federal, state, and local regulations applicable to market participation, the market manager or designee may take any action deemed appropriate, including assessing fines or barring the vendor from selling at the market for that day and any future market.
- If a vendor is issued a fine/fee due to non-compliance, the vendor must pay the fine no later than the next vending day. The vendor will not be allowed to sell until the fee is paid.
- Vendor's customer complaints will be forwarded to the vendors and kept on file with the market. Continual complaints will be addressed by the MLFM Board of Directors and dealt with accordingly.
- MLFM reserves the right to visit and inspect any farm or business of any vendor as well as request any documents verifying employment or employee status.
- The Market manager will uphold the MLFM rules and guidelines set forth by the Board of Directors and will ensure all vendors equally comply with said rules.

### **Using McCosh Park**

The Moses Lake Farmers Market is located in McCosh Park. The park is owned and operated by the City of Moses Lake. Vendors will observe rules established by the City of Moses Lake and administered by the Parks and Recreation Department. See [cityofml.com](http://cityofml.com) for a full list of rules.

## **Rules for Food Vendors and Concessionaires**

1. Concessionaires must be pre-approved by the Board of Directors before use at the market.
2. Vendors must comply with all city, county, state, and federal health requirements concerning the preparation and labeling of prepared food products.
3. Vendors must have and display in plain sight a Washington State Food Handler's Permit. The market management suggests putting the permit in a small Plexiglass stand.
4. Vendors must submit with their application: proof of insurance and a copy of the County Health District or USDA approval letter or certificate of inspection of the certified kitchen where food is prepared. In case of a temporary permit, please submit a receipt from Grant County Health District along with anticipated dates for 1st, 2nd, and (3rd if applicable) inspection dates.
5. If power is required, bring your own power cord and adaptors for hook-up to city power. 110, 220, and 50 amp are the available sources of power. A minimum of a 100 foot extension cord is recommended.
6. Food and concessionair vendors CANNOT collect or redeem EBT tokens.
7. A canopy or enclosure over preparation areas is required.

**Links:** The following web sites provide valuable information concerning food handling permits and requirements: <http://www.doh.wa.gov/ehp/food/>  
<http://www.granthealth.org/Healthcardhours.html>  
Grant County Health District contact - 509 766-7960

## **Craft and Textile Vendors**

All vendors that create a handmade product or craft will be juried before vending to ensure quality handmade items are being sold at the market. After being juried and accepted into the market, any new items added throughout the season will also need to be approved by the jury committee prior to display or sale. During the market season, the jury committee will check the vendors for on-juried items that may have been added to the booth. The matter will be settled by the Board of Directors and if needed a penalty of \$25.00 will be assessed.

## **Rules for Craft Vendors**

1. All craft vendors who wish to participate in the market, will be required to complete a craft jury form and submit with their membership application.
2. A vendor will not be allowed to participate in the market until the market manager has received a completed application and approved by the craft jury committee.
3. Crafts must be the product of a home or cottage type industry using an intermediate type technology rather than an industrial type production. To be considered "hand crafted" the item must show evidence of manual skills obtainable only through a significant period of experience and dedication.
4. Vendors must be the original producer of items being sold. Resale items such as refinished furniture, factory-made tracings of paint by number, stock postcards and printed materials, ceramics or pottery from commercial molds, wood carvings using duplicating, manufactured. "Open & assemble" kits of any kind will not be allowed.
5. All craft vendors must comply with and abide by all the rules and by-laws of the Moses Lake Farmers Market. The market manager has the discretion to immediately remove any craft item that he/she considers to be objectionable. Appeals of the manager's decision must be submitted in writing to the Board within 14 days. The Board of Directors will review appeals at the next scheduled board meeting.
6. Pieces too large to be carried easily can be represented at jurying by photographs. Judges reserve the right to ask craft vendors to bring the item if it is in question.
7. All items may be photographed by the jury committee for future reference.

## **Craft Jury process and Notification**

To be juried, vendors will set up their crafts at a designated time and will then leave the premises. Potential craft vendors will not be present at the jurying to ensure open and frank discussion. Craft vendors can pick up their crafts at the agreed upon time. The craft vendor will be notified by email or mail of their results, no later than one week before the 1st market day. There will be no crafts juried on market day. The Craft Jury Committee will score each entry, with the higher scores accepted into the market and if needed, the lower scores placed on a wait list, or until the crafter is re-juried and receives a higher score.

