

Dubuque Farmers' Market

May 6 to October 28, 2017



2017 Vendor Handbook

Dubuque Main Street, Ltd.

1069 Main Street Dubuque, IA 52001

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www.downtowndubuque.org

Farmers' Market Contacts

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Dubuque Farmers' Market (DFM)

Market Mission:

The DFM exists to provide an open-air, outdoor market in downtown Dubuque for consumers to purchase a variety of local fresh food and locally crafted products directly from farmers, producers, crafters, and artisans.

The goals of the DFM are:

- To promote the sale of locally sourced food and the sale of hand-crafted products.
- To increase access to healthy and nutritious food.
- To enhance the quality of life by providing a venue that fosters community and social interaction, as well as cultural vibrancy and economic vitality.

The City of Dubuque has designated Dubuque Main Street to be the coordinating organization of the Dubuque Farmers' Market. Dubuque Main Street is a 501(c)3 not-for-profit organization.

Saturdays – May 6 through October 28, 2017 ***Sunshine or Showers!***

Operational Hours: 7 a.m. to Noon

Vendors may begin setting up after 6:00 a.m. Please have your space completely set up by 6:45 a.m.

Please close at noon and remove all items no later than 12:30 p.m.

The Dubuque Farmers' Market is located on the sidewalks and streets from 10th Street to just past 13th Street on Iowa Street, between Central Avenue and Main Street, and includes the electrically wired parking lot south of City Hall on Central Avenue.

General Market Rules

1. Vendors will be admitted to the Dubuque Farmers' Market "Market" based on market requirements, space availability, and product representation. All vendors must be registered with Dubuque Main Street prior to the start of any given day of Market, and all fees paid.
2. All vendors must comply with all applicable city, state, and federal laws, rules, and regulations. Vendors are responsible for complying with state and local health requirements and for obtaining all permits, licenses, and or inspections applicable to their products. All permits and/or licenses must be posted each Market day.
3. No loud or disturbing noises that will interfere with the rights, comfort, and convenience of others will be allowed at Market.
4. Vendors may not play music (live, recorded, or transmitted) at a sound level that may annoy or disturb others at Market.
5. The running of any gasoline or diesel motors, engines, or generators is not permitted without prior approval.
6. **Vendors may not smoke or use chewing tobacco while within Market parameters.** Please be aware that others may have smoke allergies/sensitivities and are intolerant of second-hand smoke.
7. Customers may sample wine while at Market. No other consumption of alcohol at Market is permitted.
8. Vendors are responsible for removing all waste, rubbish, recyclables, or trash that they generated during the course of selling at Market. Trash or residue from the vendor's product may not be placed in any storm sewer or in Market trash barrels. Other City-owned trash receptacles in the

market are not the responsibility of the vendors nor may vendors use those receptacles for their trash. Such trash receptacles are intended for use by customers and not the vendors.

9. Vendor-owned pets are not allowed within the Market area, with the exception of service animals. In addition, the sale of live animals is not allowed at market.
10. Vendors coming to Market with children must be considerate of their neighboring vendors/ customers. All children in the care of vendors during Market need to be **supervised by an adult at the vendor's stall**.
11. Vendor behavior must remain professional and courteous to everyone. This means no cursing, derogatory speaking, or discussing topics that may make others uncomfortable. Loud, obnoxious, or verbally abusive language will not be tolerated and vendors should not have to tolerate it from customers or other vendors.
12. Vendors are expected to display professionalism and conduct themselves, and their business, in a manner that is respectful, honest, and courteous toward customers, staff/managers, and other vendors. Dubuque Main Street retains the right to prohibit a person and/or business from participating in the Market for conduct deemed inappropriate and/or unprofessional, devoid of verbal or written warnings.
13. There will be no discrimination on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, age, or nationality.

Vendor Categories

Items offered by vendors are to be grown, produced, or crafted at the vendor's farm or home unless the vendor has been issued a Special Item Permit by the Dubuque Farmers' Market Committee. Items requiring a Special Item Permit will be determined by the Farmers' Market Executive Committee on a case-by-case basis. Vendors at the Dubuque Farmers' Market shall reside within 100 miles of Dubuque.

