

Iowa City Farmers Market



2024 Vendor Handbook

Chauncey Swan Ramp
415 E. Washington St

Saturdays

7:30 a.m. to 12 noon

May 4 - October 26, 2024



The Iowa City Farmers Market has been a project of the Iowa City Parks and Recreation since its founding in 1972.

Market Contacts

Iowa City Farmers Market Supervisor:

Bill Lane, Recreation Program Supervisor – Special Events & Communications
Iowa City Parks & Recreation Department
220 S. Gilbert St.
Iowa City, IA 52240
BLane@iowa-city.org
319-356-5213

Farmers Market Facilitator (On-Site)

TBD
319-321-1958*

*This is the market cell phone and is only answered during farmers market hours. For other questions please contact the Market Supervisor (contact information above)

Iowa City Parks & Recreation – Recreation Superintendent

Brad Barker
319-356-5100
BBarker@iowa-city.org

Johnson County Public Health Department

Tim James
Johnson County Public Health
855 S Dubuque St., Ste. 217
Iowa City, IA 52240
tjames@johnsoncountyiowa.gov
[Johnson County Public Health Website](#)

Iowa Department of Revenue (contact for tax information)

515-281-3114 or 800-367-3388

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Learn more about the Iowa City Farmers Market by viewing the video below!



Iowa City Farmers Market

The Iowa City Farmers Market is a program of the Iowa City Parks and Recreation Department. It is an open-air market held in the Chauncey Swan parking ramp, Chauncey Swan Park, and on E. Washington St. in downtown Iowa City.



Mission Statement

The mission of the Iowa City Farmers Market is to provide a venue where local farmers, producers, crafters and artisans come together to provide a variety of fresh produce and related products directly to the consumer in accordance with the Iowa City Farmers Market Rules and Regulations; to provide an educational forum for consumers to learn the uses and benefits of quality, locally grown or prepared food products; to enhance the quality of life in the Iowa City area by providing a community activity which fosters social gathering and interaction. We strive to serve culturally and economically diverse populations and to increase access to fresh, locally produced, nourishing and safe foods and other products of local labor for all patrons.

Statement of Purpose

- To give producers alternative marketing opportunities that help them to sustain their local family businesses;
- To serve as a business incubator by giving producers an opportunity to test and refine their products and marketing skills with minimal investment;
- To build community by bringing producers and urban consumers together to deal directly with each other, allowing them to trust, know and learn from one another;
- To improve the variety, freshness, taste, and nutritional value of food available to the Iowa City area;
- To provide an educational forum for consumers to learn the uses and benefits of quality, locally grown, prepared food products, and arts/crafts products;
- To contribute to the local economy by keeping food dollars in the community;
- To enhance the quality of life in the greater Iowa City area by providing a community activity that fosters social gathering and interaction; and
- To support local farms today so there will be farms in the community for future generations.



Levels of Participation

- **Full Season – Chauncey Swan Ramp:** Vendors commit to weekly attendance for at least 18 weeks for the market located at the Chauncey Swan parking ramp and E. Washington Street. Full season status does not include registration or fees for the end-of-year indoor holiday markets.
 - **Stall Payment:** Stall fees must be paid in full prior to the start of the market season. Vendors who commit to the full market have a slightly lower per market cost.
 - **Stall Assignments:** Full Season vendors may retain their location within the Market from year to year if their attendance is uninterrupted. If the market layout changes, it may be necessary for the Recreation Superintendent and/or the Market Supervisor to make changes to season vendor stall assignments. *Vendor Stalls may be moved by the ICFM Supervisor or the ICFM Facilitator throughout the season due to late arrivals, special events, and fluctuations in overall size of the market.*
- **Daily Vendor:** Vendors who participate in the market on a non-consistent basis and only when space is available. Also referred to as Part-Time or Waiting List Vendors.
 - **Stall Payment:** It is preferred that daily vendors pay for their market stalls prior to the market they are scheduled to attend. Vendors will be permitted to pay stall fees with cash on the day of the market. Market staff will go to vendor’s stall to collect payment and will provide an invoice at the time. **This privilege may be revoked if the vendor demonstrates repeated absences (2) and early payment may be required.** To pay over the phone with a debit/credit card, please call the Market Supervisor at 319/356-5213.
 - **Stall Assignments:** Daily vendors will be assigned a stall prior to the market day by the Market Supervisor or their staff. Vendors who show up the day of the market hoping to be assigned a stall will not be allowed to vend and will be required to remove their vehicle(s) and products immediately.

Please note, vendor behavior during a previous season or seasons will be considered before approval for the upcoming season (See “Application Process and Fees” below).

Market Fees

Vendor Type	Market Count	Cost
Full Season Vendors	All Market Days (26 Saturdays)	\$442
Daily Vendors	Single Day	\$20

Full Season Vendor Fees must be paid in full prior to the start of the market season. Vendors who commit to the full market have a slightly lower per market cost.

