

Dubuque Farmers' Market

May 4 to October 26, 2019



2019 Vendor Handbook

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.

Saturdays, May 4-October 26, 2019

Sunshine or Showers!

Open to the Public: May 5-September 28 7a.m.-Noon

October 5-October 26 8 a.m. – Noon

May-September: Vendors set up 6:00-6:45 a.m. – 12:00 p.m.

October ONLY: Vendors set up 7:00-7:45 a.m. – 12:00 p.m.

Market Mission:

The Dubuque Farmers' Market (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 Dubuque Farmers' Market are:

- To promote the sale of locally produced 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.

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
jolynn@dubuquemainstreet.org

On-Site Manager:

Market Money Booth:

City of Dubuque Health Services
Phone: 563-589-4181

Environmental Sanitarian:
Tim Link, REHS CP-FS
Katie Kieffer
tlink@cityofdubuque.org
kkieffer@cityofdubuque.org

Program Specialist:
Michaela Freiburger
michaela@dubuquemainstreet.org

General Market Rules

1. Vendor Agreement (page 14)
Agreement must be signed and on file at Dubuque Main Street before acceptance and before vending at the DFM. Submit Agreement to: office@dubuquemainstreet.org
2. Market Money Program
Vendors are required to accept 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 maybe turned in at market or the next business day at 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 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 assigned stall space, in small amounts (less than 1 oz.). No sampling outside of stall space. No attempting to attract customers by making noises, shouting or hawking.
7. A Beautiful Market
Participants provide their own broom, dustpans and trash removal. Prepared food vendors and vendors offering food samples must provide a trash receptacle within vending space. Vendors are responsible for cleaning their stall(s) & removing trash and/or boxes at the end of each market day. DFM staff cannot 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 booth unless they are service animals. The sale of live animals is not allowed on market premises. Posting of pets/animals for sale is not allowed.
9. Children working stalls
Participant 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
Participant shall conduct themselves professionally and behave courteously toward DFM attendees, other participants, staff, volunteers, entertainers, etc. Conduct deemed inappropriate, unprofessional, offensive or serious will be enforced with reminders, warnings, or fines, but will result in administrative action devoid warnings or fines, including ejection or barring vendor from selling at the DFM &/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 @ managemymarket.com, 10 days before the market you wish to attend. Vendors who would like to be moved should indicate their desire as a "Special Request" on their Vendor Application. Request can only be granted if they do not conflict with other vendors who are already in place. Making a request does not mean it will be granted. All licenses and permits need to be uploaded on to managemymanage.com and all fees paid by 3:00 p.m. Wednesday of that Market.

Dubuque Main Street reserves the right to approve, refuse, & limit products to be sold at the DFM. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Vendors that need to add or change product after the application product acceptance process is complete need to update their list on managemymarket.com, notify market manager and wait for approval before selling.

All participants 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 10) 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 1069 Main Street, Dubuque, Iowa.

Product Vendor Categories

- I. **Grower/Producer/Processor** – The Dubuque Farmers' Market 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 Dubuque Farmers' Market 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 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 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.

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 Farmers' Market Executive Committee will make the final determination.

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 12-14 for additionally 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 Kieffer. A copy of the vendor's license must be on file at Dubuque Main Street before vending at Dubuque Farmers' Market.

Attendance/Cancellation/Refunds:

Attendance by all scheduled vendors is vital to 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. Market Participants must commit to the entire season unless agreement have been made through Market Manager. **Vendors are allowed to miss 4 days.** Vendors not able to attend a scheduled market date are required to notify Dubuque Main Street (jolynn@dubuquemainstreet.org) within 48 hours of the next market date. Failure to notify DMS management of an absence in writing and repeat absences, planned or unplanned, may result in loss of 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 per 26-weeks. Any vendor who is committed to attending all market dates. Previous full season vendors need to apply and are reviewed based on commitment, attendance, conduct, and product.

Seasonal Vendor: \$300.00 per 7-12 weeks (product availability). Any vendor who is committed to attending market 7 weeks or more. Previous Seasonal vendors need apply and are reviewed based on commitment, attendance, conduct, and product.