- I. **Grower/Producer/Processor** – The Dubuque Farmers' Market exists for vendors to sell products that they are growing, raising, or producing. These products may include fresh fruits and vegetables, meats, eggs, dairy goods, bakery goods, honey, salsa, jams and jellies, pickles, maple syrup, sauces, wine, spices, bedding and potted plants, cut flowers, and pet treats/ pet food.
- II. **Crafter/Artisan** – The Dubuque Farmers' Market offers the opportunity for vendors to sell products that are handcrafted. Items in this category include crafts, artwork, inedible items such as herbal products, personal care, and beauty products, as well as wellness services. Craft and art vendors are permitted, but the number of vendors is limited to 30% of the total registered vendors. **All craft and art items must be the original handmade work of the vendor.** Supplies used to make the handcrafted item may be purchased as long as the product is transformed in a way that makes the work original and makes the work substantially handcrafted. *Additional information may be found on page 5 under Crafters/Artisan Vendors.*

Items not allowed at the Dubuque Farmers' Market include products not made or altered by the vendor: mass produced/manufactured, finished products that are on consignment or have been purchased wholesale, or finished products available from catalog/direct sales companies.

If there is any question as to the authenticity of a handcrafted product, the Farmers' Market Executive Committee will make the final determination.

- III. **On-site Prepared Food Vendor** – On-site prepared food vendors have the opportunity to sell food to customers to be eaten at the Dubuque Farmers' Market, such as hot dogs, breakfast burritos, or French fries (this is not an all-inclusive list). On-site prepared food vendors are required to obtain a "License to Sell Potentially Hazardous Foods at a Farmers' Market" from the City of Dubuque Health Department. A copy of the vendor's license must be submitted to Dubuque Main Street before vending at Dubuque Farmers' Market.

The sales of animals, firewood, and second-hand merchandise are strictly prohibited.

Verification Visits

Market Management reserves the right to visit and inspect the farm, property, and storage sites listed on any Vendor's application to verify that proper and correct reporting/information has been provided by the vendor and as a condition of the privilege of selling at the market. On-site visits will be conducted by an Inspections Committee consisting of other vendors and market manager(s).

Vendors acknowledge and agree to such inspections and that vendors may not be given prior notice of inspections. Vendors may be subject to a visit before being accepted into the Farmers' Market. The Vendor must identify all farm, property, and storage sites on the application. If the Vendor wants to add any farm, property, or storage sites, the vendor must inform Dubuque Main Street in writing and revise the vendor's application accordingly. The Vendor will be in violation of these Rules and Regulations if the vendor fails to identify any farm, property, or storage site and/or is unable to show staff a location during the time of a visit.

Allowable Foods Approved for Sale

The following products are **approved** for sale at the Dubuque Farmers' Market without being licensed as a food establishment at the market location.

1. Fresh fruits and vegetables that are whole and uncut
2. Bakery products which are not potentially hazardous. These products include only the following items: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (except meat pies). The following products are examples of bakery products that are potentially hazardous and cannot be sold at farmers market without a license: soft pies, custard filled products, and cream filled products.
3. Fresh Shell Eggs that are kept at 45° F or below (ambient temperature)
4. Honey (products containing honey would have to be individually evaluated)
5. Non-potentially hazardous food products; that is, products that do not require refrigeration, since they are shelf-stable. These products can be prepared in the home, to be sold for consumption off-the-premise. Some examples of products that can be prepared in the home for direct sale to consumer customers include: jams, jellies, candies, and dried noodles. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 CFR Part 150 are exempt from licensing.)

The following products **may not be sold at a Farmers Market without appropriate licensing** from local, state or federal authorities:

1. Potentially hazardous food products (foods that require temperature control), which include meat, poultry, and dairy products.
2. With the sole exception of jams and jellies meeting the Standard of Identity for jams and jellies specified in 21 CFR Part 150, no "home style" canned goods can be sold at farmers markets, since food in a hermetically sealed container shall be obtained from a licensed food processing plant. (Section 3-201.12 of the Food Code which has been adopted by Section 137F.2 of the Code of Iowa)
3. Wild Morel mushrooms

What **types of licenses** are honored to sell potentially hazardous foods at a Farmers' Market?