- Full Season Cost Formula: \$16/week + \$1 weekly advertising fee = \$17.00/week

Daily Vendor Stall Fees will be collected from vendors by market staff on the market day attended.

- Daily Vendor Cost Formula: \$19/week + \$1 weekly advertising fee = \$20.00/week

Payments accepted include cash, check, or money order by mail; cash, check, money order or credit/debit card in person, or credit/debit card by telephone or in person. Address for the Robert A. Lee Recreation

Center is 220 S. Gilbert St., Iowa City, IA 52240. To make payment with credit/debit card by phone, call the Farmers Market Supervisor at 319-356-5213.

Application Process

- **A vendor application must be filled out every season for every vendor.**
- Complete the online application at www.managemymarket.com
- Electronically sign the registration form and indemnification agreement, which is included in the Manage My Market application.
- Full season vendors will receive an invoice from the Farmers Market Supervisor, which must be paid in full prior to the start of the season.
- All vendor applications will be reviewed by the Farmers Market Supervisor and, if necessary, the Recreation Superintendent, Director of Parks & Recreation and/or the City Attorney for the City of Iowa City.
- Vendors are approved based upon the following:
 - City Code and market administrative rules; and
 - The goals set forth in the Vendor Handbook, product diversity (see below) and quality of the product, previous commitment and attendance, space availability, previous vendor behavior (see below), and adherence to the Market Handbook requirements during a previous season or seasons; and
 - Behavior during a previous season or seasons that disrupted the operation of the market (regardless whether the behavior occurred while participating as a vendor, while assisting a vendor vend, or while participating as a customer); and
 - The Iowa City Farmers Market desires to have most of Market gross sales derive from farm products, which may mean limiting the number of craft and other non-farm vendors.
- All vendors will receive notification from the Farmers Market Supervisor or their staff once the application has been reviewed and approved, wait-listed or denied.
- If there are more registrants than available stalls and grilling sites, selection will be pursuant to standards set forth in the Vendor Handbook. A vendor who has violated any provision of the Iowa City Code Title 10, Chapter 9 or the Vendor Handbook will not be given priority.
- **Insurance:** All vendors must maintain a minimum of a \$1 million dollar liability insurance and provide a certificate of insurance naming the City of Iowa City as an additional insured.

Behavioral Code of Conduct

All Iowa City Farmers Market Vendors must follow the **Code of Conduct** as outlined below:

- Practice patience and understanding
- Demonstrate sensitivity to people of all ages, colors, ethnicities, and diversities
- Treat customers with courtesy, respect, and honesty
- Assist other vendors whenever possible
- Treat market staff, volunteers and other vendors with respect and understanding

- Notify market staff immediately of any unsafe conditions
- Resolve conflicts in an unobtrusive manner
- Do not treat any person in a manner that is rough, menacing, vulgar, profane, or abusive
- Practice safe behaviors always, including while driving on and off site, loading, and unloading
- No vendor may be under the influence of illegal drugs or alcohol while participating in the market
- All products offered for sale must be safe, have a decent life expectancy and exhibit quality of construction
- Vendors are not to offer items that contain violent, defamatory, profane, obscene, or sexually explicit language or pictures.
- Vendors are responsible for the safety and behavior of their minor children and other minors who accompany them.
- Tidy up stall space at the end of the market and properly dispose of waste and materials brought in by the vendor.

The Iowa City Farmers Market features a wide-range of products and goods.



Vendor Categories

Farmers

- Locally grown agricultural crops
- No reselling of plants or food grown by anyone other than the registered vendor.

Crafters

- A “transformative act” (to undergo a change in form, appearance, or character, become transformed) must be performed which makes the product a creation of one’s own
- No reselling of goods that have not been transformed in a meaningful way

Food Vendors

- Food is to be hand-made
- Like crafters, a “transformative act” must be performed to a food to make it hand-made
- No reselling of food goods – canned or bottled drinks, potato chips in bags, no drink mixes



Information Groups/Not-for-Profit Groups

- Information/Not-for-Profit Groups are groups or individuals who want to be present for the purpose of providing the public with information of a public concern, such as promoting their specific organization or event and distributing written information. Such groups include local not-for-profit organizations and political candidates.
- An information/not-for-profit group may participate in the market as a Vendor if offering items that are homegrown or homemade. All vendor rules and fees apply. To request a vendor space, please contact our Market Supervisor at 319-356-5213 or by email (see inside cover for email address).
- Information groups that are **not** offering goods for sale may set up a table in the area located north of the Chauncey Swan Ramp and on the east or west side of the driveway into the ramp from E. Washington St. This area is first come first served. Information groups must bring their own table. Areas to the west (Chauncey Swan Park) and east of the parking ramp are off-limits for this purpose.
- Information groups may not use a tent, awning, large umbrella or any other shade item that has the potential to be shifted by winds, potentially into other people or vehicles. Our **product vendors** with tents have provided the City with proper documentation of insurance coverage, have the City of Iowa City listed as additional insured and meet the market standards for weighting tent legs.
- While an information group may NOT sell or engage in commercial activity, they may accept donations. The purpose of the table is limited to providing noncommercial information to the public. Information containing commercial and noncommercial information is allowed if the commercial information is characteristically intertwined with noncommercial information. “Noncommercial information” is information that is of public concern or that conveys political, social, religious, or philosophical

messages. “Commercial information” is information proposing the exchange of goods or services for money or other consideration.

