

Dubuque Farmers' Market

2019 Vendor Handbook

Every Saturday
May 4-October 26, 2019
Sunshine or Showers!

Dubuque Main Street, Ltd.
1069 Main Street Dubuque, IA 52001
Phone 563-588-4400
www.dubuquefarmersmarket.org
www.downtowndubuque.org

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

Public Hours

May 5-September 28, 2019	7:00 a.m. to Noon
October 5- October 26, 2019	8:00 a.m. to Noon

Vendor Set-Up Hours

May 5-September 28, 2019	6:00-6:45 a.m. – 12:00 p.m.
October 5- October 26, 2019	7:00-7:45 a.m. – 12:00 p.m.

Market Mission

The Dubuque Farmers' Market (DFM or Market) 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 Dubuque Farmer' Market 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 (DMS) to be the coordinating organization of the Dubuque Farmers' Market. Dubuque Main Street is a 501(c) 3 not-for-profit organization.

There will be no discrimination on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, age, or nationality.

Dubuque Farmers' Market Contacts:

Dubuque Main Street

Phone: 563-588-4400

Market Manager:

Jo Lynn Pike

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On-Site Manager:

Taryn Kafer

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Kristan Brown

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Market Money Booth:

Samantha Peter

City of Dubuque Health Services

Environmental Sanitarian:

Tim Link, REHS CP-FS

Katie Baker

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Program Specialist:

Michaela Freiburger

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General Market Rules

1. Vendor Agreement
This agreement must be signed electronically and on file at Dubuque Main Street before acceptance and before vending at the DFM.
2. Market Money Program
Vendors are required to participate in the DFM Market Money Program. Vendors will be reimbursed for the full amount of the tokens/DUFB vouchers. A check will be mailed to the vendor or directly deposited into their account. Tokens and vouchers may be turned in at market or the next business day at the Dubuque Main Street Office.
3. Noise Interference
No loud or disturbing noises that interfere with the rights, comfort, and convenience of others will be allowed at Market. Vendors may not play music (live, recorded, or transmitted) at a sound level that may annoy or disturb others at market.
4. Vendor Staff & Helpers
Vendors, their staff and all participants are expected to uphold professionalism, know the vendor requirements and expectations, and respect the integrity of the DFM by adhering to policies, procedures, and requirements of participating in the DFM. Vendors are responsible for making sure that all persons working at their booth know and adhere to all DFM guidelines. Please print and share this information with your staff.
5. No Smoking
Smoking is prohibited by all market vendors/participants within their stalls and on the market premises, including inside vehicles parked inside market premises.
6. Sampling & Attracting Customers
Sampling is encouraged as long as it is within the assigned stall space and in small amounts (less than 1 oz.). Sampling is not allowed outside of stall space and attracting customers by making noises, shouting, or hawking is not allowed.
7. A Beautiful Market
Vendors must provide their own broom, dustpans, and trash removal. Prepared food vendors and vendors offering food samples must provide a trash receptacle within their vending space. Vendors are responsible for cleaning their stall(s) and removing all trash and/or boxes at the end of each Market day. DFM staff will not remove vendor trash or boxes. Trash, including boxes, may not be placed in any city or private business trash bin or left on the street.
8. No Pets/No Animals for sale
Pets are not allowed in vendor booths unless they are service animals. The sale of live animals is prohibited on market premises. Posting of pets/animals for sale is not allowed.
9. Children working stalls
Vendors shall not leave children under the age of 16 at a vendor stall without adult supervision, for any amount of time. (Adult= responsible person age 18 or older.)
10. A Peaceful Market
Vendors shall conduct themselves professionally and behave courteously toward DFM attendees, other vendors, staff, volunteers, entertainers, etc. Conduct deemed inappropriate, unprofessional or offensive may result in administrative action, without warnings, including, without limitation, ejection or suspension from the DFM and/or future DFM events.

Product Acceptance Policy & Application Process

Vendors will be admitted to the Dubuque Farmers' Market based on market requirements, space availability, and product representation. New or returning vendors must be registered with Dubuque Main Street and have applied online at www.managemymarket.com 10 days prior to the market date in which they wish to attend. Vendors who would like to be moved should indicate their desire as a "Special Request" on their Vendor Application. Requests can only be granted if they do not conflict with other stall spaces that are already assigned. Making a request to relocate does not assure it will be granted. All licenses and permits must be uploaded on to managemymarket.com and all vendor fees paid by 3:00 p.m. on Wednesday prior to Market. Failure to submit proper paperwork and fees may result in loss of a space at Market.