1. Farmer's Market Potentially Hazardous Food License.
 - a. A separate license is required for each county in which a vendor sells food.
 - b. The license is only valid at farmers markets.
 - c. If the vendor operates two or more stands simultaneously, a separate license is required for each unit.
2. Mobile Food License
3. Temporary Food License
4. Canned goods, except jams and jellies, must be from a licensed food processing plant. (Only jams and jellies that meet the Standard of Identity for jams and jellies specified in 21 CFR Part 150 are exempt from licensing.)

Any specific food questions should be directed to the City of Dubuque Health Department by phoning 563-589-4181 and asking for Tim Link.

Labeling & Packaging Requirements

Any food that has been modified from its original form or combined with other ingredients must be labeled according to the guidelines below. This includes ALL BAKED GOODS and CONFECTIONARY ITEMS, as well as products governed by other regulatory agencies. ***If a product(s) does not have its ingredients listed on a label or on a placard, the vendor may be required to remove that product(s) for the remainder of that market day.***

LABELING: Must include:

1. Product name
2. 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.
3. Name and address or phone number of the vendor.
4. Net weight or volume.
5. Allergen information.

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 (not refined soybean oil), Milk, Eggs, Fish, Crustacean (crab, lobster, or shrimp), Tree Nuts (almonds, pecans, or walnuts), and Wheat.

6. Nutrition labeling information is required unless exempt. Exemptions may be found on the FDA website, www.fda.gov

PACKAGING:

Acceptable packaging materials should be approved for contact with food (food grade) and not re-used. These may include, but are not limited to:

Plastic wrap	Zipper sandwich/plastic bags	Display boxes
Plastic bags	Foam trays	Cake boxes
Clam shell containers		

For products sold individually from a BULK supply:

- A list of the ingredients must be posted near the container with those items.
- Keep products covered. Keep products out of direct sun light.
- Do not let customers serve themselves.
- Use of sneeze guard or similar protective barrier is recommended.
- Use proper serving utensils along with disposable gloves when handling products. (*Have extras in case you drop them on the ground.*)
- Remove gloves before handling money.
- Wash hands and put new gloves on before serving next customer.

Any specific food questions should be directed to the City of Dubuque Health Department by phoning (563) 589-4181 and asking for Tim Link.

Sampling

Sampling of perishable (potentially hazardous) foods requires a State of Iowa Farmers' Market Potentially Hazardous Food License or a Temporary Food Stand License. Temporary Food Stand Rules apply to both licenses and are available on the City of Dubuque website at www.cityofdubuque.org under "health" and "food safety." Vendors need to have a cooking thermometer scaled 0-220 degrees, approved ware-washing, hand-washing and may not handle ready to eat foods with bare hands. Use of gloves and utensils are encouraged. Please contact Tim Link if you have any questions.

Prepared On-site Food Sales

Vendors wishing to prepare and sell ready-to-eat food at Market must obtain a Farmers' Market Potentially Hazardous Food License. Ready-to-eat foods include but are not limited to: hamburgers, pizza, burritos, nachos, hot or cold sandwiches, fried foods, and the like. The license is valid only in the county it was purchased and is valid only at farmers' markets. The application form is available by contacting the City of Dubuque Health Department at (563) 589-4181 and working with Tim Link. A copy of the vendor's license must be on file at Dubuque Main Street before vending at Dubuque Farmers' Market.

Additionally, if a vendor is required to obtain a "License to Sell Potentially Hazardous Foods at a Farmers' Market," they are required to submit proof of general commercial liability insurance with at least \$1,000,000 in coverage and that lists both the City of Dubuque and Dubuque Main Street as additional insured. Proof of insurance must be on file at Dubuque Main Street before vending at Dubuque Farmers' Market.