Service Providers

- Includes local entrepreneurs who provide wellness-related services such as chiropractic evaluations, massage therapy, etc. These providers are not market vendors. Like information groups, these service providers can set up one table in the area that is not designated as farmers market space. This area is located north of the Chauncey Swan Ramp and on the east and west side of the driveway into the ramp in the grassy area (not on the driveway). This area is a first come first served space. Service providers may not sell or engage in commercial activities, meaning they cannot charge for their services. Additional services that fall within this category include tarot card readers and henna tattoo providers. Notwithstanding any other provision, the City of Iowa City may occasionally organize a special event at the Farmers Market, such as a “wellness market,” which will allow some of these providers to provide their services for a fee.

Corporations and Businesses

- Corporations and businesses such as banks, realtors, insurance companies, and cell phone providers are not market vendors. Additionally, they may not set up in the area located north of the Chauncey Swan Ramp and on the east and west side of the driveway into the ramp in the grassy area. These businesses may walk through the market and hand out flyers.

Market Customer Service Provider

- The City of Iowa City may arrange for a group to provide service to market customers, such as bike valet. These groups are not market vendors and must be approved by the Recreation Superintendent.

Entertainment Provider

- The City of Iowa City may arrange for an individual or group to provide an entertainment service to market customers, such as the weekly ‘Market Music’ performance. As such, unapproved busking or other related services are not permitted.

Vendor Products

The Iowa City Farmers Market (ICFM) is a producer only market. Absolutely no reselling is permitted. All products sold must be grown or produced by the vendor or their employee. Vendors may only sell those items that are approved. The offering for sale of any item acquired from others, either for resale or on consignment, is not permitted. Vendors selling items other than their own will be removed from the market. **If the vendor buys and resells a product that is also produced by the vendor, the vendor may not sell that category of product at the ICFM.** *For Example: If the vendor grows green peppers, but also purchases green peppers from an auction or other outlet to supplement sales at other venues (restaurants, other markets etc.) the vendor may not sell green peppers at the ICFM, even if they are grown by the vendor.*

Approved Items (no licensing required)

- **Fruits & Vegetables:** Washed and stored in clean containers stored **at least 6” off the ground.**
- **Baked Goods:** Includes breads, cakes, doughnuts, pastries, buns, rolls, cookies, biscuits, and pies. **Vendors are not allowed to sell items made from purchased premade dough, batters, crusts, or dry ingredient mixes.** Baked goods must be completely wrapped, covered, bagged, or boxed.
 - **Cottage Food Industry:** Many vendors of baked goods will fall under the cottage food industry label, unless using a licensed food establishment. Vendors must be familiar with and follow cottage food industry guidelines and labeling requirements. For more information: [Iowa Cottage Food Law Website](#)
 - **Minimum Labeling Requirements:** The minimum labeling requirements are allowed only for foods that do not require a Farmers Market License from the Johnson County Public Health Department. **All food must be labeled with the common name of the food and the name and address of the person who prepared the food.** 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 (no refined soybean oil), milk, eggs, fish, crustacean (crab, lobster or shrimp), tree nuts (almonds, pecans or walnuts) and wheat.
 - **Licensed Food Labeling Requirements:** Food that is prepared in a licensed food establishment or food process plant must be labeled at a minimum with the following information (food that requires a Farmers Market License from the Johnson County Public Health Department to be sold at our market):
 - Product name
 - 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
 - Name and address of the manufacturer, packer or distributor. Unless the name given is the actual manufacturer, it must be accompanied by a phrase which states the product is: “manufactured for” or “distributed by”
 - Net weight or volume
 - Allergen information
 - Nutrition labeling information is required unless exempt. Exemptions may be found on the FDA website www.fda.gov

- **Eggs** – Refrigerated at 45 degrees or below.
- **Honey** – Labeled as described above
- **Jams, Jellies**
- **Dried Noodles**
- **Wild Mushrooms** may be sold at a farmers market if the vendor has followed all criteria set forth by the Iowa Department of Inspections & Appeals. See more information: [Iowa Department of Inspections & Appeals- Farmers Market Food Licensing & Wild Mushrooms](#)
- **Dried/Dehydrated Fruits & Vegetables** plus dry ingredients in a container if shelf stable and nonhazardous.
- **Flowers & Plants**
- **Arts & Handicrafts** All handicrafts must be handmade. Potential vendors must submit photographs of the process as well as the finished product to the ICFM Supervisor for approval at least two weeks prior to participating in the market. **Vendors are not to offer handicrafts or other items that contain violent, defamatory, profane, obscene or sexually explicit language or pictures.**
- **On-site Prepared Food Sales**—vendors who wish to prepare and sell ready-to-eat food at the market must obtain a Farmers Market Food License. This license is valid only in the county it was purchased and is valid only at farmers’ markets. For questions or to obtain an application please contact the Johnson County Public Health Department. Contact information for the Johnson County Public Health Department is on page 2 of this handbook. You may also visit the [Johnson County Public Health website](#) for more information about Farmers Market food licensing.