DMS reserves the right to approve, refuse, and/or limit products sold at the DFM. Exclusivity does not exist at DFM. Vendors who need to add or change products after the application product acceptance process is complete must update their list on managemymarket.com, notify market manager and wait for approval before selling those products.

All Vendors must apply and are reviewed annually.

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 (see page 11) by the DFM Committee. Items requiring a Special Item Permit will be determined by the DFM Committee on a case-by-case basis. Vendors at the DFM shall reside within 100 miles of 1069 Main Street, Dubuque, Iowa.

Product Vendor Categories

- I. **Grower/Producer/Processor** – The DFM exists for vendors to sell products they grow, raise, or produce. These products may include fresh fruits and vegetables, meats, eggs, dairy goods, bakery goods, honey, salsa, jams and jellies, pickles, syrup, sauces, wine, spices, bedding and potted plants, cut flowers, and pet treats/pet food.
- II. **Crafter/Artisan** – The DFM offers the opportunity for vendors to sell products that are handcrafted. Items in this category include crafts, artwork, and inedible items, such as herbal products, personal care, beauty products. 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 or a member of the vendor's immediate 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. New craft/artisan vendors will be subject to the DFM 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 each product(s) intended to be sold. If the image clearly shows all the items to be sold, one image is enough. Images may be uploaded to the vendor's managemymarket.com account. If you do not have access to the internet, bring images to 1069 Main Street to be uploaded.

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

Logo/ Trademark Items: Vendors must obtain appropriate licenses to sell logoed or trademarked items. Examples of this include college university logos, Disney registered images, etc.

If there is any question as to the authenticity of a handcrafted product, the DFM Committee will make the final determination (see Verification Visits Page 10).

III. 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 (see page 13-15 for additional information). Proof of insurance must be on file at Dubuque Main Street before vending at Dubuque Farmers' Market. 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 or Katie Baker. A copy of the vendor's food license must be on file at Dubuque Main Street before vending at Dubuque Farmers' Market.

Attendance/Cancelation/Refunds:

Attendance by all scheduled vendors is vital on all Market dates. When a vendor (Full Season, Seasonal, or Occasional) does not show up for a scheduled Market appearance or leaves early, the entire Market community is affected. Each Market vendors must commit to the entire season unless an alternative agreement has been made through Market Manager. **Vendors are allowed to miss a total of 4 days.** Vendors not able to attend a scheduled Market date are required to notify Dubuque Main Street (jolynn@dubuquemainstreet.org) 48 hours in advance of the Market date on which such vendor will be absent (or, in the case of an emergency, as soon as practicable). Failure to notify DMS management of an absence in writing and repeat absences, planned or unplanned, may result in the loss of a stall location. Unforeseen emergencies will be taken into consideration on a case-by-case basis. Cancellation or no-show date fees are not refunded or waived.

Fees, Deadlines & Attendance

Full Season Vendor: \$300.00 for 26-weeks. This status is for any vendor who is committed to attending all Market dates. Previous Full Season Vendors need to re-apply and are reviewed based on commitment, attendance, conduct, and product.

Seasonal Vendor: \$300.00 per 7-12 weeks (product availability). This status is for any vendor who is committed to attending Market 7 weeks or more. Previous Seasonal Vendors need to re-apply and are reviewed based on commitment, attendance, conduct, and product.

Occasional Vendor: \$45.00 per Saturday, up to 6 Saturdays. This status is for any vendor who is committed to attending Market up to and limited to 6 weeks. Additional dates will require registration as a Seasonal Vendor and payment of Seasonal Vendor fees. Occasional Vendors must register through the on-line application process, which will indicate available dates at Market. The Market Manager will designate a stall upon availability. Occasional Vendors may NOT register on-site, the morning of market.

All vendors are required to submit an online application ten business days prior to the Market date they would like to attend. All payments, licenses, permits and documents must be completed and submitted to Dubuque Main Street no later than the Monday before the Market date for which such vendor is scheduled.