Crafter/Artisan Vendors

All crafts (includes all non-food products) must be handcrafted by the vendor or a member of the vendor's family. Supplies used to make the handcrafted item may be purchased as long as the product is transformed in a way that makes the work original and makes the work substantially handcrafted. To be "handcrafted" an item must show evidence of manual skills obtained through a period of experience and dedication.

Beginning in 2016, new craft/artisan vendors will be subject to committee review prior to their application's approval for authenticity and item quality.

All vendors selling a handcrafted item(s) need to submit at least one image of the product(s) intended to be sold. If the image clearly shows all the items to be sold, one image is enough. Multiple images may be submitted to illustrate multiple items. Images may be uploaded to the vendor's ManageMyMarket.com account, emailed to office@dubuquemainstreet.org, mailed to Dubuque Main Street, or brought in to the Dubuque Main Street office at 1069 Main Street.

The Farmers' Market Committee reserves the right to review craft items at any point during the market if the vendor does not appear to have crafted the item(s) in question.

Liability Insurance

All Dubuque Farmers' Market vendors are responsible for their own general commercial liability insurance policy. If a vendor is required to obtain a "License to Sell Potentially Hazardous Foods at a Farmers' Market," they are required to submit proof of general commercial liability insurance with at least \$1,000,000 in coverage and that lists both the City of Dubuque and Dubuque Main Street as additional insured. Proof of insurance must be on file at Dubuque Main Street before vending at Dubuque Farmers' Market.

Dubuque Main Street does not carry liability insurance for vendors. Dubuque Main Street is not responsible for vendor liability insurance. Dubuque Main Street strongly encourages vendors to seek information and obtain general commercial liability insurance.

Fees & Deadlines

The fee to be a Seasonal Vendor at Market is **\$260** for the 26 Saturdays from May 6 to October 28, 2017. This vendor fee includes the Market Money use fee. All vendors will automatically be entered into the Market Money program. Returning vendors will have the first right of refusal of their space. Anyone who would like to be moved should indicate their desire as a "Special Request" on the Vendor Application. Requests can only be granted if they do not conflict with other vendors who are already in place. Making a request does not guarantee it can be honored.

Applications for Returning Seasonal Vendors are due by April 3, 2017. New Seasonal Vendors applications will be accepted through the start of market and spaces will be assigned on a first-come, first-served basis, based on the product mix of neighboring vendors.

The last day for vendor token return will be November 17, 2017.

Occasional Vendors

In order to provide potential vendors with the opportunity to try out the Dubuque Farmers' Market, a few predetermined stalls will be made available for Occasional Vendors. Occasional Vendors must register through the on-line application process, which will indicate available dates at market. An Occasional Vendor may NOT register on-site the morning of market. The fee to participate as an Occasional Vendor is \$45 per week.

Special Item Permit

Vendors may apply for a Special Item Permit to sell **foods** that are typically not locally grown or not locally grown in sufficient quantity to meet the demands of customers. The Dubuque Farmers' Market Committee will review each application using the following criteria:

1. The item is food.
2. The item cannot be successfully grown or produced locally in sufficient quantities and/or quality to meet the perceived customer demand for the item.
3. The item, from harvesting to selling, adheres to all relevant regulatory requirements.

Only a limited number of permits will be issued and those vendors with the permit will be required to comply with other guidelines. The Permit Fee is in addition to the Market Application Fee. For more information about the Special Item Permit please contact Dubuque Main Street.

Vendor Stall Spaces

1. Market Management will assign stall space locations based on vendor seniority as well as the products offered.
2. Stall spaces are non-transferrable and may not be sub-let.
3. The size of stall spaces varies due to location at market.
 - A) **Street stall spaces** are approximately 15-20 linear feet long with tables set up along the sidewalk. Vendors may park one vehicle in their space or vendors may use their space for their display and park their vehicle in a designated parking lot.
 - B) **Thirteenth Street stall spaces** are located in the middle of the 13th Street between Central Avenue and Iowa Street. Vendors may unload/load vehicles between the barricades prior to 7 a.m. and after 12:00 p.m. These vendors park their vehicle in a designated parking lot.
 - C) The **city hall parking lot stall spaces** are approximately 13 feet wide by 20 feet deep. These are the only stall spaces with electricity. Vendors may park one vehicle for each paid stall in the adjacent parking lot.
4. In the event you wish to share your space with another party, you must obtain prior approval from the Market Manager. It is important to note that our agreement is with you, not a third party. Whether you desire to "time share" your space or work side-by-side with another party, please contact the Market Manager and describe who will be vending in your spot and what they will be selling. The Market Manager will review your request.
5. Vendors may not solicit customers beyond their own assigned market stall(s)/space(s) either by signage or by "hawking."