Restricted Items* (License required to sell)

- Meat and meat products
- Cheese
- Salsa
- Jarred sauces/dressings
- Baked goods such as soft pies, meat pies, custard or cream filled products
- Pet treats and pet foods need to be licensed by the State Department of Agriculture
- Wine

*Some foods may be sold at farmers markets if properly licensed. The license must be obtained from the Johnson County Department of Public Health prior to its operation. All licenses need to be displayed during the farmers market. Please visit the [Johnson County Public Health website](#) for more information about Farmers Market food licensing.

Prohibited Items

- Homemade butter
- Raw Milk
- Home canned/bottled fruits or vegetables
- No items made from pre-made dough, batters, crusts or dry ingredient mixes

- Wild mushrooms are prohibited unless the vendor complies with requirements set by the Iowa Department of Inspections and Appeals: [Iowa Department of Inspections & Appeals- Farmers Market Food Licensing & Wild Mushrooms](#)
- No commercial or imported items
- No Franchises: Those who have entered into an agreement or received a license to sell a company's products and/or use a company's packaging, logo, ingredients, and/or marketing tools under that license or any franchise agreement.

Potentially Hazardous Foods

Potentially hazardous foods are so defined by the Johnson County Department of Public Health. "Potentially hazardous foods mean any food which consists wholly or in part of milk, milk products, eggs, meat, poultry, fish, shellfish, edible crustacean, or other ingredients, and which is capable of supporting rapid and progressive growth of pathogenic infectious or toxigenic microorganisms. Foods in which microorganisms can rapidly grow and are potentially hazardous foods often have a history of being involved in foodborne illness outbreaks, have potential for contamination due to methods used to produce and process them, and have characteristics that generally allow microorganisms to thrive. They are often warm, high in protein, and chemically neutral or slightly acidic."

Sampling

All samples offered by vendors must meet the following requirements: Unlicensed vendors (vendors who sell food items that are not required to be prepared in a licensed kitchen) may give away free samples of bread, cut fruit, cut vegetables, beverages, etc., without any regulation from the health department. It is required that these vendors have a hand-washing station set up so that they are not contaminating the food products with bare hands. Licensed vendors who handle food cannot touch food that is ready to be consumed with bare hands. Vendors must use utensils, deli tissues, or gloves to prevent bare hand contact with ready to eat foods and must have a hand washing station present at their stall.

Temperature

The vendor is responsible for monitoring and maintaining proper temperature in accordance with health codes. Vendors who sell foods that must be kept refrigerated or frozen must have an accurate thermometer at the market.

Market Day Operations & Rules

Arrival, Departure, & Set-up

All vendors must occupy their assigned space(s) at least 30 minutes prior to the opening of the market or the ICFM staff may assign the space to another vendor.

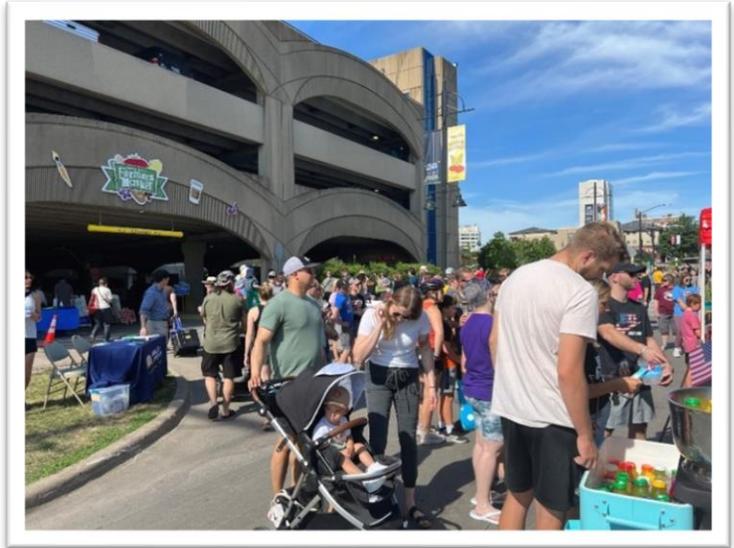


Chauncey Swan Ramp Vendors:

