



**CITY OF GROSSE POINTE WOODS**  
**20025 Mack Plaza Drive**  
**Grosse Pointe Woods, Michigan 48236-2397**

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**NOTICE OF MEETING  
AND  
AGENDA**

**COMMITTEE-OF-THE-WHOLE**

Mayor Robert E. Novitke has called a meeting of the City Council, meeting as a Committee-of-the-Whole, for **Monday, July 1, 2013, at 7:45 p.m.** The meeting will be held in the Conference Room of the Municipal Building, 20025 Mack Plaza, 20025 Mack, Grosse Pointe Woods, MI 48236 and is accessible through the Municipal Court doors. In accordance with Public Act 267, the meeting is open to the public and the agenda items are as follows:

1. Call to Order
  2. Roll Call
  3. Acceptance of Agenda
  4. Farmer's Market
  5. Trash Containers
  6. Bicycle Helmets
  7. GPW Window Cling
  8. Building Department Staffing
  9. New Business/Public Comment
  10. Adjournment
- A. Proposed Farmers Market Information Booklet
  - A. Email 06/25/13 – Ted Miller
  - B. Verbal Reports
    1. City Administrator
    2. Director of Public Services
  - A. Letter 05/30/13 – Ritika Pansare, 642 Perrien Place
  - B. Verbal Report – City Administrator
  - A. Verbal Report – City Clerk
  - A. Verbal Report – City Administrator
  - B. Memo 06/27/13 I Building Official

Alfred Fincham  
City Administrator

IN ACCORDANCE WITH PUBLIC ACT 267 (OPEN MEETINGS ACT)  
POSTED AND COPIES GIVEN TO NEWSPAPERS

The City of Grosse Pointe Woods will provide necessary, reasonable auxiliary aids and services, such as signers for the hearing impaired, or audio tapes of printed materials being considered at the meeting to individuals with disabilities. All such requests must be made at least five days prior to a meeting. Individuals with disabilities requiring auxiliary aids or services should contact the City of Grosse Pointe Woods by writing or call the City Clerk's office, 20025 Mack Plaza, Grosse Pointe Woods, MI 48236 (313) 343-2440, Telecommunications Device for the Deaf (TDD) 313 343-9249, or e-mail the City Clerk at [cityclk@gpwmil.us](mailto:cityclk@gpwmil.us).

cc:  
Council – 7  
Berschback  
Fincham  
Hathaway

Rec. Secretary  
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Media - Email  
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# *City of Grosse Pointe Woods*



## *Proposed Farmers' Market Informational Packet*





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## Licensing at Farmers Markets

Farmers markets, farm markets and individual sellers of fruits and vegetables at roadside stands are commonly found throughout Michigan. Farmers markets range from well-established operations in permanent structures to temporary sites using folding tables or truck tailgates. A vibrant entrepreneurial agricultural industry that is focusing on value added processing and sales has greatly increased the numbers of markets such as these in Michigan.

Farmers markets that are more temporary in nature will be inspected using the MDARD Fact Sheet, "[Temporary Food Establishment Operations Checklist](#)" and the MDARD Inspection Guide, "[Self Inspection Guide for Farmers Markets](#)". Farmers markets operating within permanent, improved structures will be inspected using the FDA Model Food Code.

### Definitions

- **Farmers Market** - A location established in accordance with local ordinance and operated in compliance with Act No. 92, the Michigan Food Law, where farmers may transport and sell to the public fruits, vegetables or other agricultural products. Farmers market vendors may operate intermittently but for licensing purposes will be considered a permanent operation.
- **Farm Market** - An on-farm location established in accordance with local ordinance and operated in compliance with Act No. 92, the Michigan Food Law, where an individual farmer may sell to the public fruits, vegetables or other agricultural products. On-farm markets may operate intermittently but for licensing purposes will be considered a permanent operation.
- **Roadside Stand** - A temporary operation established in accordance with local ordinance and operated in compliance with Act No. 92, the Michigan Food Law, where an individual farmer may transport and sell to the public fruits, vegetables or other agricultural products.

### Background

Farmers markets, farm markets and individual sellers of fruits and vegetables at roadside stands are commonly found throughout Michigan. Farmers markets range from well-established operations in permanent structures to temporary sites using folding tables or truck tailgates. A vibrant entrepreneurial agricultural industry that is focusing on value added processing and sales has greatly increased the number of these markets in Michigan.

