



Plainwell Farmers' Market
2023 Application Form
 For Farmers, Food Producers, Artisans & Crafters
Spring Fling Market – applications due March 27
Outdoor Market – applications due April 14

Name:	
Business Name:	
Address:	
State/Zip code	
Phone:	
Email Address:	
Farmers/ Producers	USDA Organic YES *copy of license required Ecologically Grown YES Organic but not USDA Certified Local Farmer YES Carrying no special license
Benefits:	Do you take Project Fresh, Senior Fresh, or double-up coupons? YES NO
Crafters: Are encouraged to possess a Michigan Sales Tax License and provide a copy to the Market	Michigan Sales Tax License# _____ An application for sales tax can be completed on the Michigan Department of Treasury website www.michigan.gov/taxes under Sales and Use Tax. The Michigan Department of Treasury offers an online business registration process that is easy, fast, secure, and convenient. There is no fee to obtain a Sales Tax License.
Emergency contact:	Name: Relationship: Phone Number:
Social Media Sites	Website: Facebook: Twitter: Other:

**City of Plainwell Farmers' Market
Application Form**

Describe your business (please check all boxes that apply)

- Farmer
- Food Producer (state-licensed kitchen)
- Food Producer (non-licensed kitchen/cottage law)
- Crafter/Artesian (items to be sold must be produced by crafter/Artesian)
- Food Truck (License)
- Other Describe – (Entertainment, Non–Profit, etc.)

Please list all items you plan to sell and Farmers list all products grown and raised on your property:

Farmers Only

Please list all items you broker: All Brokered Produce must be labeled

Brokered Produce Providers:

Name: _____ Phone # _____

Name: _____ Phone # _____

Name: _____ Phone # _____

***All brokered produce requires labeling**

Plainwell Farmers' Market Fees

- Booth space is limited to one space 12 x 12 (one Parking spot) for the season.
 - Indoor Spring Fling Market 8 x 8 space
- Dates of Market Commitment and hours of Market Operation:
Spring Fling Market: Saturdays, April 15, 22 & 29, 10 a.m. – 2 p.m.
Location: City Hall, 211 N. Main St.

Outdoor Market: Thursdays, May 4 – Sept. 28, 2023, 3:00-6:30 p.m.
Location: Sweetwater Donuts, 554 E. Allegan St.
- Make checks payable to the City of Plainwell, 211 N. Main St. Plainwell, MI 49080. Cost per booth space: Payment is due with the registration form.

Market	Thursday
Seasonal	\$110
Monthly	\$50
Daily /Food Truck	\$15 (Spring Fling Daily Fee)
Spring Fling (3 days)	\$45 (Saturdays, 10 – 2 pm)

There are **no REFUNDS** for inclement weather. Space is limited so register early!

Failure to adhere to any of the rules, regulations, or vendor ethics will result in forfeiture of your space and booth fee. The Market will operate by a “three strikes” policy or immediate dismissal from the market for breaking any of the vendor ethics.

- First violation will result in a verbal warning
- Second violation will result in a written warning
- Third violation will result in the suspension of Market privileges for an amount of time to be determined based on the severity of the offense.
- Any Vendor Ethics broken will result in immediate dismissal from the market and a forfeiture of your space and booth fee.

Sign _____ date: _____



Rules and Regulations for Plainwell Farmers Market

Plainwell Farmers' Market will be located on M89 in Sweetwater's Parking lot, 554 E. Allegan St. Approximately 18,000 cars pass this site daily. The market will be open Thursday, May 4 – September 28, 2023, from 3:00 p.m. – 6:30 p.m.

A Spring Fling Market will take place April 15, 22 & 29 at our Indoor Location, 211 N. Main St. City Hall. 10 a.m. – 2 p.m. Same rules and expectations apply.

The goals of the market are fourfold: 1) to be a profitable outlet for local farmers, 2) to create a gathering spot and opportunity for social interactions for Plainwell area residents, 3) to provide a predictable, ample selection and variety of high quality fresh, locally-grown produce and crafts for customers, and 4) to bring people downtown and foster a sense of community.

