



## Red Oak Farmers Market – Guidelines and Application Updated: March 2024

### DEFINITIONS

- Organization Name – Red Oak Farmers Market, also referred to in this document as the Market or the ROFM
- Market Manager(s) – Person(s) responsible for general organization, operation, and advertising/promotion of the Market; announces the start of each Market session or selects a Market Member to do so; keeps official records and documents for the Market; addresses questions from the Market vendors and customers. This can be either a volunteer or paid position and may be shared as Co-Market Managers.
- Market Member – Full-season vendors who have agreed to pay the \$60.00 season fee or \$30.00 fee if joining after mid-season; one vote per vendor at ROFM Member meetings.
- Quorum of Market Members – A quorum is two-thirds of Market Members.
- Session Vendor – Those attending and paying for individual market sessions; There are three categories:
  - Traditional Vendor – Person(s) selling produce, baked goods and hand-crafted items; may set up a stall an unlimited number of weeks, paying \$10.00/market session (See Vendor Fees.)
  - Non-profit Vendor – Organization engaged in fundraising; stall must not sell items competitive to Market Members' stalls; may set up one time/season; pay \$10.00 fee.
  - Community Vendor – Organization providing free information/service of value to community; permission to set up a stall and number of weeks must be granted/approved by Market Manager(s) on a case-by-case basis; stall is free (no fee).Traditional Session Vendors are eligible to be Market Members; Non-profit and Community Vendors are not.
- Food Truck(s) – Person/business selling prepared (ready-to-eat) food from a truck, trailer, or cart. Food Truck(s) are not eligible to be ROFM member vendors, but are encouraged to set up/sell during Market sessions.

### MARKET SESSION LOCATIONS, DATES AND HOURS OF OPERATION

- Thursday Market – Red Oak Fountain Square Park (NE quadrant – 320 E. Reed Street).
  - Dates – Opening day: 1<sup>st</sup> Thursday of May. Season closing: 4<sup>th</sup> Thursday of October, or until weather and/or growing conditions prevent produce availability.
  - Hours – 4:00 – 6:30 pm every Thursday. Market hours may be altered by vote of the Market Members, or on a case-by-case basis to accommodate special events or other opportunities.
- Saturday Market – Red Oak Fountain Square Park, (NE quadrant – 320 E. Reed Street).
  - Dates – Opening day: 1<sup>st</sup> Saturday of May. Season closing: 4<sup>th</sup> Saturday or October, or until weather and/or growing conditions prevent produce availability.
  - Hours – 9:00 am – 12:00 Noon every Saturday.
- Market Dates/Hours Variables for Both Markets:
  - Markets may be cancelled or location changed occasionally to accommodate community events.
  - Markets are open regardless of weather; individual vendors may choose to not sell or to close early in case of threatening weather.
- Holiday Markets – White Fair Building, Montgomery County Fairgrounds.
  - Thanksgiving Market: Tuesday before Thanksgiving. Hours: TBD.

- Christmas Market: December dates prior to Christmas; exact dates/hours TBD.
- Fees: Thanksgiving: \$20/10'x10' space. Christmas: \$20/10'x10' space per day. Goal is to cover building rent cost, so fees may be lower if more vendors participate.
- Both markets are open to vendors who didn't sell during the ROFM summer season.
- The Market Manager or an appointed vendor will announce the opening of each market.
- All vendors will be set up and ready to sell by the Market opening time and will remain open until the appointed closing time. Any vendor that sells out or needs to close early will notify the Market Manager before departing the Market location.

## **VENDOR FEES**

- Market Member Full-Season Vendor Fee = \$60.00. Half-Season Vendor Fee = \$30. Fees may be paid in full at the start of the season or in \$30.00 payments at the start of each half-season:
  - First Half-season – 1<sup>st</sup> week of May – 4<sup>th</sup> week of July
  - Second Half-season – 1<sup>st</sup> week of August – 4<sup>th</sup> week of October or season close
- Market Session Vendor Fee = \$10.00, payable before the Market opens. Session vendors that participate in multiple Market sessions will pay a maximum of \$60.00 to become a Full-Season Vendor or \$30.00 for to become a Half-Season Vendor.
- These fees entitle each vendor to a stall with selling frontage of up to two (2) six-foot tables and a six-foot table on each side of the stall (twelve feet maximum frontage).
- **Fee for Primarily Selling from a Vehicle/Trailer:** This vendor class uses a Market-front parking space & is only paid for very specific needs.
  - Market Member Parking Space Fee = \$60.00.
  - Market Session Vendor Parking Space Fee = \$20.00. Session Vendors that participate in multiple Market sessions will pay a maximum of \$60.
  - This fee entitles the vendor to one (1) parking space in front of the vendor's stall.
- Food cart vendors may use a regular vendor stall space as their primary selling location if the Market Manager determines the cart meets the stall guidelines (fits within the space, does not damage the turf, etc.).