Even though a farmers market vendor is considered a temporary food establishment, for ease of licensing, a licensee at a farmers market should be considered as having an annual license.

Market vendors will be inspected using requirements outlined in the MDARD Fact Sheet, "Temporary Food Establishment Operations Checklist", unless the vendor operates within an improved, permanent market building.

### Exemptions

There are several exemptions from licensing based on law and policy. A food establishment may be exempt from licensing, but is not exempt from aspects of food safety or consumer protection. Specific examples of exempted establishments that may be present at farmers' markets include:

1. Retailers of whole, uncut produce: Sites may be temporary or permanent in duration. This may include open-air roadside sites, tents, open-air markets, market stalls or operations located within a building.
2. Licensed agricultural producers and food processors, retailing products of their own production: Must be licensed at the base facility: Products must be made exclusively from producers own product, e.g., meat, poultry, eggs, cider.
3. Processors/producers of prepackaged, non potentially hazardous and/or shelf stable food retailing products of their own production: Must be licensed at the base facility and utilize an employee of the firm to operate at the point of sale location. This includes all establishments either licensed as a limited food processor (FLP) or having gross sales under \$25,000.
4. Retailers of honey & maple syrup: Must be of seller's own production with gross sales less than \$15,000 per year.
5. Temporary food establishments with only single service, non-potentially hazardous food or beverage: Single service portions of prepackaged or dispensed food or drink such as; soft drinks, cider, coffee, donuts, popcorn or ice cream novelties. All food must be from licensed facilities. No on-site preparation is allowed.
6. Sale of incidental prepackaged non-potentially hazardous food: While farmers' markets are by nature temporary, a vendor at a farmers' market may sell an incidental amount of non-potentially hazardous food (5 percent or less). Consideration however, must be given to the source of the product and storage once removed from the venue. A license would be required for storage of the food product.

All food must be prepared and packaged at the licensed facility (unless operating as a Cottage Food business) and comply with labeling and Federal meat standards when necessary. Sampling may be possible based on market and vendor facilities.







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## Farmers Market FAQ

### Food Sales at Farmers Markets: Frequently Asked Questions

Information for Market Managers and Vendors from the Michigan Department of Agriculture & Rural Development (Updated 7/3/12)

Farmers markets are a traditional link between local food producers and consumers. Farmers markets enhance the sense of community and provide a source for locally grown and produced food and agriculture products. Across Michigan, farmers markets vary in the types and varieties of foods offered for sale from agricultural producers directly to the consumer.

It is generally the Market Manager's responsibility to enforce the vendor requirements set by market policy. Market Managers must also be aware of the requirements of Michigan's Food Law as they apply to farmers markets, although responsibility for the enforcement of those requirements falls to the local Michigan Department of Agriculture & Rural Development (MDARD) food inspector.

Food vendors and Market Managers may contact MDARD toll-free at 1-800-292-3939 if they have questions about the standards for vending foods at any given farmers market in Michigan.

Here are answers to some frequently asked questions regarding certain types of food sales in a farmers market setting:

#### 1. Who is exempt from licensing?

There are several exemptions from licensing based on law and policy. Please see [Licensing at Farmers Markets](#) for a list of definitions and exemptions.

#### 2. What are the requirements for a farmer selling fresh fruit and/or vegetables at a farmers market?

There are no licensing requirements for farmers selling fresh, whole, uncut fruits and vegetables at a farmers market in Michigan. However, fresh fruits and vegetables must be handled safely and protected from contamination. Although consumers are responsible for washing produce prior to use, MDARD recommends that a sign be placed at the point of sale to remind customers to wash produce before eating.

#### 3. A farmer sells a salad mixture of assorted lettuce leaves and other greens from an open box (in bulk). Since the lettuce leaves are intact and not cut, is a license required and are there any food safety concerns?

So long as the lettuce leaves remain intact and undamaged when de-stemmed, a license would not be required at the farmer's own packing facility or the farmers market. However, the lettuce or other greens must be handled safely and protected from contamination. Although the consumer is responsible for washing the salad mixture prior to use, MDARD recommends that a sign be placed at the point-of-sale to remind customers that this produce should be washed before eating since it is in a ready-to-eat form. Assorted salad greens can also be packaged in the same bag. Again, no license is required as long as the lettuce leaves remain intact and undamaged when de-stemming.