Returning vendors who would like to maintain their current stall must submit their application and payment to Dubuque Main Street by April 4, 2019. New Seasonal Vendor applications will be accepted through the start of Market and spaces will be assigned on a first-come, first-serve basis, based on the availability and product mix of neighboring vendors.

The last day for vendor token return will be November 15, 2019.

Vendor Identification/Signage

Each booth space must prominently display the provided vendor sign which clearly identifies the business name and the location of the farm/business. 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.). Signage/sandwich boards are allowed, but must be placed within the vending stall space.

Set-up times, arriving and entering with vehicle

- ❖ **May-September-** Market Hours: 7:00 a.m. - 12:00 p.m.
 - 6:00 a.m. – DFM Street Use Permit begins-No vendor can begin set up prior to 6:00 a.m.
 - 6: 00 a.m. – Vendors may begin setting up stalls. Vehicles must be moved prior to setup or be within the assigned stall space. (see Stall setup, loading, and parking)
 - 6:30 am – Attendance will be recorded. Unapproved absents and vendor time violations will be reported to Market Manager and those stall locations may be filled with timely vendors prepared and wanting to move.
 - 6:45 a.m. – Vendor vehicles must exit the market by 6:45 a.m. If a situation arises in which a vendor must arrive after 6:45 a.m., the vendor will need to park outside of Market and carry his/her products to the assigned stall.
 - NO Vendors are allowed to drive vehicles into or out of the Market area between 6:45 a.m. and 12:00 p.m. (noon) (see Take Down & Exiting Market).
- ❖ **October ONLY-** Market Hours: 8:00 a.m. – 12:00 p.m.
 - 7:00 a.m. – DFM Street Use Permit begins-No vendor can begin set up prior to 7:00 a.m.
 - 7: 00 a.m. – Vendors may begin setting up stalls. Vehicles must be moved prior to setup or be within the assigned stall space. (See Stall setup, loading, and parking)
 - 7:30- Attendance will be recorded. Unapproved absents and vendor time violations will be reported to market manager and those stall locations may be filled with timely vendors prepared and wanting to move.
 - 7:45 a.m. Vendor vehicles must exit the market by 7:45 a.m. If a situation arises in which a vendor must arrive after 7:45 a.m., the vendor will need to park outside of Market and carry his/her products to the assigned stall.
 - NO Vendors are allowed to drive vehicles into or out of the Market area between 7:45 a.m. and 12:00 p.m. (noon) (see Take Down & Exiting Market).

Stall Set-up, Unloading, and Parking

A vendor must move all vehicles out of the DFM premises promptly after unloading and prior to setting up the booth and product display. Vehicles used for loading and unloading may not block the street. This requires vendors to park vehicles as not to block others from driving down the street and not to block neighboring vendor stalls. Parking options are designated on the vendor map.

Set up in Street

All vending tables, tents, merchandise, inventory, and signage must be set up in the street, **abutting the curb**. Using nearby sidewalk, buildings, railings, or space outside of assigned vending stall is not permitted. Sampling is not permitted outside of stall space. To maintain a safe environment for all, NO exceptions will be made.

Stall Location and Stall Space

Vendors can view their stall assignments by logging into their online account and clicking on the “date” tab. For applicants who previously participated in this Market: DFM does not guarantee stall location or amount of space will be the same as the previous season. The stall location and amount of space leased to vendors is based on many factors and

criteria, including (but not limited to): the needs of the Farmers' Market (such as pedestrian walkways, vendor and product mix, City requirements, etc.); specific set up needs for vendor; previous use of space by vendor; local construction; and similar street disruptions.

Vendor Space Allotment:

Generally, one stall will be allotted to each vendor. DMS reviews each unique vendor situation to determine the need for more than one stall. If need is reviewed, demonstrated, AND, available, a Full Season vendor may be permitted to lease a maximum of two stalls. Notwithstanding the foregoing, a Full Season vendor who has leased more than two stalls during prior Market seasons may request the DFM to allot the same number of stalls to such vendor; however, DFM cannot guarantee the lease of such additional stall space to such Full Season vendors.

Appropriate use of Stall Space:

Block A: (on Iowa Street between 10th and 11th Streets) Vendors are required to sell to the street. Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at Market, a stall may not to be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Block B: (on Iowa Street between 11th and 12th Streets) Vendors are required to sell to the street. Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at Market, a stall may not to be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Block C: (west side of 12th and Iowa Streets) Vendors are required to sell to the sidewalk and may park one vehicle in their space, or vendors may use designated parking lot. Stalls are approximately 15-20 linear feet long and approximately 8 feet deep.