In order to achieve those goals and facilitate as many vendors as possible, early registration and payment are suggested. Spaces will be assigned on receipt of the application and payment, and we will make our best effort to provide you with your preferred location. Priority is given to vendors who turn their applications in first.

- **Daily rental Payment:** Payment shall be made on the market day to the Market Manager or the City of Plainwell assigned staff. A one-day **notice** and registration are **required** for daily vendors.
- **Monthly / Seasonal Payments:** Paid in full in advance at the City of Plainwell Office, 211 N. Main St.

Types of Products: Products that vendors may sell include: farm, processed farm, fish and seafood, nursery, foraged, processed non-food agriculture, and baked goods.

Farm Products: are grown and raised by the vendor upon land that s/he controls through ownership, lease, rental, or other legal agreement. These products include but are not limited to, fresh fruits and vegetables, nuts, honey, eggs, herbs, meat, and dairy products.

Meat and Poultry – Must be owned and raised by the farmer selling them. It must meet Federal, State, and Local preparation, licensing labeling, and storage regulations.

All meats (beef, lamb, and pork) must be processed in a USDA-inspected slaughter facility. Poultry from farms raising more than 20,000 must also be processed as such. A USDA seal of inspection must appear on all packages of meat originating from such a plant.

Eggs - All eggs sold must come from flocks owned and raised by the farmer selling them. Selling eggs from other farms is prohibited. All eggs to be sold must meet Federal, state, and local preparation, licensing, labeling, and storage regulations.

Dairy – All dairy products, including cheese, yogurt, and cream. Etc. must meet Federal, State, and local licensing, labeling, and storage regulations.

Processed Farm Products: are permitted as long as they have been processed by the vendor and made from the raw farm ingredients they produce (such as cheese, dried fruits, vegetables, juices, jams, etc.). All processed goods must be individually labeled with the ingredients or have an ingredient list prepared and available upon request.

Fish and Seafood Products- are caught in Michigan waters.

Nursery Products- are grown or raised by the vendor upon land that s/he controls through ownership, lease, rental, or other legal agreement. Nursery products are fresh cut or potted flowers, bedding plants, seeds, perennials, annuals, trees, or shrubs that are propagated from seeds, cuttings, bulbs, plugs, or plant divisions.

Foraged Products- are mushrooms and wild berries gathered from public and/or private land by the vendor.

Processed Non-Food Agricultural Products- are allowed if they are processed by the vendor and made from all-natural ingredients (such as beeswax candles, handmade soaps, etc.). Vendors must have an ingredient list prepared and available upon request. Individual labeling is preferred.

Baked Goods: are permitted as long as an ingredient list is prepared and available upon request. Individual labeling is mandated by the State.

Arts and Crafts: permitted as long as the product(s) are hand-made by the seller. Realize that produce takes precedents over arts and crafts.

Cannabis Products: Applications from vendors selling cannabis products will only be considered if products are limited to hulled hemp seed, hemp seed protein powder, hemp seed oil, topical CBD, and smokable hemp flower. Vendors selling marijuana products, CBD edibles, CBD pet treats, and viable hemp seeds, starts, and plants will not be considered. CBD products must be clearly labeled and marketed for topical use only. Vendors selling topical CBD products and smokable hemp flowers must possess a valid Processor-Handler License for cannabis products. Please refer to the [Michigan Farmers Market Association's Cannabis Legality Chart](#) for more information on product legality, regulation, and licensing. The Plainwell Market has sole discretion to approve or deny an application.

Community Service Organizations: Charitable, educational, or other community service organizations that wish to apply for a stall must submit a complete application for approval by the Market Manager prior to the applicable Market day. If an approved charitable, educational, or other community service organization is assigned a stall, the organization shall pay any required fees before it shall be allowed to operate the assigned stall. No political organizations shall set up a booth within the market.

General Market Rules and Regulations

1. Vendors are expected to remain open during the entire length of the market day unless all products have been sold out prior to market closing, or have prior approval from the Market Manager. However, inclement weather may force the market to close early.
2. Vendors are expected to provide their own tables, tents, chairs, bags, change, and displays. Additionally, each vendor must display a sign, 12"x 16" (minimum in size) in the stall area that identifies the name and location of the business as well as any products not grown by them.
3. All vendors must post prices in full view of the consuming public; lettering must be clearly legible.