#### 4. A farmer uses cabbage and carrots of his own production to prepare a coleslaw base. What are the requirements?

Whole, uncut produce is considered raw and unprocessed and can be sold without restriction by a vendor; however, coleslaw base involves cutting or shredding the vegetables.

Once cut, vegetables fall into the category of processed food. Such a process is permitted only at an approved, licensed location. Therefore coleslaw base cannot typically be prepared at a farmers market, at a temporary event, or at an unlicensed location such as a person's residence.

If produced at a licensed location, packaged coleslaw base must be labeled in full accordance with current state and federal requirements and held under refrigeration.

If the farmer owns a licensed processing facility, a separate license is not required to sell the product at a farmers market. If the vendor is not the grower of the raw produce used to make the coleslaw base, a food establishment license is required for sales at a farmers market.

#### 5. Can a vendor sell unpasteurized apple cider? Does the product have to be refrigerated?

There have been recent changes in requirements for apple cider operators. A cider maker who sells the product only directly to consumers is considered a retailer. Retailers may produce and sell unpasteurized cider, but the container must be prominently labeled with the FDA-approved warning statement:

Warning: This product has not been pasteurized and therefore, may contain harmful bacteria that can cause serious illness in children, the elderly, and persons with weakened immune systems.

Thus, owners of a licensed retail cider mill may sell unpasteurized cider of their own production at a farmers market. No



additional license is required.

On occasion, the owner of an orchard will take apples to a cider mill and have cider manufactured from that fruit. The owner of the mill presses, bottles, and labels the cider as a paid service. This is called custom pressing. Effective January 3, 2004, cider produced under these circumstances must be pasteurized or otherwise treated by an approved system.

The grower in this situation may sell only pasteurized cider. Any person who purchases cider from a manufacturer and sells it at a farmers market may sell only pasteurized cider. In both of these cases the vendor must hold a food establishment license to sell cider at a farmers market.

While apple cider does not necessarily have to be sold from a refrigerated display at a farmers market, MDARD recommends that the vendor provide some method of temperature control during the transport, storage, and sale of the product.

#### **6. Are there requirements for those selling honey or maple syrup?**

Under the Michigan Food Law of 2000, honey or maple syrup retail outlets and processing facilities operated by the producer are exempt from licensure, if gross sales are \$15,000 or less. Honey and maple syrup producers who meet licensing exemptions must follow labeling requirements for their honey and maple syrup and must meet all requirements of the Michigan Food Law, including sanitation, building construct and design, processing requirements, employee hygiene, etc. Honey and maple syrup producers can wholesale their products, including to grocery stores and other retailers who will then resell them, as long as they are labeled correctly. Those reselling honey or maple syrup that they did not produce themselves must be licensed as a retail food establishment. There are also [additional labeling requirements and licensing exemptions](#) for honey and maple syrup, similar to Cottage Food exemptions.

#### **7. Does an egg producer selling shell eggs at the farmers market need to keep those eggs refrigerated? Is the producer permitted to re-use labeled egg cartons bearing another distributor's name and address on the carton?**

There are no specific requirements for egg producers selling directly to a consumer or a first receiver. Maintaining eggs at 45°F for safety, cleaning eggs and packing eggs in clean, properly labeled containers is recommended.

Licensed food establishments can obtain eggs directly from the producer if the producer is a MDARD licensed processing establishment. Michigan food laws require that egg processors (i.e. those that clean, grade or break eggs) be licensed by MDARD. The Food Code, section 3-202.13 requires food establishments to receive eggs that are clean and sound and be grade AA, A, or B. Eggs must be held at refrigeration temperatures. Egg cartons or other packaging materials must be clean and properly labeled.

#### **8. What are the requirements for a farmer selling meat and poultry at a farmers market?**

The U.S. Department of Agriculture (USDA) requires that persons slaughtering and selling beef, pork, lamb, or more than 20,000 poultry per year operate under continuous, federal inspection. A USDA seal of inspection must appear on all packages of meat originating at such a plant.