- **Arrival Time & Set-up:** Vendors may begin set-up at 6 a.m. and must be in their stalls by 7 a.m. For the safety of visiting patrons, vendors arriving after 7 a.m. will not be permitted to enter the ramp. They will instead be required to park and walk their supplies to their stall. The on-site Market Facilitator will ring a cowbell at 7:30 a.m. to signal the start of the market.
- **Entering Chauncey Swan Ramp:** Vendors must enter the market from the south side. In other words, vendors will enter the Robert A. Lee Recreation parking lot from E. Burlington Street, drive through the recreation parking lot and into the ramp. This rule includes vendors that are assigned to the north side of the ramp as well and vendors who park elsewhere during the market and move their car into the ramp at the end of market for packing out. **This is for the safety of our E. Washington Street vendors who are setting up or tearing down at the same time.**
- **Stall Size & Spacing:** Parking stalls inside the ramp are 8.5' x 17'. Vendors can set up beyond the 17' up to (but not beyond) the directional arrows that are painted on the floor. If you cannot see the arrows, look up and down the row you are assigned to and make sure that you are in-line with the other vendors.
- **Departure & Take-down:** The on-site Market Facilitator will ring a cowbell at noon to signal the end of the market. *Vendors must remain in their stalls for 15 minutes until a second cowbell is rung to alert vendors it is okay to exit the ramp.* This allows visiting patrons to safely clear before traffic begins.
- **Parking:** Vendors may choose to park their vehicle inside their assigned stall. Free parking is also available on the upper levels of the ramp which is accessed via College St. Do not park in the Recreation Parking lot as this is to remain available for market customers and patrons visiting the recreation center, farmers market, or downtown area. If you have a vehicle that will not fit in the spaces available on the upper levels only then may you park in the recreation lot.
- **Tents:** Tents are **not allowed** inside the Chauncey Swan parking ramp.
- **Electricity:** While there are electrical outlets available in the outside perimeter rows of the Chauncey Swan Ramp, **the City does not guarantee electricity to any vendor. Vendors may use these outlets if they are available on a first come first served basis.** If the power goes out, the Farmers Market staff will attempt to reset the breaker. However, they will not be able to repair the breaker should that attempt fail. Vendors who need to have electricity to legally operate their businesses need to provide a generator or an extension cord and mats to cover any of the cord that lies in an area utilized by market customers.

Washington Street Vendors:

- **Arrival Time & Set-up:** Vendors may begin set-up at 6 a.m. and must be in their stalls by 7 a.m. Market staff will close off E. Washington Street to through traffic at 6 a.m. E. Washington St. vendors will set up on the north side of East Washington Street facing south (towards the parking ramp with back to City Hall). Vendors on Washington St. are to pull up to their assigned stall and unload their product. After unloading equipment/product from the vehicle, the vendor will need to immediately move the vehicle to allow for other vendors to enter and to allow for greater safety and ease of set-up for market staff and all vendors.
- **Entering East Washington Street:** Vendors assigned to E. Washington Street will enter from the west (nearest to the Gilbert/East Washington St. intersection). Vendors will exit through the east intersection (Van Buren/Washington St.) at the close of market. We believe it is safer to have all traffic going in the same direction during set-up and tear-down.
- **Stall Size & Spacing:** These stalls are 12'x12' each and are marked by a number shown on the northside curb of east Washington.
- **Departure & Take-down:** The on-site Market Facilitator will ring a cowbell at noon to signal the end of the market. Vendors must remain in their stalls for 15 minutes until a second cowbell is rung to alert vendors it is okay to move vehicles. Please note that the road barriers blocking off traffic will be removed by the market staff at 1:30 p.m.
- **Parking:** Vendors shall not set up their stall until the vendor has moved the car to the parking lot. If your vehicle will fit within your allotted space, you may park in your assigned stall. If vendors have a truck/trailer that will not fit within the height requirement of the upper levels of the ramp, you may then park in the Recreation parking lot (behind the Robert A. Lee Rec Center). These two lots offer free parking during the market. You may use on-street parking/metered parking at your expense.
- **Shelter Requirements:** The Johnson County Department of Public Health requires that “retailers with Farmer’s Market Licenses must provide overhead protection for exposed food products that are not prepackaged.” The reference for this regulation is found in volume 481 Iowa Administrative Code Section 31.2(5). “Ceilings shall be of tight design and weather resistant material to protect against elements and flying insects. If vendors utilize overhead lighting the light bulbs must be shielded or shatter resistant in their food prep/food storage area where the food is not prepackaged.” These requirements would apply to those selling foods that are removed from the packaging by the vendor at the market such as eggrolls, burgers, etc. It does not apply to those selling prepackaged meat products, salsa, apple cider, etc. Please contact the Johnson County



Public Health Department for questions on this or any other items regarding farmers market licensing requirements at 319-356-6040.

- **Tent Requirements: All tents must be weighted. No drilling or staking is allowed.** Vendors are responsible for weighting and/or tying down their tents and umbrellas with **at least 20 lbs. of weight on each tent leg** to sufficiently eliminate wind disruption and danger. Vendors are liable for any damage occurring from their personal property.
- **Electricity:** There is very limited electricity available on E. Washington St. If electricity is necessary for operation the vendor will need to provide a **quiet** generator for power that **does not emit a strong/offensive odor**. See “Equipment” section below for more info on **generators** at the Iowa City Farmers Market. The City does not guarantee electricity to any vendor. Vendors may use these outlets if they are available on a first come first served basis. If the power goes out, the Farmers Market staff will attempt to reset the breaker. However, they will not be able to repair the breaker should that attempt fail. Vendors who need to have electricity to legally operate their businesses need to provide a generator or an extension cord and mats to cover any of cord that lies in an area utilized by market customers.