Block D: (on Iowa Street between 12th and 13th Streets.) Vendors are required to sell to the sidewalk. Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at Market, a stall may not to be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Block F: (On Iowa Street North of 13th Streets) Vendors are required to sell to the sidewalk. Stalls are approximately 15-20 linear feet long and approximately 8 feet deep. Due to limited space at Market, a stall may not to be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Block G: (on the east side of 12th and Iowa Streets) Vendors are required to sell to the street. Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at Market, a stall may not to be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Block H: (City Hall parking lots A and B) Vendor spaces are approximately 13 linear feet long and approximately 20 feet deep. Due to limited space at Market, a stall may not to be leased as a parking spot. These are the only stalls with electricity.

Block J: (East side 13th and Iowa Streets) Vendors are required to sell to the sidewalk. Stalls are approximately 15-20 linear feet long and approximately 8 feet deep. Due to limited space at Market, a stall may not be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Center of Block J: (center of 13th street) Vendors located in the center of the street may unload/load vehicles between the barricades prior to 6:45 a.m. and after 12:05 p.m. These vendors must park their cars in a designated area. No vehicles allowed.

Block K: (On the west side of 11th and Iowa Streets) Vendors are required to sell to the street. Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at Market, a stall may not be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Block L: (on the east Side of 11th and Iowa Streets) Vendors are to sell to the street. Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at Market, a stall may not be leased as a parking spot. Vehicle parking is not allowed unless the vehicle is in a metered space, is being used solely for vending purposes, and is part of a vendor's stand.

Take Down & Exiting Market:

The DFM closes at noon. Vendors may not sell past 12:00 p.m. (noon). Vendors are not allowed to drive vehicles into the Market area until 12:05 p.m. Please plan and park accordingly. To ensure a smooth transition for the entire DFM community, vendors are required to prepare and pack product and equipment, completely take down booth and be ready to load vehicle PRIOR TO driving vehicle into the Market area. Vehicles used for loading cannot block street. For safety reasons, the street is barricaded until 12:30 p.m... To ensure safety of your Market peers, any barricades moved by a vendor while entering or exiting must be replaced by THE VENDOR. Vendors who have sold out of product prior to 12:00 p.m. must carry their belongings out of Market if they desire to leave Market prior to 12:00 p.m. At NO time are vehicles allowed to be driven through Market during Market hours.

Unwanted Vehicles /Street Obstacles

DFM staff works closely with City officials all year and each Market week to minimize the effects of street obstacles; however, due to the nature of the DFM location, there are occasionally street construction materials or general obstacles, and sometimes unauthorized vehicles in Market stalls. DFM staff work with the City police to remove vehicles from spaces leased by vendors. On occasion, circumstances beyond DFM's control may prohibit the removal of such vehicles or obstacles. When this occurs, DFM staff will work with the vendors assigned to the affected space to relocate such vendors to another vending location.

Sub Leasing Space and transferring Vendor Contract:

Vendors MAY NOT sublet space or sell product for other people/businesses. Vendor contracts are not transferable at any time to other people or business. No other business

name or logo can be used or included in onsite signage or leaflet/handouts. Multiple entities sharing a stall must disclose all partners at the time of registration for each stall.

Electricity

- Electricity is only available in the city's two parking lots located at the corner of Central Avenue and 12th Street. Requests for electricity will be handled on a first come, first served basis.
- Vendors are responsible for providing their own extension cords and securing cords to minimize potential tripping hazards.
- The running of any gasoline or diesel motors, engines or generators may be approved under certain circumstances. All generators must meet DFM guidelines AND be approved by DFM management in advance. DFM generator guidelines include: Generators must be quiet to respect adjacent DFM vendors, customers, and residents. Generators causing disruption or complaints will not be permitted. Generators shall be provided by the vendor and must be contained inside the designated space.