## **INSURANCE**

- The ROFM purchases a one-million-dollar (\$1 million) liability insurance policy which provides liability coverage for all ROFM-sponsored events and includes the City of Red Oak as an added insured. The ROFM provides the City of Red Oak proof of insurance.
- Season Market Members are encouraged to carry a one-million-dollar (\$1 million) personal liability umbrella insurance policy for their own protection.
- Market Session Vendors must provide proof of one-million-dollar (\$1 million) liability insurance to the Market Manager with their Market Session fee payment prior to setting up their stall.

## **MARKET ACTIVITIES, MUSIC, FOOD AND OTHER ENTERTAINMENT**

The goal of the ROFM is to periodically provide activities – kids crafts, food trucks, live music, and other entertainment – to provide compelling reasons for a broader group of people to attend and shop the Market. Specifically, the ROFM aims to attract younger adults and parents with children to the Market.

- The “Kidz Korner” will provide kids craft, learning, and fun activities.
- Live music by local performers and/or DJs at selected markets.

- The ROFM will arrange for Food Trucks to set up/sell during selected Market sessions.
  - The City of Red Oak is the permitting entity for Food Trucks and has jurisdiction over them. Food Trucks will be encouraged to set up in parking spaces at the outer edge of the Market stall area.

**IOWA FARMERS MARKET NUTRITION PROGRAM (FMNP) CHECKS/VOUCHERS**

- Valid Dates for Vouchers: June 1 – October 31 each year.
- There are two separate types of FMNP vouchers: Women, Infants and Children (WIC) and Seniors. Each voucher has a \$5.00 value. No cash change may be given for a voucher purchase.
- ROFM Eligibility: For the Market to be authorized (eligible to accept FMNP vouchers), a minimum of three certified vendors must be present a majority of the weeks. This applies for both Thursday and Saturday markets.
- Certified Vendors: Only vendors who have received certification by completing the FMNP (WIC & Seniors) training, have a unique vendor number issued by the IDALS, and comply with all FMNP regulations may accept vouchers.
- Vouchers must be redeemed by putting a mark in the designated box and using the QR code on each voucher (or stamped and deposited in a bank account) prior to the November expiration. Vouchers redeemed after the November deadline will not be accepted/paid.

**RULES – All vendors must read and obey the following Market rules.**

1. Items for sale must be grown, produced, or foraged by each vendor. These include fresh produce, baked goods, jams/jellies, eggs, honey, nuts, meat/fish and hand-crafted items.
2. Vendors must keep the Market area clean and neat. This is our show place.
3. Vendors must know and follow safe food handling procedures.
4. All fresh fruits and vegetables must be:
  - a. Clean and kept in clean containers on tables, in boxes/sacks or on trucks (not on the ground). Produce doesn't need to pre-washed as long as it is labeled accordingly.
  - b. Displayed attractively so customers can see them easily.
  - c. Kept in open packaging on display table(s).
5. Baked goods, jams/jellies, and honey must:
  - a. Be covered.
  - b. Meet state non-potentially hazardous food regulations.
  - c. Be labeled according to state guidelines.
6. Meats/fish must be slaughtered and sold in accordance with Iowa food regulations.
7. No live animals are to be sold at market. A vendor may display a sign promoting off-premise sale of live animals.
8. Vendors must have a state-certified scale in their stalls to sell produce by weight.
9. Vendors must not solicit business from customers who are at another vendor's stall.
10. All on-premises sales to customers must be made after the Market opening announcement; no pre-bagging or pre-selling items prior to the announcement.
11. Customers may pre-order, prior to market setup; these items must be brought to the Market pre-bagged and have a pre-order tag attached. Payment for pre-ordered, pre-bagged items may be taken before the Market opening announcement.