Absences

Vendors are expected to notify the Market Supervisor of intended absences at least 48 hours in advance. **Two absences or late arrivals without prior notice of 48 hours or more may result in revocation of full season space assignments. After two absences, daily vendors will be required to prepay by Noon on the Wednesday of their scheduled market. Daily vendors not in compliance may have their stall reassigned to a waitlist vendor.** Vendors with excessive absences may not be permitted to return to the market that season. If the absence is due to illness or vehicle trouble, staff understands that it is not possible to contact the ICFM Supervisor in the 48-hour time frame. In the case of illness etc., please call the Supervisor’s office at 319-356-5213 and leave a message. A vendor assigned to a stall may not sublease or delegate some or all of their assigned stall space to anyone at any time without the specific authorization from the Market Supervisor.

Opening & Closing Cowbell - Start of Sales

Vendors may not begin selling before the opening cowbell and must be actively packing up to leave at the closing cowbell. **The closing cowbell will be sounded at noon indicating the market is closed. Staff will sound the cowbell again at 12:15 indicating that it is now okay for vendors to exit the market** Exceptions: Vendors and ICFM staff may make purchases of ingredients necessary for their stall operation prior to the opening bell from other vendors. Vendors may also purchase items prior to the market opening bell from other vendors for immediate consumption. Pre-market sales and post-market sales are only allowed with permission from the ICFM staff.

Plastic Bag Policy

As part of the City of Iowa City’s Waste Minimizing Strategy, the ICFM is plastic bag free market. This ban is for single use grocery bags with handles and similar plastic bags used at the end of a typical transaction. This ban also includes biodegradable bag use. The only time this type of bag is allowed is if the shopper brings their

own. Vendors are not allowed to recycle and use these bags. Alternatives to use other than plastic bags are as follows: multi-use tote bags, newspaper used for wrapping, paper bags, and shoppers bringing their own bags/containers.

All day-of-market on-site decisions by market staff are final and binding. If a situation requires further review, that will take place with administration during the week following the market.

ICFM Token Payment System

All vendors that participate in the Iowa City Farmers Market are required to accept the red tokens and SNAP eligible vendors are required to accept the blue and red tokens as payment. This program is not in lieu of a vendor accepting EBT/credit/debit cards individually. It is simply another option for customers to make purchases at the market. See pages 20 & 21 for more details on this program.

Licenses and Permits

All permits necessary to sell must be on display at all time. It is the responsibility of the vendor to obtain and provide to the Market Supervisor copies of all licenses and permits required for the sale of the vendor's products at the market. The Iowa Department of Inspections and Appeals controls and regulates items that may be offered for sale at farmers markets. Questions should be directed to: Iowa Department of Inspections and Appeals, 515-281-6538. Visit the [Iowa Department of Inspections and Appeals website](#) for more information.

Weights and Measures

All sales are to be by container or item, not by weight, unless the vendor has present at the market a legal for trade scale that has been licensed and inspected by the Iowa Department of Agriculture and Land Stewardship Weights and Measures Bureau. The vendor must inform the Market Supervisor if they will be using a scale.

Equipment

Vendors will furnish their own equipment necessary for the market they are attending (tables, chairs, extension cords, signs, tape, decorations, tents/canopies, generators etc.)

- **Space Heaters:** Space heaters are not allowed.
- **Running Vehicles:** The running of vehicles for heat or power supply is not permitted during the market.
- **Generators:** Generators must be quiet and must not emit offensive fumes. If it is deemed by the market staff that a generator is too loud or the odor is too strong, the vendor will be asked to shut it down. If it is determined that a vendor's generator does not meet these requirements, the vendor may be asked to replace the generator before returning to the market.

Sales Tax

Vendors attending the Iowa City Farmers Market should determine whether sales at the market are subject to sales tax. ICFM cannot give tax advice or legal advice. Vendors with questions are encouraged to contact the Iowa Department of Revenue at 515-281-3114 or 800-367-3388 from 8 a.m. to 4:15 p.m.

Clean-up

Vendors are responsible for removing all waste, rubbish, recyclables, or trash that they generate during the market. Trash or residue from the vendor's product may not be placed in any storm sewer or in the market trash barrels or the trash dumpsters located in the Recreation Center parking lot. **Any charges incurred by the City of Iowa City that occur as a result of vending (grease, food stains, etc.) will be the responsibility of the vendor.**

No pets allowed

For health and safety reasons vendors are not allowed to bring pets into the market. The sale or giving away of animals at the market is prohibited. Market customers are also not allowed to bring in pets. Service animals (dogs and miniature ponies), which are not pets, are allowed.