Restrooms

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

Parking

- Most vendors' stalls are metered parking spaces. You do not have to pay the parking meter fee during market hours, as long as you stay within your designated space.
- Some vendor parking stalls do not evenly align with the stall space the vendor has been assigned. Vendors may have to adjust their parking accordingly. Park within the marked stall space boundaries during market hours if the vehicle is part of the stall.
- Overnight parking for Farmers' Market Vendors is not provided.
- Vendors are encouraged to leave the parking spots nearest to market open for our 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.
- All vendors located on a closed street must be parked no later than 6:45 a.m./7:45 a.m. and leave no earlier than 12 p.m. You may start set up at 6:00(May-Sept.) or 7:00 (Oct.), but you may not drive on a closed street between 6:45 a.m. and 12 p.m. (May-Sept); or 7:45 a.m. and 12p.m. (Oct.). This is to ensure the safety of market customers and vendors.

Public Safety & Barricades

The safety of consumers and vendors is paramount. Operating vehicles within the barricaded market area is dangerous and discouraged. Driving during market hours (See set-up/take-down policies pages 6) is prohibited. 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 barricades causes customer confusion and safety hazards. Repeated violation of this procedure may result in disciplinary action.

"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 attending Market at the beginning of the season—or if you will be absent at certain times—please contact the Market Manager. As applicable for

other vendors may “fill in” the empty spaces, but this should only be done with the permission of the Market Manager. To increase safety during set-up time, please only drive along the block you are assigned.

Emergency/Urgent Closure

With regard to the personal safety of vendors, patrons, and the general public, Market management will determine if or when a closure or cancellation of Market is imminent. With the assistance of local public safety personnel, DMS, and volunteers, the message and pertinent information will be broadcast to onsite vendors via siren and/or verbal announcement. Because of the vital nature of a potential emergency or urgent situation action, vendors are expected to be on alert and are required to adhere to the direction given in the emergency or urgent situation.

If Market is closed or cancelled:

1. Vendors are required to shut down immediately and remain closed for the day(s) noted.
2. Vendors are not allowed to sell product on, in or near Market premises.
3. Vendors are required to remove stall furnishings and products and/or promptly exit the Market site completely, including removal of product, equipment, and vehicles.

Conduct disregarding Emergency Closure procedures may result in administrative action without warnings or fines, including ejection and /or barring vendor from selling at the DFM and/or future DFM events.

Verification Visits

Market Management reserves the right to visit and inspect the farm, property, and storage sites listed on any vendors’ application to verify the information provided is proper and correct. This is a condition of the privilege of selling at the market. On-site visits can be randomly conducted by any DFM Committee member and Market Staff without prior given notice.

Vendors acknowledge and agree to such inspections. Vendors may be subject to a visit before being accepted into the Farmers’ Market. 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 “inspectors” a location during the time of a visit.

Insurances & Permits

Insurance

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.

All vendors who are required to obtain a “License to Sell Potentially Hazardous Foods at a Farmers’ Market,” are required to purchase and provide a Certificate of General Commercial Liability insurance with \$1,000,000 limits and name both Dubuque Main Street and the City of Dubuque as additional insured and certificate holders.

Applicants do not need to show proof of a policy upon submitting application, but will be required to provide a certificate of insurance prior to final acceptance. The certificate must be on file at Dubuque Main Street before acceptance and before vending at the DFM. Submit Certificate to: managemymarket.com or jolynn@dubuquemainstreet.org

Iowa Sales Tax Permit

Vendors selling taxable goods must charge sales tax and must apply for an Iowa Sales Tax Permit. Vendors can apply [online](http://www.idr.iowa.gov/CBA/start.asp) (www.idr.iowa.gov/CBA/start.asp) or by [paper](#)

(www.tax.iowa.gov/forms) — both ways are free of charge. For paper applications, print the form and fax it to 515-281-3906. You can also mail it to the following address:

Registration Services
Iowa Department of Revenue
PO Box 10470
Des Moines IA 50306-0470

Applicants do not need to show proof of permit upon submitting an application, but will be required to provide Iowa Sale Tax Permit prior to final acceptance.

Special Item Permit

Vendors may apply for a Special Item Permit to sell **foods** that are typically not grown locally or not locally grown in sufficient quantity to meet the demands of customers. The fee for Special Item Permit is **\$200.00** per item. The DFM 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.

Programs

Market Money Program

Vendors are expected and agree to participation DFM Market Money Program and accept the appropriate tokens. The token system allows market goers to use their Credit/Debit/or SNAP/EBT card at market by using a centralized terminal location. Vendors will be reimbursed for the full number of tokens and vouchers returned to DMS. The amount will be mailed to you by check or deposited directly to your account.