Stall/Space Set Up

1. Set up of tables, chairs, umbrellas, beverage and food stands, entertainment equipment, fencing, trash receptacles, and all other necessary equipment may begin no earlier than 6:00 a.m.
2. All market vendors must close at 12:00 p.m. in accordance with the hours of operation, and removal of all items shall be completed no later than 12:30 p.m. **The City of Dubuque reserves the right to cite vendors not vacated by 12:30 p.m. for violations** Vendor tear down may not begin before 11:30 a.m. The market is open until 12:00 p.m. and customers expect to find vendors selling their goods until 12:00 p.m.

3. Do not set up tables/stands that extend into nor block the walkway in front of your tables/displays to allow for the two-way flow of pedestrians, as well as wheelchairs and other walking assistance devices. There should be a minimum walkway of 6 feet between your tables/displays and any barriers (buildings, other vendors, etc.) opposite your assigned stall location.
4. Vendors furnish their own tables, chairs, displays, canopies or pop-up shelters, cash-box, change, supplies, and the like. Vendors are responsible to set up, maintain, and tear down their own tables, canopies, displays, trash/recyclables, and the like.
5. **Canopies, tents, and umbrellas must always be safely** secured from unexpected weather events by attaching all four corners to weights. **Unsecured tents may not be used.**

Electricity

1. Electricity is only available in the city's parking lot located at the corner of Central Avenue and 12th Street. Requests for electricity will be handled on a first come first served basis.
2. Vendors are responsible for providing their own extension cords and securing cords to minimize potential tripping hazards.

Parking

1. Most vendors' stalls are metered parking spaces. Main Street will issue a parking permit that must be displayed in your vehicle so that the meter person can see it. You do not have to pay the parking meter during market hours as long as your permit is displayed. If a ticket is mistakenly issued to you, you may show this permit to the meter checker or at the payment window at the City's Parking Division to have the ticket canceled.
2. Some vendor parking stalls do not evenly align with the stall space the vendor has been assigned. Some vendors may have to adjust their parking accordingly. Park within the stall space boundaries marked on the sidewalk during market hours.
3. There is no overnight parking.
4. Vendors are encouraged to leave the closest parking spots open for your customers. Please do not park in the angled parking stalls in the eastern half (Iowa Street frontage) of the only large parking lot we have. This parking area is for customer parking.
5. To all vendors located on a closed street, you must be parked no later than 7 a.m. and leave no earlier than 12 p.m. You may set up at any time between 6 and 7 a.m. but you may not drive on a closed street between 7 a.m. and 12 p.m. This is to ensure the safety of market customers and vendors.
6. Farmers' Market "borrows" the city streets and sidewalks during operating hours. It is possible that you may arrive on Saturday morning to find your space occupied by the vehicle of someone who lives in (or is visiting) the area. In this case, you may set up your display in your space on the sidewalk as usual, though you may have to park elsewhere for the time being. The owners of these vehicles are also potential customers, so Main Street believes that handling this situation in a flexible and courteous manner is the best policy.

Signage

1. Each vendor shall display a sign provided by Dubuque Main Street, which identifies the vendor's business name (or the vendor's own name), and the location where their product is grown, raised, or produced. The sign will describe the items the vendor designated on their Vendor Application. The sign is intended to provide customers with clear, uniform information about the product(s) being offered for sale. This sign must be placed in a prominent, unobstructed location that remains clearly visible and readable to the public visiting the vendor's space.
2. In accordance with the rules and regulations of the originating agency, please post any permits and/or licenses as required (for example, SNAP/EBT vendor, WIC vendor, etc.)
3. All signage must be contained within the space rented by the vendor.