Farmers may sell the meat from their animals at a farmers market if it was processed at a USDA inspected facility. Small poultry producers may have their birds processed either at a USDA inspected plant or an MDARD inspected plant. If the product originates at an MDARD-inspected facility, it is necessary to have a copy of the MDARD license on hand at the farmers market for the reference of the Market Manager or local food inspector. If the vendor isn't the producer of the animals from which the meat is derived, the vendor is required to hold a food establishment license at the farmers market.

Selling packaged meat at the farmers market requires sanitary handling and temperature control. Packaged meats may be sold frozen, or refrigerated at 41°F or below. Handling of exposed, unpackaged meat or poultry is not permitted at a typical farmers market.

#### **9. Can a food vendor offer samples for immediate consumption at farmers markets? Can a vendor offer grilled samples of bratwurst, for example, while selling raw meats at the market?**

Vendors at farmers markets may provide food samples as long as they follow the [Guidelines for Providing Safe Food Samples at Farmers Markets](#).

#### **10. What are the requirements for selling fresh caught lake fish?**

Fish sold at farmers markets must come from a commercial fisherman or a licensed distributor. Fish must be eviscerated before sale and must be held at 41°F or below. If frozen, fish must remain in a frozen state (no on-sight thawing allowed).

#### **11. A vendor sells wild mushrooms at a farmers market. The mushrooms were harvested in a forest. What concerns are associated with the practice and what requirements apply?**

If the collector is not an expert at identifying edible wild plants and mushrooms, there is a danger that poisonous varieties were harvested. Consumption of certain varieties can lead to illness or death.

In some states, farmers markets require mushroom vendors to sign agreements releasing the municipality and Market Manager from damage claims in the event of the illness or death of a consumer. Insurance underwriters associated with municipal sponsors of farmers markets may require the municipality to carry additional liability insurance. Other restrictions may include limiting mushroom varieties to certain of the more common ones like morel, oyster, sulfur shelf, and chanterelles.

To be approved to sell wild mushrooms, wild herbs, or other wild plants in Michigan, the vendor must satisfy all of the following provisions:



- o The seller must be recognized as appropriately trained and competent in the identification of safe botanical and mycological varieties. Alternatively, the seller may employ a recognized expert.
- o The seller shall submit a written statement to the MDARD Food & Dairy Division identifying the person who will verify the species and the procedures for safeguarding against the sale of potentially injurious mushrooms. The statement shall include a description of that person's education, experience and expertise.
- o Each individual wild mushroom shall be inspected and identified by the recognized expert. Only those identified as safe may be sold.
- o Each storage container of mushrooms shall be labeled with the scientific and common name of the mycological variety. Packaged mushrooms may be identified by the common name only and shall bear additional labeling in full accordance with current state and federal requirements.
- o Written records that indicate the quantity, variety, expert identifier, and buyer of the mushrooms shall be retained by the packer for a period of not less than two years. These records shall be made available for MDARD examination, upon request.
- o Wild mushrooms shall be handled and protected from contamination in accordance with all current state and federal regulations associated with the handling and processing of foods intended for human consumption.
- o The vendor is not presently required to hold a license from MDARD for any given farmers market; however, slicing or other processing or warehousing of wild mushrooms must take place in an approved food establishment licensed by MDARD or a local health department.

#### **12. Is there a problem if a vendor wants to sell garlic or herbs in oil?**

Flavored and infused oils have gained popularity, but the risks associated with products of this nature must be well understood. The U.S. Food and Drug Administration (FDA) requires all commercial processors to acidify the garlic or herbs in oil mixtures, and to test these foods for safety.

In Michigan, flavored oils and vinegars offered for sale must be manufactured in approved, licensed establishments. If this requirement is met, and the vendor owns the licensed plant, no additional license is required at the farmers market to sell those products. If the vendor buys the products on the open market for resale at the farmers market, a food establishment license is required.

#### **13. What about sales of bulk baked goods like bagels?**

Vendors are discouraged from simply purchasing bulk baked goods and selling them out of covered containers each week at a farmers market. In order to sell bagels or other bread products, cookies, doughnuts or other sweet goods at a farmers market, the vendor must have an approved, licensed base location to handle the food, clean and sanitize containers and utensils, etc. These activities may not be conducted in a private residence, unless operating under the [Cottage Food exemptions](#) in the Michigan Food Law.

