



Produce in the Park

Thursday Farmers' Market - June 3 to September 30, 2021

Atlantic City Park 10 W 7th St. Atlantic, IA 50022

www.facebook.com/ProduceinthePark

www.produceintheparkatlantaciowa.com

The mission of Produce in the Park is to promote local food production and consumption and to build a community that supports the health and well-being of residents.

Produce in the Park provides opportunities for direct marketing for producers, access to fresh local foods for consumers, and social networking and educational opportunities for all participants.

2021 Vendor Application

Vendor Information:

Business Name: _____

Individual Name(s): _____

Address: _____

City: _____ State _____ Zip: _____

Location of Growing Area: _____

Phone: _____ Email: _____

Website: _____ Facebook: _____ Instagram: _____

Products Sold:

Check all items being sold.

- | | | |
|--|--|--|
| <input type="checkbox"/> Certified Organic Produce | <input type="checkbox"/> Honey | <input type="checkbox"/> Prepared food (specify below) |
| <input type="checkbox"/> Produce | <input type="checkbox"/> Flowers | <input type="checkbox"/> Frozen food (specify below) |
| <input type="checkbox"/> Pastries/Desserts | <input type="checkbox"/> Breads | <input type="checkbox"/> Crafts (specify below) |
| <input type="checkbox"/> Bedding Plants | <input type="checkbox"/> Pet food/treats | <input type="checkbox"/> Meats (specify below) |
| <input type="checkbox"/> Nuts | <input type="checkbox"/> Jams/Jellies/Syrups | <input type="checkbox"/> Other |
| <input type="checkbox"/> Artwork | <input type="checkbox"/> Popcorn | |

Produce in the Park reserves the right to final approval of the contents of an exhibitor's display.

Grower/Producer Vendors Only:

Will you participate in the WIC/Seniors Farmers Market Nutrition Program? Y___N___

Growers who intend to participate for the first time in the Farmers Market Nutrition Program (FMNP) and vendors needing to fulfill the three-year re-training requirement must attend a mandatory vendor training session and complete an annual Vendor Application and Agreement Form prior to accepting WIC/Senior FMNP checks. The application can be completed before or after the training. Training is available via webinars. See Resources below for information.

Farmers Market Fees:

Payment must be received by May 1 to be included in pre-market publicity.

Fees must be paid prior to vending.

___ Full Season: \$85 per vendor (18 weeks)

- \$75 if paid in full before May 15
 - \$70 if grower/producer participating in FMNP and certified by May 15
- Indicate which markets you will NOT attend _____

___ Four Weeks: \$40 per vendor (\$10/week)

- Indicate which markets you WILL attend _____

___ One week: \$25 per vendor (one free week is provided to first-time vendors who show proof of insurance and proper certification prior to vending)

- Indicate which markets you WILL attend _____

Make payment payable to:

Produce in the Park, 102 N Chestnut Street, Atlantic, IA 50022

Produce in the Park Market Information

Market Manager: Brigham Hoegh 712-249-5870, produceintheparkatlanticiowa@gmail.com

Contact the Market Manager or Market Intern with questions or concerns.

Market Hours: 4:30 – 6:30 PM. Tear down to start no earlier than 6:30 PM.

Inclement Weather In the event of inclement weather, Produce in the Park may announce cancellation by 2:00 PM. Announcements will be made via local radio, Facebook and email. It is at the discretion of shoppers and each vendor to decide whether (s)he will attend markets. Vendors assume all risks associated with inclement weather.

Waiver:

- By submitting this application: I agree I have read and will comply with the Produce in the Park rules.
- I agree to abide by the decisions of Produce in the Park, and its Board of Directors, regarding the interpretation and enforcement of the rules.
- I agree to 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.
- Indemnification: I hereby agree that I will indemnify and hold harmless Produce in the Park from any and all claims and liabilities arising or allegedly arising from my negligent or intentional conduct, or arising from my breach of any waiver identified in the rules and vendors forms. I understand that this means that I will be responsible for reimbursing Produce in the Park for any judgment against them, any settlement made by them in good faith, and any attorney's fees and cost incurred by them in defending or settling any claim against them, which arises or allegedly arises, as the result of my negligent or intentional conduct.
- I release the use of any photos taken during/before/after the event for utilization in any publication or promotional materials.
- I agree to not display signs, distribute letters, pamphlets, magazines, petitions, etc., or solicit vendors or customers to support political candidates or positions or organizations other than my own business without prior approval of the Market Board.