4. Stands are to be kept hazard-free and reasonably attractive. The vendor must remove trash and litter from any source before their departure.
5. All produce must be stored and displayed at a reasonable distance above the ground (minimum of 18 inches) with the exception of watermelons, pumpkins, flowers in containers, or other items in water for freshness. All produce should be local, mature, but not overripe, void of decay, and harvested within a reasonable amount of time.
6. Vendors shall conduct themselves in a pleasant and courteous manner with customers and other vendors at all times.
7. Any grievance regarding the pricing habits, displays, or conduct of another vendor should be immediately directed to the Market Manager.
8. Brokered produce must be labeled at the market with the farm where it originated. Commercial, mass-produced items are only.
9. Eggs, cheese, and meats must meet all Federal, State, and local storage regulations while on site. All canned or cooked goods must be from a licensed kitchen, and the vendor must provide a copy of the license. A Health Department Inspection is required on food products such as baked goods, candy, cider, honey, poultry, etc. Copies of all licensing shall be provided to the Market Manager or the City of Plainwell assigned staff. Questions about licensing may be referred to the Food Program Supervisor, with Allegan County Environmental Health Division at 269-686-4505.
10. Each week, spaces that are empty at 3:00 pm will be made available to daily paying vendors, unless you have contacted the Market Manager and arrangements.
11. A vendor space is defined as a 12' x 12' space or a parking space. All products must stay within the defined area.
12. Vendors must be pre-registered and pre-approved. Drop-ins must register.
13. The intention of the Plainwell Market is to primarily sell fresh Michigan-grown fruits and vegetables and flowers/plants. The Market tries to avoid direct competition with our business community while maintaining a vibrant market environment and recognizes that at times these lines are gray. Thus, the Market will hold final authority on whether a product is allowed for sale at the market or not.
14. Plainwell DDA nor the City of Plainwell assumes any responsibility, and shall not be liable for any damage or injury or loss of damage to merchandise.
15. Dogs and smoking are prohibited in the Plainwell Farmers' Market.

Failure to adhere to any of the above rules may result in forfeiture of your space and booth fee. The market will operate by a "three strikes" policy, whereby:

1. First violation will result in a verbal warning
2. Second violation will result in a written warning
3. Third violation will result in the suspension of Market privileges for an amount of time to be determined based on the severity of the offense.

Set-Up

1. Preference for space at the Market will be given based on the order of applications received and that space will be secured for the season as long as the market is at capacity. To avoid “gaps” in vendor spaces, we, therefore, ask each vendor to commit to participating for the entire season. On-site vehicle parking is limited.
2. Vendors are expected to arrive by 2:30 p.m. If you can't be there at 2:30 contact the Market Managers.
3. Vendors are expected to remain until the close of the market. Extenuating circumstances may apply.
4. Vendors are responsible for keeping their space clean and attractive during market hours and must clean up after the market closes. Dumping of produce in trash cans is prohibited.
5. Vendors must supply their own tables(s), chair(s), canopy, canopy weights, or any other items necessary for their participation.

Vendor Ethics: We expect vendors to conduct themselves in a pleasant and courteous manner to all people at the market. Breaches of vendor ethics or vendor's employees will result in immediate dismissal of the vendor from the Plainwell Market and forfeit of vendor booth and fees. A vendor who has been dismissed may return after a review and approval from the Market Manager and the City of Plainwell Economic Development Manager. Breaches of vendor ethics include but are not limited to:

- Misrepresentation of product and/or violation of truth in advertising
- Inappropriate airing of grievances in public, creating a public disturbance, arguing, loud voice, fighting
- “Hawking” is defined as speaking in a tone of voice louder than normal for the purpose of bringing attention to oneself, space, or products; creating conversation designed to draw customers away from other vendor's space; standing in or blocking the customer aisle in such a manner as to attempt to direct customers to one's space or products.
- Discrediting another vendor's product for one's personal gain will not be tolerated. If you have concerns about another vendor's product, please contact the Market Manager.
- Failure to comply with county, state, and local licensing requirements
- Participating in Market functions while under the influence of any intoxicants
- Committing any illegal act