Public Safety & Barricades

The safety of consumers and vendors is paramount. Operating vehicles within the barricaded market area is dangerous and discouraged. Please make every effort to avoid operating vehicles in the market area during market hours. If you arrive after the safety barricades have been set in place, please move them aside, enter the market area, then immediately return the barricades to their designated locations. Failure to replace them allows customers' vehicles to enter the market area and causes safety hazards.

“Good Neighbor Policy”

As a vendor, you are asked to remain within the bounds of your assigned space and to respect the space of your neighbors. If you will not be coming to Market at the beginning of the season—or if you will be absent at certain times—please tell your neighbors ahead of time. In some areas of the market, it makes sense for other vendors to “fill in” the empty spaces, but this should not be done without the permission of the absent vendor(s). **To increase safety during set-up time, please only drive along the block you are assigned.**

Farmers' Market Nutrition Program – WIC and Senior FMNP

This section pertains only to Grower/Producer Vendors. Growers who intend to participate for the first time in the 2016 Farmers Market Nutrition Program (FMNP) must attend a mandatory vendor training session (good for three years) and complete an annual Vendor Application and Agreement Form prior to the 2017 WIC/Senior FMNP and Cash Value Voucher (CVV) Program.

Due to new programming requirements, all vendors are asked to attend a 2017 training session. Training sessions are held throughout Iowa and will be held in Dubuque these two times:

Thursday, March 16, 10 to 11:30 a.m., NICC, Room 101, 700 Main St., Dubuque

Thursday, March 30, 5 to 6:30 p.m., Dubuque Senior High, Room A-123, 1800 Clarke Dr.,
Dubuque

Wednesday, April 12, 3 to 4:30 p.m., Keystone Area Education Agency, 2310 Chaney Rd.,
Dubuque

Tuesday, May 16, 5 to 6:30 p.m., Keystone Area Education Agency, 2310 Chaney Rd., Dubuque

More information may be found at their website:

www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/FMNPvendors.asp

Vendors may contact Paul Orvom with the Iowa Department of Agriculture and Land Stewardship by phone at 515-242-6239 or by email Paul.Ovrom@iowaagriculture.gov.

Sales Tax Registration

Vendors who are selling taxable goods must charge sales tax and must apply for a sales tax number by phoning the Iowa Department of Revenue at 1-515-802-7002 or for tax questions 1-800-367-3388, or by going to their website at www.state.ia.us/tax. Failure to do so will prohibit them from participating in Farmers' Market.

Not-for-profit Program

To better serve our community, there are designated spaces at market for approved not-for-profit, charitable, and non-partisan organizations. The organization may provide educational opportunities and use this space as a promotional opportunity. The organization is required to follow the Not-for-Profit selling guidelines (if selling of products at market), and it may not solicit at market. The space is available at no cost and is assigned by the Market Manager. These spaces are located in front of city hall and are approximately 10' x 10'. The organization is responsible for their own supplies (tables, chairs, canopy/tent with weighted legs, displays, etc.).

The space is available on a first come, first served basis, or, as stated in the contract, aligns with the Sustainable Dubuque Initiatives. An organization may request a space up to one time per year to ensure all not-for-profits may participate.

To request the Not-for-Profit Market Guidelines and Registration Form(s) visit the website or contact Dubuque Main Street.

Complaint Procedures

Please file a formal complaint if you feel a vendor has offended any of the rules as written in this document. Dubuque Main Street will speak to the offending vendor. If a violation is confirmed and the verbal warning is not heeded, a written warning will be sent, and expulsion from the market without refund will occur if the situation is not corrected.

If you have an immediate problem on market day, please see the On-Site Market Manager. If you have a complaint about another vendor's produce, market procedures or policies, put your complaint in writing and send it to Dubuque Main Street. The Farmers' Market Committee will then consider your complaint and send you a written response.

Restrooms

Restrooms for vendors and customers are available in City Hall by accessing the entrance on Iowa Street. **Restrooms are also available in the City's Parking Ramp at 10th and Iowa Streets.**

Entertainment

If you know a person or group interested in performing at market, contact the DMS office.