Vendor Signature: _____ Date: _____

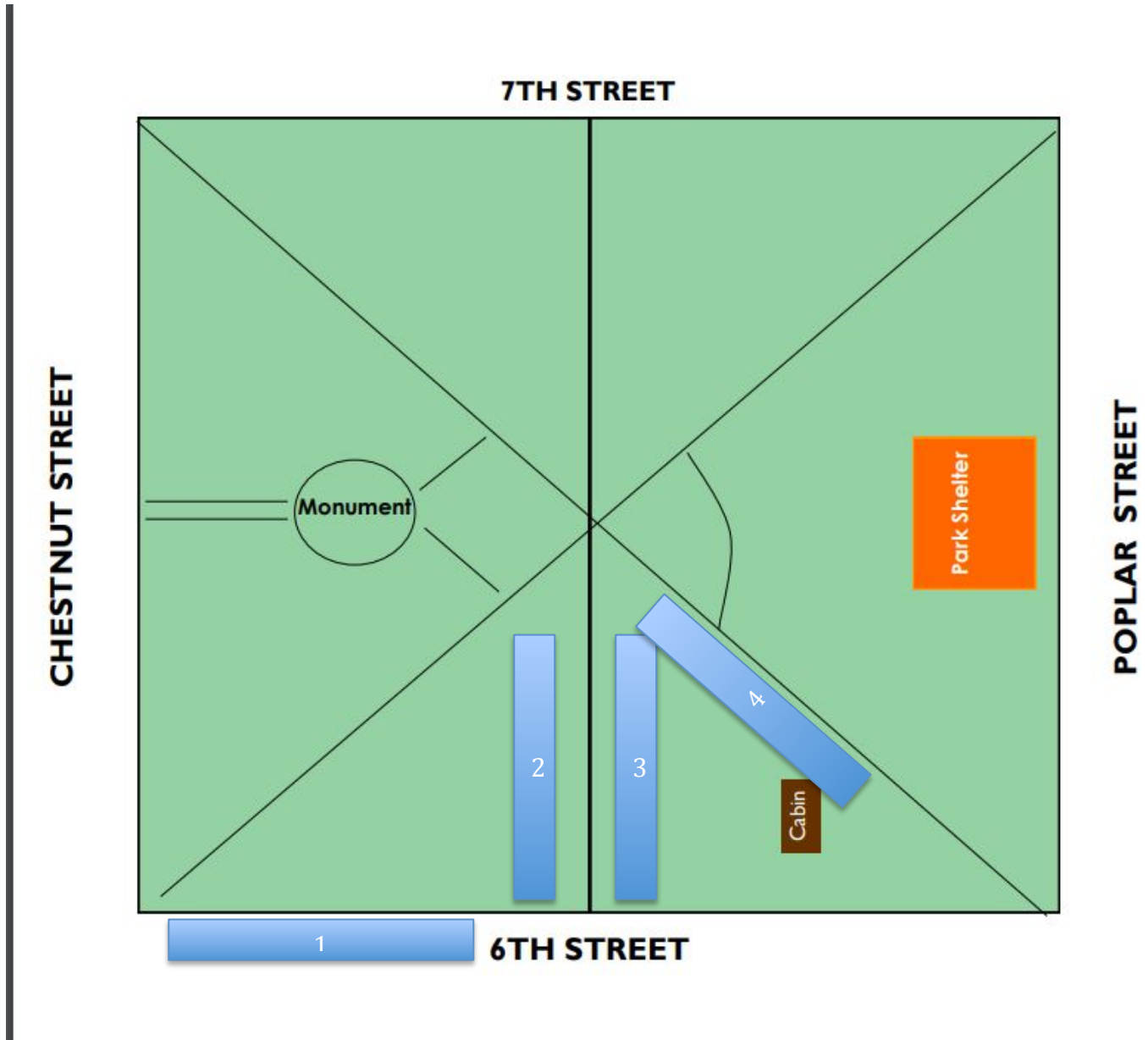
Vendor location preference

1. I am a previous year vendor and would like to retain the space I had last year. Y ___ or N ___
(Spaces available at the discretion of market facilitator)

2. I prefer the following vendor stall (pick one): Green space ___ Curbside ___

Please indicate if you have a preference of stall location by selecting the number of the blue box where you would most like to be. The lines on the map represent sidewalks. Returning vendors' requests will receive priority. 1 2 3 4

Requests will be honored as spaces become available.



Produce in the Park Vendor Rules

Required training

1. Farmers' Market Food Safety Training. (*craft vendors & artisans Marketing Module only*) FREE online at <https://www.safeproduce.cals.iastate.edu/farmers-market-food-safety-training> or GAP Training.

