



2019 Vendor Handbook

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INTRODUCTION

The Benton Harbor Farmers Market was established in 2010, as a Berrien County Department of Health initiative.

The Benton Harbor Farmers Market serves as a platform for local growers and small business owners to sell their products to the community of Northern Berrien County/Twin City's Area. In this program structure we aim to:

- Create a space for affordable access to fresh, local fruits and vegetables
- Increase education of nutrition and healthy cooking habits
- Promote business for local growers and entrepreneurs
- Build relationships between producers and consumers
- Support a complete and cohesive food system in Benton Harbor

MARKET SCHEDULE

DURATION

The Benton Harbor Farmers Market will run for a total of 13 weeks between June 26 and September 18, 2019.

DAY/TIME

The Market will run every Wednesday from 10a.m-3p.m.

LOCATION

The Market will be held at Dwight P. Mitchell City Center Park in Downtown Benton Harbor.

VENDOR REQUIREMENTS

As a market, we strive to have a well-rounded offering of products, activities and services for market goers. We will accept vendor applications from any of the vendor types listed below. We will try our best to accommodate all qualifying vendors, but to keep a diversified selection for customers we will limit the number of vendors offering products or services in the same category using the following percentages as a general guide:

- 60% of total vendors offer agricultural foods
- 20% of total vendors offer value-added foods
- 10% of total vendors offer artisan goods and products
- 10% of total vendors offer education and resources

VENDOR TYPES

AGRICULTURAL

Vendors who grow, raise, or wild-harvest agricultural products including fruits, vegetables, dairy products, meat/poultry, herbs, flowers, nuts, grains, mushrooms, honey or other horticultural crops.

VALUE-ADDED FOOD

Vendors who are selling prepared foods that were made in a licensed facility or are covered under cottage food laws.

ARTISANS

Vendors who create and design hand crafted products that include crafts, artwork, jewelry, beauty products, clothing, etc.

EDUCATORS OR RESOURCE PROVIDERS

These participants provide a service or demonstration of educational value.

Educators/Information Providers will be invited to come to the market on a rotational basis, we will not allow more than 3 educators during any given market day.

ACTIVITY VOLUNTEERS

Organizations or individuals who enhance the market environment through hands-on activities and events; these volunteers may sign up to participate in the market on a consistent or occasional basis.

VENDOR FEES

Vendors will be given at least a 10'X10' space without charge. Vendors may request additional space as needed. Vendor equipment including tents, tables and chairs will be available for use on an as needed basis. Please contact the market coordinator for more information before the market season.

VENDOR RULES AND REGULATIONS

Vendor rules and regulations are set to ensure that the market environment is conducive for all parties present. We ask that you hold yourself and all other staff of your business that may attend the market to the following standards:

1. Vendors are held responsible for their own property during the market hours

2. Vendors are responsible for turning in food assistance program currencies at the end of EACH market day. *Vendors are prohibited from giving cash back to customers for food assistance currencies
3. Vendors are responsible for their own set up and breakdown of equipment each market day
4. Vendors are expected to set up at their assigned stall location and follow the set-up and breakdown procedure listed below
5. Vendors are expected to make sure their vendor stall is clean at the end of the market day and no garbage is left behind
6. Vendors must behave in a professional manner during the market
7. Threatening behavior, physical or verbal abuse is not tolerated from vendors or patrons; if you witness any of these actions it must be reported to the market staff immediately
8. Vendors must have visible labels and prices listed for the items that they are selling
9. Vendors selling prepared foods must use a licensed facility in their preparation, unless operating under the cottage food laws
10. All vendors must follow all applicable federal, state, and local laws regarding their products for sale
11. Vendors are responsible for maintaining all permits, licenses and certifications that apply to their products for sale

If violations to the listed rules and regulations are made by a vendor, then it is the decision of the market staff to determine the appropriate consequences on a situational basis.

If you have any questions or concerns regarding the rules and regulations, please contact the market coordinator.

FOOD ASSISTANCE PROGRAM GUIDE

The Benton Harbor Farmers Market supports a variety of food assistance programs including:

- SNAP Benefits
- Double Up Food Bucks
- Prescription for Health
- WIC Project Fresh
- Senior Project Fresh

This guide was built to help you, as a vendor, better understand these assistance programs. It is important that you are clear on the requirements for each of the programs so that you can best serve your customers. The market staff will always be willing to answer any questions that you may have regarding these programs.



SNAP Benefits: Wooden Tokens

- Can be used for the following items:
 - Fruits and Vegetables
 - Honey
 - Fruit Butters
 - Baked goods, granola, popcorn
 - Meat, Fish, Poultry
 - Cheese, Eggs
 - Dips and Salsas
 - Frozen Foods



Double Up Food Bucks: Silver Tokens

- Accept for ONLY fresh fruits and vegetables



Rx for Health: Yellow Tokens

- Accept for ONLY fresh fruit and vegetables



WIC Project Fresh: Coupons

- Accept for ONLY fresh fruits and vegetables
- Coupon must be filled in
 - participant signature in box with "X"
- Vendor must fill in their vendor number



Senoir Project Fresh: Coupons

- Accept for fresh fruits and vegetables, Herbs and Honey
- Coupon must be filled in
 - participant signature in box with "X"
- Vendor must fill in their vendor number

SET-UP AND BREAK DOWN PROCEDURE

In order to have a fluid and organized system to each market day, the following procedure is to be followed by all vendors, educators, and volunteers.