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

All participants are required to submit online application 10 business days prior to the Market date they would like to attend. All payments, licenses, permits and documents must be completed and submitted the Monday before scheduled market date.

Applications for Returning Seasonal Vendors are due by April 4, 2019. 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 11, 2019.

Stall Policy & Set-up Procedures

Vendor Identification/Signage

Each booth space must prominently display the provided vendor sign which clearly identifies the business name and the location of farm or 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 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 before 6:00 a.m.
 - 6: 00 a.m. – Vendors may begin setting up stalls. Move vehicle before setting up or have within your stall space. (see Stall set up, loading, and parking)
 - 6:30 am – Inform Block Lead of your arrival at market. Unexcused vendors time will be reported to market manager and those stall locations will be filled with timely vendors willing to move.
 - 6:45 a.m. – Vendor vehicles must exit the market by 6:45 a.m. If a situation arises where a vendor needs to arrive after 6:45 a.m., vendor will need to park outside of market and carry in items.
 - All Vendors /participants are not allowed to drive vehicles into the market area after 6:45 a.m., and NOT before 12:00 p.m. (see Take down & Exiting).
- ❖ **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 before 7:00 a.m.
 - 7: 00 a.m. – Vendors may begin setting up stalls. Move vehicle before setting up or have within your stall space.
 - 7:30- Inform Block Lead of your arrival at market. Unexcused vendors time will be reported to market manager and those stall locations will be filled with timely vendors willing to move.
 - 7:45 a.m. – Vendor vehicles must exit the market by 7:45 a.m. If a situation arises where a vendor needs to arrive after 7:45 a.m., vendor will need to park outside of market and carry in items.
 - All Vendors /participants are not allowed to drive vehicles into the market area after 7:45 a.m., and NOT before 12:00 p.m. (see Take down & Exiting).

Stall Set-up, Unloading, and Parking

Vendor must move vehicle out of DFM premises promptly after unloading and before setting up booth and product. Vehicles used for loading and unloading may not block street, vendor must park vehicle 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, **butted against the curb**. No using nearby sidewalk, buildings, railings, or space outside of assigned vending stall. No sampling outside of stall space. To maintain a safe environment for all. NO exceptions will be made.

Stall Location and Stall Space

The DFM is very limited in regards to useable space available to vending stalls. Vendors are leased 1 stall. Stall assignment and size is subject to change. Full Season vendors are assigned a stall at the beginning or the season. Vendors participating as a Seasonal vendor will be assigned according to product availability. Vendors participating as an Occasional vendor will be assigned a stall the Friday prior to vending. Vendors can view their stall assignments by logging into their online account and clicking on the “date” tab.

For applicants who previously participated: 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 & criteria, including (but not limited to); the needs of the Farmers’ Market (such as pedestrian walkways, vendor & product mix, City requirements), specific set up needs for vendor, previous use of space by vendor, local construction or similar street disruptions.

Vendor Space Allotment:

One stall per Full, Seasonal, and Occasional Vendor. The DFM reviews each unique situation to determine the need for more than one stall or the maximum two stall allotment. If need is reviewed, demonstrated, AND, available a Full Season vendor may be considered to be leased the maximum of two stalls. A previous vendor that was leased more than two stalls may request the DFM to review the same; however, DFM cannot lease additional space to these previous full season vendors.

Appropriate use of Stall Space:

Block A: (on Iowa Street between 10th and 11th street) Vendors are to sell to the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Block B: (on Iowa Street between 11th and 12th street) Vendors are to sell to the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Block C: (west side of 12th and Iowa street) Vendors are 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 street.) Vendors have the option to sell to the sidewalk or the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Block F: (On Iowa Street North of 13th street) Vendors are to sell to the sidewalk (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 8 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Block G: (on the east side of 12th and Iowa) Vendors are to sell to the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Block H: (city hall Parking lot A & B) are approximately 13 linear feet long and approximately 20 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot. These are the only stalls with electricity.