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. Yellow tokens 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.

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.

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

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

- a) Double up Food buck vouchers cannot be exchanged for currency.
- b) Vendors cannot charge sale tax (since vouchers are for the purchase of food).
- c) Vouchers can be used on any market day until expiration date, and not just the day they are received.
- d) Subject to the previous guideline, products the vendor may sell for the vouchers include: fruits, vegetables, as well as seeds and plants which produce food.
- e) Products the vendor may not sell for the vouchers include: soaps, body oils, and 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. Double Up Food Buck Vouchers are equivalent to one dollar (\$1.00) each for DUFB purchases for that Calendar year.
- (2) Vendors may turn in the accumulated tokens/vouchers at the Market Money Booth on any Market day from 7-12. Tokens will be counted and verified at the DMS office the following Monday by Market Manager. The tokens/vouchers must be pre-counted, written down on receipt, and placed in the envelope provided by DMS before turning in to market staff. Any discrepancies will be counted by another office staff and vendor will be notified by email or phone call.
- (3) Due to the popularity of the Market Money Program, we are requesting all vendors to turn their accumulated tokens in at least once per month.
- (4) All tokens/vouchers must be turned into DMS no later than November 15, 2019. Any tokens/vouchers not redeemed by then will not be accepted for payment in the current calendar year. Double Up Food Bucks vouchers expire at the end of market.
- (5) Please see ACH Credit form if you are interested in direct deposit versus check reimbursement. Direct Deposit reimbursement through American Trust & Savings Bank will be dropped into your account within 72 federal business hours. Check reimbursement through American Trust & Savings Bank will take up to 2 weeks.

Farmers' Market Nutrition Program – WIC and Senior FMNP

Vendors may contact Stephanie Groom with the Iowa Department of Agriculture and Land Stewardship by phone at 515-725-1179 or by email stephanie.groom@iowaagriculture.gov.

Not-for-profit Program

If your organization would like to apply to participate in our Not-For-Profit Program, please email office@dubuquemainstreet.org with your request. Applicants must be a local, non-profit charitable 501(c) (3) organization with the purpose of showcasing and promoting their specific organization or event, SALES ARE NOT PERMITTED. Failure to abide by these rules may result in loss of future participation at the booth. Space is limited to once a season, and vendors are accepted on a first-apply-first-scheduled basis or aligns with the Sustainable Dubuque Initiatives. Organization must request approval from DMF before appearing at the Market. The not-for-profit space is approximately 10' x 10'. The organization is responsible for its own supplies (tables, chairs, canopy/tent with weighted legs, displays, etc.).

The Market manager will notify the organization of the location of its stall by the Friday prior to Market.

Entertainment

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

Special Promotions

DFM will have special promotions throughout the season. Please contact the Dubuque Main Street office if you have an idea for a special event or promotional activity by emailing office@dubuquemainstreet.org.

Complaint Procedures

Vendors are expected to display professionalism and conduct themselves, and their business, in a manner respectful, honest, and courteous toward DFM, and its vendors, staff and the community. DMS retains the right to assess one or more fine(s) and/or prohibit a person and/or business from participating in the DFM for conduct deemed inappropriate and/or unprofessional, without verbal or written warnings.

Rules of the DFM are enforced by Dubuque Main Street (DMS) designated as DFM management. If a vendor or participant disregards Policy or Procedures of the DFM or does not comply with federal, state, or local regulations, applicable to the DFM participation, DFM management will proceed accordingly, which action may include assessing fines or prohibiting the vendor from selling at the DFM, temporarily or permanently, without refund.

DFM management and assigned entities may occasionally evaluate vendors using the Vendor Handbook guidelines. Compliance and enforcement may include verbal reminders, written notice of non-compliance, notice and/or fines. If a vendor is issued a reminder or warning, such vendor must make adjustments in an effort to comply with DFM requirements on the day the warning is issued or before continuing participation in the DFM.

Rules for Product

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

Allowable Foods Approved for Sale

The following products are **approved** for sale at the DDFM, 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 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 farmer’s 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 farmer’s 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.)

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 or Katie Baker if you have any questions.

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
Plastic bags
Clam shell containers

Zipper sandwich/plastic bags
Foam trays

Display boxes
Cake boxes

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.