SET-UP: 7AM-9:50AM

You may arrive anytime during the set-up hours, as long as you are FULLY set-up and ready by the market start time of 10am.

You may pull your vehicle up to the lawn to unload your items, but it must be moved off the lawn and parked in the lot by 9:50am.

MARKET HOURS: 10AM-3PM

We highly encourage vendors to stay for the full duration of the market. However, we realize that in certain cases this is not feasible; we do ask that all vendors stay until 2:30pm unless they have sold out of products or have cleared the situation with market staff prior to the market day (this is for special cases only, if you leave early consistently we will reconsider your commitment to the market). If you have any questions or concerns through the duration of the market, you may direct those to the market coordinator.

TEAR-DOWN: 3PM-4PM

At the close of the market, please turn in any food assistance tokens or coupons that you collected that day so that you may be reimbursed as soon as possible.

You are also expected to report your earnings for the day to the market coordinator. This data is collected to help us understand the trends in the market and gauge the market progress overtime.

You can pull your vehicles back up onto the lawn during this time to load your belongings.

TIPS AND TOOLS FOR VENDORS

As a vendor the way in which you set up your booth and display your products can make a huge difference in your sales. Here are some handy tips and tricks to help you get ready for a successful market year!

1. **“Pile it high, and watch it fly”:** People are drawn to items that look bountiful. Arranging your produce or items in stacks or heaped in a decorative container rather than sprawling them across the table helps create an “illusion of bounty”.
2. **Decorate your table:** Having a good-looking display matters. People will be drawn to your booth if you have nice tablecloths, creative display containers, clear signage and photos. Try and avoid using cardboard boxes and crates in your display. Also try and keep any personal belonging out of your display to keep it neat and tidy.
3. **Put your best-looking items in an eye-catching spot:** Having your most high demand or newest/ most interesting produce where people look first (like the end of your table, or propped up above other items) will get them to stop and see what you have to offer.
4. **Make your display 3 Dimensional:** While you want your items to have a look of abundance, you do not want it to appear too crowded or cluttered. A way you can avoid this is by making 3 dimensional displays. Making different levels on your table (try

putting your produce crates upside down under a table cloth), or having items hanging up, or building display cases are a few ways you can make the most of your space.

5. **Stand Up!** Standing allows you to engage more easily with your customers, look them in the eye and encourages you to always be up and restocking your display.

6. **Have lots of signage:** People are more likely to revisit your stand if they know who you are. Having a banner with your farm/business's name, and location can help in creating a loyal customer base. In addition, you can offer your business card, flyer, or pamphlet; have them ready and easily accessible. You can also offer recipe cards or other handout that people will want to come back for each week.



Great labels!



Illusion of Bounty!



Creative display!



3-Dimensional display!



Large distinctive banner!

MARKET STAFF CONTACT INFORMATION

Jessica Schaeffer
Market Coordinator
Berrien County Health Department
jschaeffer@bchdmi.org
(269) 927-5632

BERRIEN COUNTY HEALTH DEPARTMENT

Consent for use of interviews, audio/video tape, and/or photographs

I, _____, hereby agree that any interview, audio/video tapes, or photographs taken of me or my child may be used (with or without my name) by and without cost to the Berrien County Health Department. Additionally, these interviews, audio/video tapes, and or photographs may be used for products developed by the Berrien County Health Department including, but not limited to, brochures, displays, marketing tools, articles and/or periodicals, and presentations about the program.

I also hereby release the County of Berrien and the Berrien County Health Department, its agents and representatives, from any and all legal liability or claims in connection with any use of said interview, audio/video tapes, or photographs, waiving any claim to consideration or damages in connection therewith.

I am eighteen years of age or older. (if less than 18, parent/guardian consent required)

Name: _____

Signature: _____

Date: _____

Address: _____

City: _____ State & Zip: _____

Parent/Guardian Consent:

I am the parent and/or guardian of the minor named above and have the legal authority to execute the above consent or release. I approve the above and waive any rights as above.

Name: _____

Signature: _____

Date: _____

Address: _____

City: _____ State & Zip: _____

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County of Berrien Michigan

Financial Services

701 Main St. | St. Joseph, MI 49085

vendors@berriencounty.org



Vendor Data Form

Date _____

Name As Shown on Your Invoice: _____

Order From Address:

Email: _____

Phone: _____ Ext: _____ Fax: _____

Address: _____

Remit To Address:

Email: _____

Phone: _____ Ext: _____ Fax: _____

Address: _____

Payment Terms: _____

Property Owned in Berrien County

Property # (If Known): _____

Address: _____

Property # (If Known): _____

Address: _____

Property # (If Known): _____

Address: _____

Property # (If Known): _____

Address: _____

Property # (If Known): _____

Address: _____

Property # (If Known): _____

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