No Smoking Policy

The Farmers Market is a no smoking area. No smoking is allowed in or around the parking ramp or in Chauncey Swan Park anytime during the market. E-cigarettes are also prohibited in these areas.

WI-FI

Wireless internet is provided by ImOn. Vendors may need to enter an email address the first time you connect.

On-site Sales Personnel

Family members or employees paid hourly, on commission, or by salary may sell vendor's products at the market. Vendors are responsible for making sure that all persons working at their booths are familiar with and adhere to all market rules, regulations, and guidelines. On-site sales personnel do not set the price, nor retain ownership of the product. These rules also apply to any guest, friend, or companion who is present at the vendor's stall throughout the market, whether or not they are selling products.

Pricing & No Giveaways

Vendors are discouraged from giving produce or other items away for free or at below-cost pricing, thus undercutting and affecting the potential sales of other vendors. This does not include sampling or donations to Table to Table.

No Hawking

Hawking is not allowed (calling attention to products in a loud, repetitive public manner and selling products in an aggressive manner).

Noise

Any loud and raucous noise, or any noise which unreasonably disturbs, injures or endangers the comfort, repose, health, peace or safety of reasonable persons of ordinary sensitivity will be allowed at Market.

New Product Request

Requests to offer for sale a new product which is not listed in the same category already listed on the vendor's registration list must be submitted in writing and photos provided to the Farmers Market Supervisor for consideration. For example, if the vendor is currently selling produce and wants to add a craft item, this would be considered a new category. Such requests must be submitted well in advance of the expected sale of a new product.

Table to Table

Volunteers from Table to Table will be asking vendors to contribute excess produce and food from June through October. This is a not-for-profit organization whose mission is to help serve the needs of the hungry in Iowa City and surrounding areas. A letter will be distributed towards the end of May providing more information. Vendors may contribute to Table to Table without violating the rule discouraging giving away items for free.



Inspections

- Representatives of the ICFM shall have the right to conduct inspection(s) of the production areas of the products sold by a vendor at the market. An inspection may include ownership information and any other information relevant to determining product legitimacy. An owner, operator, or person listed on the application must be on hand and assist during site inspection.
- Recipes and receipts for processed and crafted product ingredients must be on file and available during the inspection.
- Date and time of inspection shall be agreed upon by the vendor and the ICFM representative. Follow-up or surprise inspections may be conducted without prior notice as deemed necessary by an ICFM representative.
- Failure to allow an inspection constitutes a violation of the market rules and will mean revocation of the authorization to participate in the market.

Enforcement of Rules

- All rules of the market are enforced by the Market Supervisor or their designee, who has ultimate on-site authority. Complaints or problems should be directed to the Market Supervisor in a timely manner.
- If a vendor does not abide by the rules of the ICFM or comply with federal, state, and local regulations applicable to market participation, the Parks and Recreation Director may take any action deemed appropriate, including revoking the vendor from selling at the market for future market days.
- Customer complaints will be forwarded to vendors and kept on file. Complaints may result in disciplinary action including revocation of authorization to participate in the market.

- ICFM reserves the right to visit and inspect the farm or business of any vendor and to request any documents verifying business or employee status.
- Vendors must remain current with all financial obligations to the City, whether related to the ICFM or not. Vendors who become delinquent in paying financial obligations to the City shall immediately have their market privileges revoked until full payment is made. No refunds of vendor fees will be made. Prior to any revocation, the City will provide the vendor with notice of the delinquency and allow at least seven (7) calendar days for the vendor to pay the delinquent amount.
- The Recreation Superintendent, Parks and Recreation Director, or designee reserves the right to make an exception to these ICFM rules and guidelines at its discretion.

Complaint & Product Challenge Procedure

It is the intent of the Iowa City Farmers Market to offer customers fresh, high-quality handcrafted goods and farm-direct products. Products that are thought to be inconsistent with market guidelines may be challenged by any vendor, the Market Supervisor, Market Facilitator, or other city designees. A challenge must be submitted in writing to the Market Supervisor before action will be taken. A Vendor Challenge Form is available at the market information/staff table.

The challenge process is as follows:

- Vendor will receive written notice of the challenge from the Market Supervisor.
- The vendor will be required to respond in writing to the challenge before the following market day.
- Challenge to be resolved within two weeks of vendor response to the satisfaction of the Market Supervisor and the Recreation Superintendent.

The Iowa City Parks and Recreation Department Director and staff will investigate and conduct a farm/home site visit to inspect for compliance purposes, if needed. If the vendor is found to be in noncompliance of the market rules or the City Code, the Director will provide the vendor with a written decision on the complaint that may include revocation of the authorization to vend at the market for a period of time or the remainder of the season pursuant to Section 10-11-5A(4) of the City Code. The vendor may appeal the decision of the Director to the City Manager as provided in the City Code.