Members with seniority will have priority. Like item vendors may be limited.

The Craft Jury Committee will announce the craft jury dates including time and location at the annual meeting and arrange additional dates as needed throughout the season. Each vendor will pay a non-refundable \$10.00 jury fee.

The craft jury committee will be comprised of three to six volunteer Farmers Market members and up to two additional non-market members. At least one committee member will also be from the board of directors. A minimum of three



committee members will attend each evaluation session, including at least one board member. Leaders of the craft jury committee will be appointed by the Second-Vice President of the board of directors.

## **Nonprofit and Service Organizations**

The mission of the Moses Lake Farmers Market is to provide a specialized commercial venue for our members. While we encourage nonprofit and service organizations to participate in the market, it must be with the understanding that our members' needs take the first priority. The number of nonprofit and service organizations participating during any market event will be limited. The market manager has the authority to assign which Saturday an individual nonprofit group may vend or promote their organization at the market. Nonprofit organizations must pay a daily \$25.00 stall fee if items are to be sold or fund raising activities are conducted.

## **Rules for Nonprofit Vendors**

1. Nonprofit organizations must fill out an application form and submit it to the market manager no less than one week prior to the date of the proposed market in which they intend to participate.
2. Applications must be signed by an officer of the organization and include proof of the IRS nonprofit status and/or a copy of the Washington State corporate nonprofit license.
3. The application must include a description of any fundraising activity (raffle, sale of prepared foods, etc.) and the intended charitable beneficiary of the fund raising. A list of items to be sold at the market must also be included in the application.
4. One person must be designated as the contact person for the organization. The market manager will contact this person concerning scheduling market dates.
5. An adult (18 years and older) must be present at the booth at all times. Youth organizations must have a person under 18 and an adult in the booth at all times.
6. **Nonprofit organizations must comply with all vendor rules, including the requirement that craft items be handmade. Selling produce donated to the organization is not permitted.**

## **Token Program**

This program offers the Farmers Market the means to help vendors increase sales by accepting credit, debit, and EBT/SNAP cards. A common wireless terminal is used at the cashier's booth where cards are swiped and tokens/certificates are given to the customer to be used to purchase products from all qualifying vendors present. Vendors then redeem the tokens that they have taken with the market cashier. There are two colors of tokens issued by the Farmers Market, red and black

## **EBT/SNAP and MARKET MATCH PROGRAM**

\$1.00 and \$4.00 tokens will be issued in BLACK. They are to be purchased by participants in the EBT/SNAP Food Stamp program. \$1.00 "Market Match" certificates are GREEN. They are a part of a grant received by the Health Department and given to participants of the EBT/SNAP Food Stamp program. No cash change may be given or exchanged for these black tokens or green certificates. There is no fee to the vendor for the black EBT Tokens or match certificates and they will be redeemed for full value. (May be subject to change as state requirements and programs change)

## **Rules and regulations of the EBT/SNAP token program:**

1. EBT/SNAP tokens CAN be used to purchase prepackaged foods, food bearing plants (peppers, tomatoes, etc.,) or herbs and produce.
2. EBT/SNAP & MATCH CANNOT be used to purchase food prepared on-site by food vendors/concessionaires, including drinks.
3. MATCH certificates can only be used on PRODUCE ie FRUITS, VEGETABLES HERBS, & FRUIT, VEGETABLE AND HERB BEARING PLANTS
4. Black tokens are not to be exchanged with other vendors and not to be used as change for red tokens. If you are a non-qualifying vendor caught taking EBT/SNAP tokens or MATCH certificates, you will be dismissed from the market. This is a federal law and we want to keep our privilege to use this system.
5. Tokens and certificates taken as payment outside of qualifications WILL NOT be reimbursed.
6. Vendors are required to educate ALL employees on the EBT/SNAP and MATCH program and vending rules.

## **DEBIT / CREDIT**

\$5.00 (five dollar) tokens will be issued in RED. They are given to those customers using credit or debit cards at the cashier booth. All vendors at the Farmers Market are required to accept red tokens. To cover the cost of the credit/debit fees customers will be charged a \$2.00 fee when tokens are purchased. Cash change may be given for red tokens. The cashier may issue-certificates for large purchases that will be stamped with a market logo and signed. i.e. if a customer wants to purchase a large ticket item, the cashier will write a certificate rather than handing out many tokens.