Special Promotions

Again this year, the Farmers' Market Committee is planning these promotions in addition to general market advertising:

- Opening Day, May 6
- First Corn Day, July 10
- BLT Day/National Farmers Market Week, August 5
- Pork & Produce Day, October 7

***Chefs at Market** will be held once every month at the Kids at Market space.

***Kids at Market** will be held every Saturday at the corner of 11th and Iowa 9am-11am.

Please contact the Dubuque Main Street office if you have an idea for a special event or promotional activity by calling 563-588-4400.

Market Money Participation

All market vendors are automatically enrolled in the Market Money program. The token system allows market goers to use their Credit/Debit/ or SNAP card at market by using a centralized terminal location.

A. EBT/SNAP (BLUE)

Participating vendors agree to accept the blue tokens from shoppers at a value of one dollar (\$1.00) for each blue token, subject to the following guidelines:

- a) Blue tokens cannot be exchanged for currency.
- b) Vendor cannot charge sale tax (since blue tokens are for the purchase of food).
- c) Blue tokens can be used on any market day, and not just the day they are received.
- d) Subject to the previous guideline, products the vendor may sell for the blue tokens include: fruits, vegetables, baked goods, meats, poultry, dairy, dips, salsas, honey, jams, as well as seeds and plants which produce food.
- e) Products the vendor may not sell for the blue tokens include: soaps, body oils, wine, household supplies, crafts, foods prepared on-site.

B. DEBIT / CREDIT (YELLOW)

As a condition of participating in the Farmers' Market, vendors agree to accept the yellow tokens from shoppers at a value of five dollars (\$5.00) for each yellow token, subject to the following guidelines:

- a) Yellow tokens are equivalent to cash. Tokens (yellow) may be exchanged for currency. Do not give blue \$1 tokens as change.
- b) Vendors must charge sales tax on taxable items and are responsible for their own sales tax permit. Yellow tokens may be used on any market day, and not just the day they are received.
- c) Yellow tokens may be used to purchase ANY item at market as long as the vendor accepts them.

C. DOUBLE UP FOOD BUCKS (DUFB) (SILVER)

Participating vendors agree to accept the silver tokens from shoppers at a value of one dollar (\$1.00) for each silver token, subject to the following guidelines:

- a) Blue tokens cannot be exchanged for currency.
- b) Vendor cannot charge sale tax (since silver tokens are for the purchase of food).
- c) Silver tokens can be used on any market day, and not just the day they are received.
- d) Subject to the previous guideline, products the vendor may sell for the silver tokens include: fruits, vegetables, as well as seeds and plants which produce food.
- e) Products the vendor may not sell for the silver tokens include: soaps, body oils, wine, household supplies, crafts, foods prepared on-site, baked goods, meats, poultry, dairy, dips, salsas, honey, and jams.

D. Vendor Reimbursement for Market Money Program

- (1) Blue tokens are equivalent to one dollar (\$1.00) each for EBT/SNAP purchases. Yellow tokens are equivalent to five dollars (\$5.00) each for DEBIT/CREDIT purchases. Silver tokens are equivalent to one dollar (\$1.00) each for DUFB purchases.
- (2) Vendors may turn in the accumulated tokens if under \$50 at the Market Information Booth on any Market day from 7-12. If token total exceeds \$50, tokens must be turned in to the Market Information Booth between 7-8 am or to the Dubuque Main Street office. Totals over \$50 will NOT be accepted at market after 8 am, due to booth staffing. The tokens must be pre-counted, written down, and placed in the envelope provided by Dubuque Main Street before turning in to market staff. Turn in envelope with Token Tally.
- (3) Market staff will recount and determine the overall value of the tokens being redeemed, and then issue the vendor a receipt. *Keep in mind, customers come first.*
- (4) All tokens must be turned into Dubuque Main Street no later than November 17, 2017. Any tokens not redeemed by then will not be accepted for payment in the current calendar year.

Please see the Market Money Program Agreement for complete details of the program.