Farmers Market Nutrition Program- WIC & Senior Coupons

The ICFM is a participant in the Iowa Farmers Market Coupon Program sponsored by the Iowa Department of Agriculture. Clients of the Women, Infants & Children (WIC) program, nutritionally-at-risk Iowans, are given checks from local area distribution centers for the purchase of fresh fruits and vegetables from an Iowa Certified Farmers Market Program Vendor. To become a certified vendor, the vendor must complete an application form and meet certain other requirements set by the Iowa Department of Agriculture. **The vendor should not accept these checks unless certified by the State Department as an Iowa Certified Farmers Market Program Vendor.** Upon certification the vendor will be given a sign to post at the stall. Please be sure the sign is easily visible to people attending the market.

Centralized Token Payment Program

The ICFM offers a centrally located point-of-sale (POS) terminal. SNAP customers redeem their benefits by swiping their EBT cards at the POS terminal in exchange for scrip (blue \$1 tokens), which they can use to buy eligible food products (see page 18). The ICFM also allows customers with debit and/or credit cards to swipe their cards at the POS terminal in exchange for scrip (red \$5 tokens).

All vendors that participate in the Iowa City Farmers Market will be required to accept the red tokens. SNAP eligible vendors are required to take the blue and red tokens. This program is not in lieu of a vendor accepting EBT/credit/debit cards individually. It is another option for customers to make purchases at the market. The ICFM has obtained a FNS license that covers all our eligible vendors.

Glossary of Terms

SNAP - Supplemental Nutrition Assistance Program

EBT – Electronic Benefit Transfer, the system that allows SNAP benefits to be redeemed via an electronic card like a debit card in exchange for EBT scrip (blue tokens).

Scrip – the token given to a customer after they swipe their EBT or debit/credit card. These tokens can be used like cash at the market. However, EBT (blue \$1 tokens) and debit/credit tokens (red \$5 tokens) each have unique restrictions and requirements. Read more below.

POS Terminal – Point of Sale terminal that can accept EBT cards. The ICFM is also contracted to accept credit and/or debit cards in exchange for scrip (red tokens). Located at ICFM Info table.

FNS – Supplemental Nutrition Assistance Program, a federal benefit program run by the USDA that administers SNAP and other food assistance benefits redeemed at the farmers markets.

Blue (EBT)Tokens Quick Facts:

Okay to purchase with blue (SNAP) tokens:



- Baked goods and cereals
- Fruits, vegetables, and nuts
- Meats, poultry, and eggs
- Dairy products
- Jam, jellies, salsas, dips, honey, and frozen food items
- Seeds and plants that produce food for the household to eat

May not be purchased with blue (SNAP) tokens:



- Non-food items
- Pet foods
- Soaps
- Jewelry, candles and fresh flowers
- Crafts, yard décor, furniture, and artwork
- Household supplies
- Hot foods
- Food that will be eaten on-site

Iowa City Farmers Market Tokens



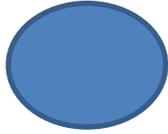
Blue tokens= SNAP/EBT **Red tokens= Debit/Credit Transaction**

Blue tokens= \$1 **Red tokens= \$5**

Quick Rules for Blue (EBT) & Red (Cash) Tokens:

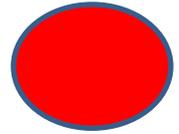
The following rules apply to the \$1 blue tokens:

- No change may be given
- Sales tax is not charged
- Purchases must be from the eligible food list above



The following rules apply to the \$5 red tokens:

- Change may be given
- Sales tax is charged
- No restrictions on purchases



Token Rules Extended

- Vendors cannot give SNAP customers change for purchases made with scrip. A SNAP sale must total the exact amount of scrip or the customer can make up the difference with cash. On the other hand, vendors may give change to non-SNAP customers.
- Only eligible foods can be purchased with EBT Scrip (\$1 blue tokens). On the other hand, non-SNAP debit/credit card customers may use their tokens to buy any item sold at the market.
- Vendors will be responsible for making sure customers are using the tokens appropriately, counting the total number of tokens each day and returning them to staff at the end of each market.

Token Redemption:

Vendors will turn in their tokens to farmers market staff. The City of Iowa City will reimburse the vendors for these tokens the week following the market that the tokens are turned in. All vendors are encouraged to fill out an automatic deposit form to the City of Iowa City (forms available at staff table) to receive the weekly reimbursement through an automatic deposit system. If a vendor is unable to provide bank information, a check will be mailed to the vendor the following week.

Severe Weather

In cases of confirmed severe weather and tornadoes, the Johnson County weather alert sirens will sound with a steady tone for a period of three to five minutes. The Market staff will immediately ring the cowbell indicating that the market is closed. Vendors and shoppers will be encouraged to take shelter inside the Robert A. Lee Community Recreation Center. Staff will take shelter. Once an all clear is given, the Market staff will return to the ramp and ring the cowbell to indicate the reopening of the market. There are to be absolutely no sales conducted during the shutdown period.

In instances of lightning without sirens, the market staff will look at local radar and if it looks as though the lightning is going to continue, they will close the market and follow the procedures listed above for reopening.