Space, set up, and parking

1. Vendors should not park along the City Park, except when unloading.
2. Vendors shall furnish their own tables, chairs and shade.
3. Vendors may begin set up at 3:30 pm and must be registered prior to set up. Earlier set up may be available by special arrangement and approval of market manager.
4. Vendors may take pre-orders prior to arriving at the market. However, items may not be reserved at the market in person until 4:15, or within 15 minutes of market opening bell.
5. Money may only be exchanged from 4:30-6:30 PM.
6. If vendor has not arrived by 4:15 (and notified manager), their space may be reassigned.
7. Vendors must keep stalls occupied and open until market closes at 6:30 (even if sold out).
8. Vendors are responsible for removing all trash generated during the market.
9. Vendors may only drive in the park with market manager permission (to reduce damage).
10. Limited electrical outlets are available. Make arrangements with market manager.
11. Curbside or Green Space stalls are available.
12. Vendors will be assigned spaces by the market manager.
13. Previous year and regular exhibitors will receive precedence in stall selection.
14. Due to COVID-19, in 2021 certain vendors may offer pre-order drive-through pick-up only and not set up at the market. To qualify, a vendor must sell only fresh produce, honey, and/or baked goods (NOT temp. controlled AND baked in a licensed facility).

Products

1. Allowable Foods Approved for Sale
 - a. Must adhere to State Guidelines. See www.dia.iowa.gov
 - b. The following items may be sold:
 - i. Fresh fruits, vegetables, & herbs
 - ii. Bakery products that are not potentially hazardous: breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies (NO meat pies, soft pies, custard or cream filled products)
 - iii. Fresh shell eggs - recommended to be kept at or below 45°F
 - iv. Honey
 - v. Non-potentially hazardous food products such as jams, jellies, syrups or dried noodles
 - vi. Frozen poultry, beef, pork, lamb or goat (These must have a permit to sell.)
 - c. Baked goods, jams, and jellies must be labeled with the common name of the product and the name and address of the person who prepared the food.
 - d. No "home style" canned goods can be sold without appropriate licensing from local, state and federal authorities. This includes items like pickles, salsa and pepper jellies.
2. It is recommended that ready-to-eat food sold at the market include local food. (For example, hamburgers or hot dogs made at a local locker.)
3. All products sold must be grown, raised or handmade by the person selling at the market. All crafts are to be made by the vendor selling the goods.
4. Vendors who are selling taxable goods must pay sales tax per Iowa regulations.
5. Prices must be listed.
6. Vendors should carry an insurance policy with a minimum of \$1 million in liability coverage.

Vendor-customer interaction

1. Pets not permitted except dogs on leash no longer than 6' or Certified Service Dog.
2. 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. Produce in the Park retains the right to prohibit a person or business from participating in the market for conduct deemed inappropriate/unprofessional.
3. There will be no discrimination on the basis of race, color, creed, sex, religion, physical ability, sexual orientation, age or nationality.
4. No vendor shall attract attention to products by shouting.
5. Smoking is not permitted.

Enforcement of Vendor Rules

1. Problems will be dealt with on the spot and the Market Manager's decision shall be final. An appeal of the decision may be requested by the Board before the next market date.
2. Repeat offenders may lose vending privileges for the season with no refund of fees.

Helpful Resources

- Iowa Department of Agriculture and Land Stewardship www.iowaagriculture.gov
- Iowa Farmers Market Association www.iafarmersmarkets.org
- Weights & Measures <https://iowaagriculture.gov/weights-and-measures-bureau>
- Food Safety – Resources and Guidelines <https://dia.iowa.gov/food-consumer-safety/food-safety-resources-and-guidelines>
 - Food safety license information: <https://ia.foodprotectiontaskforce.com/resources1/food-license-table/>
 - Food safety licenses and costs <https://dia.iowa.gov/food-consumer-safety/food-safety-license-applications>
- Food & Consumer Safety Bureau, Dept. of Inspections and Appeals Kurt.Rueber@dia.iowa.gov
- Farmers Market Tax Information https://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/salesTax.asp
- Iowa Farmers Market Nutrition Program https://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/farmersMarketNutritionProgram.asp
 - For vendor information and training visit: https://www.iowaagriculture.gov/Horticulture_and_FarmersMarkets/FMNPvendors.asp
- Iowa Specialty Crop Block Grant Program <https://iowaagriculture.gov/agricultural-diversification-market-development-bureau/specialty-crop-block-grant-program>
- Farmers Market Food Safety Training www.safeproduce.cals.iastate.edu