Block J: (East side 13th street and Iowa) Vendors have the option to sell to the sidewalk or the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 8 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Center of Block J: (center of 13th street) Vendors located in the middle may unload/load vehicles between the barricades prior to 6:45 a.m. and after 12:05 p.m. These vendors park their cars in a designated area.

Block K: (On the west side of 11th and Iowa) Vendors are to sell to the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot.

Block L: (on the east Side of 11th and Iowa) Vendors are to sell to the street (no vehicle parking on the street unless the vehicle is in a metered spot, being used to vend out of and is part of your stall space.) Stalls are approximately 15-20 linear feet long and approximately 11 feet deep. Due to limited space at market, stalls are not to be purchased as a parking spot

Take Down & Exiting Market:

The DFM closes at noon. Vendors may not sell past 12:00 p.m. Vendors are not allowed to drive vehicles into 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 & equipment and completely take down booth and be ready to load vehicle BEFORE driving vehicle into market area. Vehicles used for loading cannot block street. For safety reasons, the street is barricaded until 12:30. To ensure safety of your market peers, any barricades moved by you while entering or exiting must be replaced by YOU. Vendors who have sold out of product before 12:00 p.m. must carry their belongings out of market. At no time are vehicles allowed to be driven through market perimeter 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 vending spaces. On occasion, beyond DFM control, circumstances prohibit the removal of vehicles or obstacles. When this occurs, DFM staff will work with vendors assigned to the affected space to relocate 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.

Electricity

- Electricity is only available in the city's 2 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 the 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; vendor provides generator and generator is contained within the vendors designated space.

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.

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. Some vendors may have to adjust their parking accordingly. Park within the marked stall space boundaries during market hours.
- Overnight parking for Farmers' Market Vendors is not provided.
- 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.
- To all vendors located on a closed street, you must be parked no later than 6:45 a.m. and leave no earlier than 12 p.m. You may start set up at 6:00, but you may not drive on a closed street between 6:45 a.m. and 12 p.m. 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) 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 them 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 coming to Market at the beginning of the season—or if you will be absent at certain times—please contact the Market Manager. 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 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 police, Dubuque Main Street, and volunteers the message and pertinent information will be broadcast to onsite vendors via siren and/or verbal announcement. Because of the viable nature of a potential emergency or urgent situation vendors are expected to be on alert and 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 take over and/or promptly exit the market site completely, including removal of product, equipment, & vehicles.

Conduct of disregard to Emergency Closure procedure will result in administrative action devoid 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 information provided by 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 Farmers' Market 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. 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](http://www.tax.iowa.gov/forms) (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 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 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

Programs

Market Money Program

Vendors are expected and agree to accept DFM Market Money Program. 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 (DUFEB) (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 DUFEB 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 Dubuque Main Street 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 Dubuque Main Street 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 Dubuque Main Street no later than November 11, 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) with the purpose of showcasing and promoting their specific organization or event, SALES ARE NOT

PERMITTED. Space is limited to once a season and participants 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. This space is approximately 10' x 10'. The organization is responsible for their own supplies (tables, chairs, canopy/tent with weighted legs, displays, etc.).

The Market Manager will notify the organization the Friday prior to market where their stall will be.

Entertainment

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

Special Promotions

Dubuque Farmers' Market 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 /Participants are expected to display professionalism and conduct themselves, and their business, in a manner that is respectful, honest, and courteous toward DFM, and its participants, staff and the community. DMS retains the right to prohibit a person and/or business from participating in the DFM for conduct deemed inappropriate and /or unprofessional, devoid verbal or written warnings or fines.

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

DFM management and assigned entities will randomly evaluate participants using the Vendor Handbook. Compliance and enforcement may include verbal reminders, written notice of non-compliance, notice &/or fines. If a vendor is issued a reminder or warning, vendor must adjust in effort to comply with DFM requirements on the day the warning is issued or before continuing participation in the DFM.

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 Kieffer.

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 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 Kieffer 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

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.