12. All prices should be at fair market value; undercutting the Market only hurts the value of your work and that of your fellow vendors. The following floor prices for popular items are set for each year's Market season at:
  - a. \$6.00 a dozen for sweet corn.
  - b. \$3.00 a pound for tomatoes.
13. Vendor locations will be set by the Market Manager at the beginning of the season with returning vendors given the option of retaining their previous year's location. If a vendor will be absent one or more Market sessions, the vendor must contact the Market Manager, who will temporarily fill that vendor's stall space so the Market area appears full.
14. Vendors must collect sales tax on sales of any taxable item(s) and must have a valid temporary or permanent sales tax permit.
15. No part of any Vendor vehicle shall intrude upon, into or above the adjacent sidewalk.
16. All questions or complaints must be addressed to the Market Manager.
17. All vendors must read and sign the ROFM Liability Waiver and Hold Harmless Agreement, the ROFM Guidelines and Rules Agreement and the Pesticide Affidavit. All vendors must comply with written rules of the Red Oak Farmers Market. Noncompliance will be handled as follows:
  - a. First offense: A verbal warning by the Market Manager.
  - b. Second offense: A verbal warning and a written letter explaining the infraction.
  - c. Third offense: An evaluation of the situation and vote by a Quorum of Market Members, less the noncompliant vendor (if the noncompliant vendor is a Market Member). The Market Manager does not have a vote in the review decision. Based on the review process meeting outcome/vote, the Market Manager will take appropriate action to resolve the situation, which could include removal of the vendor from the Market.

The Red Oak Farmers Market reserves the right to deny stall or parking space(s) to any vendor at any time. The Red Oak Farmers Market will not discriminate against any applicant for a stall because of race, color, religion, sex, sexual orientation, disability, national origin, age, marital status, or familial status.



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**Please print:**

Vendor Name: \_\_\_\_\_

Business/Farm Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Mobile \_\_\_\_ Landline \_\_\_\_

Email: \_\_\_\_\_

**Market(s):**

**Thursdays, 4–6:30 pm:** # of 12'x12' space(s): \_\_\_\_\_ Full: \_\_\_\_\_ Half: \_\_\_\_\_ Session: \_\_\_\_\_

**Saturdays, 9 am–12 Noon:** # of 12'x12' space(s): \_\_\_\_\_ Full: \_\_\_\_\_ Half: \_\_\_\_\_ Session: \_\_\_\_\_

**Items being sold** (check all that apply): Vegetables/produce \_\_\_\_ Fruits \_\_\_\_ Jams/Jellies \_\_\_\_

Herbs (fresh/dried) \_\_\_\_ Honey \_\_\_\_ Cut flowers/Potted plants \_\_\_\_ Eggs \_\_\_\_ Baked goods \_\_\_\_

Craft/Jewelry items \_\_\_\_ Other (describe) \_\_\_\_\_

**Have a canopy:** Yes \_\_\_\_ No \_\_\_\_ **Sell from vehicle/trailer @ stall front, \$60/\$20 fee:** Yes \_\_\_\_

I, \_\_\_\_\_, as a vendor at the Red Oak Farmers Market (ROFM),  
(Vendor Name – Please print)

have read and will abide by the ROFM guidelines. I agree, to the fullest extent permitted by law, to indemnify, hold harmless and not hold responsible, now and in the future, the Red Oak Farmers Market (ROFM), any and all sponsors, City of Red Oak, Montgomery County, other Market vendors and any and all Market volunteers; for any and all claims, loss or damage arising from my participation in the ROFM Market(s).

**Pesticide Affidavit**

The undersigned vendor at the Red Oak Farmers Market states that all pesticides used in the production of any and all items offered for sale have been applied in accordance with current rules of the U.S. Environmental Protection Agency and the Iowa Department of Agriculture and Land Stewardship and that no illegal residues remain on or in the items.

**Check applicable fees, total, and enclose payment with application:**

**Full-Season (\$60):** \_\_\_\_ **Half-Season (\$30):** \_\_\_\_ **Session (\$10):** \_\_\_\_ **Stall parking (\$60):** \_\_\_\_

**Vendor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **Fee Total =** \_\_\_\_\_

- Please sign this page and return it with payment to the Treasurer (address below).
- **Make checks payable to Red Oak Farmers Market.**
- A copy of the signed agreement with payment confirmation will be returned for your records.

Steve Turman, Treasurer  
1580 200<sup>th</sup> Street, Red Oak, IA 51566  
sturman@resilientframs.com  
Phone: 214-505-5394