## **Reimbursement Process for Token Program**

1. Vendors will submit tokens and certificates at the cashier booth with the form provided by the market management that includes the number of each type of token, token dollar amount, vendor name, and date.
2. Vendors must follow the rules for sales and collection of BLACK EBT/SNAP and Market Match certificates in order to be reimbursed. All vendors may redeem and be reimbursed for RED tokens.
3. Vendors must redeem tokens and certificates no later than 1:15 p.m. or wait until the following Saturday, minimum \$10 please (no minimum for last market of the season).
4. Vendors will not be charged a fee for redeeming RED or BLACK tokens, or green MATCH certificates.
5. A check will be made ready at the following market that the vendor sells at. Vendors not participating at the Farmers Market the following week may request their check be mailed to them. Checks from the last day of market will be mailed to the vendor's address on file.

## **Off Season Markets**

The Moses Lake Farmers Market sponsors several off season markets between November and April. Priority will be given to market members and artisan or handmade vendors. Off season markets may include home based and direct sales vendors as space allows. These events are typically held at the Grant County Fairgrounds. Each market will have a separate application and fee schedule. Regular season market members are given priority and a reduced vending fee.

Please watch the market's website and Facebook page throughout the market season for more information on off season markets.

## **Facts about Moses Lake Farmers Market**

The Moses Lake Farmers Market has been growing since 1978. Due to the high quality of vendors and products, the Moses Lake Farmers Market is now one of the largest markets in Eastern Washington.

Become Involved: The Moses Lake Farmers Market is unique! Very few farmers' markets are owned and operated by the vendors through their membership in a market association. We are! This arrangement has one very important responsibility: Members must be willing to become involved with the decision-making activities of the market. Members are needed as volunteers, to serve on the board of directors and as committee members, or the market will simply cease to exist. Participation is not just encouraged, it is essential.

## **Tips for Success**

- Being patient and friendly increases sales
- Studies show that 75% of products purchased are displayed between elbow and shoulder height.
- Abundant displays attract attention. "Pile it high and kiss it goodbye".
- Using a combination of colors, textures, and fragrances creates interest and excitement.
- Restocking and rearranging products throughout the day keeps things tidy and attractive.
- Having enough change, bags, and smiles keeps customers happy. Today's consumers are accustomed to convenience.
- Displaying the WIC sign near qualifying produce increases sales.
- Taking a walk around the market shortly before opening will help you direct customers to what is available at other vendor's stalls. You will profit from this simple courtesy in the long run.
- A colorful creative sign will help people remember a vendor and become a regular customer.
- Recognize and greet customers.
- Avoid sitting whenever possible. When standing you can be more expressive and are seen as more energetic. This can translate into increased sales.

## **Facebook, Social Media and Website**

Do you have Facebook? Do your friends? Facebook has been a great marketing tool for the Market and Market Vendors. More people are checking information on their smartphones. You walk down the street and you can see people holding up their phones and either talking with someone, googling, Facebooking, Instagraming, taking a selfie or texting with their friends and family.

Moses Lake Farmers Market is on Facebook and Instagram. We do this as a form of advertising for our market and our posts also help inform those who follow our page. Currently we have 7,500+ followers. Social media is a great way for Market followers to stay in contact and to see if a vendor is going to be at the market and what products are available.

Members are encouraged to have a Facebook or Instagram page and tag @Moses Lake Farmers Market. This is one way to let the market audience know that you are at market and what you have to sell. Certain members have used this to their advantage encouraging people to come down at opening for the best selection.

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

Thank you to all the employees and volunteers, who organize and make our market possible. From our Board of Directors and organizing committees to our webmaster and Social Media teams. These people volunteer all year long. They develop community events, share market updates, related stories, local & state happenings, recipes, as well as new items and fresh produce found at the market.

Finally, the board of directors would like to give a huge THANK YOU to our vendors. Our amazing vendors keep bringing out the community and with you "Getting Fresh with The Locals" is growing each year. With your fresh fruits and veggies, beautiful art and crafts, and delicious foods. Without you, we would not have a market. We appreciate you!