If the vendor owns a bagel shop, bakery, or similar establishment, the bulk goods sold at a farmers market must be:

- o Sold from an enclosed sanitary container;
- o Handled with tongs or gloves as no bare hand contact with finished product is permitted

The vendor must also:

- o Have access to a conveniently located hand washing facility at the farmers market;
- o Return to a licensed base of operations to clean and sanitize food equipment such as tongs and containers.
- o Otherwise, a vendor may offer packaged baked goods that have been produced and packaged at an approved, licensed facility. If the vendor is not the owner of such a facility, the vendor must hold a food establishment license at the farmers market.

Due to potential contamination concerns, further preparation or assembly by the vendor, such as the spreading of cream cheese or fruit preserves on bagels, may trigger additional licensing requirements. This can be avoided by providing, for example, individual packets of cream cheese and wrapped plastic knives for customers to use after the transaction has been completed. Please contact your local food inspector for a review of your food preparation process to determine licensing requirements.

Additional questions or requests for clarification from Market Managers, vendors or consumers may be directed to the Michigan Department of Agriculture & Rural Development toll-free at 1-800-292-3939. Some Market Managers have a close working relationship with the local MDARD food inspector and may make direct inquiries in the manner upon which both have agreed.

#### **14. What about a vendor who operates a hot dog cart, makes snow cones, hand dips ice cream, prepares sandwiches, or engages in any similar food service activity?**

Local health departments regulate the on-site preparation and sale of food for immediate consumption. A food service establishment license must be obtained from the local health department whenever food is prepared for direct consumption. Some vendors may operate a special transitory food unit (STFU) that is licensed on an annual basis. Those vendors are not required to obtain a separate license for each temporary event. Contact your local health department for further information.

#### **15. What are the regulations regarding dogs at farmers markets?**

It is important to protect food from any potential contamination from animals in the market. Animals are legally not permitted in licensed food establishments. This means that dogs are not allowed in the space of any vendor who has an MDARD food establishment license. MDARD and MIFMA recommend that market managers prohibit dogs from vendor spaces in order to keep dogs away from food handling, display and storage. Animals that belong to customers are allowed in open-air pathways, but it is recommended that markets require animals to be kept on leashes. Service animals that are controlled by the disabled employee or person are allowed at markets as long as a health or safety hazard does not result from the presence of the service animal.



**16. What are the regulations regarding smoking at farmers markets?**

Smoking is prohibited in all food establishments in Michigan. This includes licensed vendor space and enclosed market areas at farmers markets. MIFMA and MDARD encourage markets to establish market policies to restrict or discourage smoking in open space market areas to limit possible contamination of food from smoke.



# Temporary Food Establishment Operations Checklist

## Michigan Food Law of 2000, as amended

This document is for educational purposes only and should not be considered a replacement to reading the Food Code and Michigan Food Law of 2000, copies of which are available at [www.michigan.gov/mda](http://www.michigan.gov/mda). This document is a modified version of a checklist prepared by the Food and Drug Administration and the Conference for Food Protection. It is intended to be a guide for the temporary food service industry, the Michigan Department of Agriculture, and Michigan's local health departments. The checklist is also useful for special transitory food units (STFUs) that operate similar to temporary food establishments.

A "Temporary Food Establishment" means a food establishment which operates at a fixed location for a temporary period not to exceed 14 consecutive days.

### Personnel

#### Person In Charge:

The permit holder shall be the person in charge or shall designate a person in charge, and ensure that a person in charge is present at the temporary food establishment during all hours of operation. The person in charge must demonstrate knowledge as required under section 2-102.11, and perform the duties as required under section 2-103.11 of the 2005 Food Code. The person in charge may demonstrate knowledge by operating the temporary food establishment in compliance with the Michigan Food Law 2000, OR by being a certified food protection manager, OR by responding correctly to the inspector's questions.

#### Handwashing:

Handwashing facilities must be located in a temporary food establishment. Potable hot and cold tempered running water under pressure with suitable hand cleaner, dispensed paper towels, and a waste receptacle must be provided, unless otherwise approved. If approved, when food exposure is limited, the following may be acceptable substitutes:

- a) A large insulated container with a spigot, which can be turned on to allow potable, clean, warm water to flow over one's hands into a waste receiving bucket of equal or larger volume; suitable hand cleaner; disposable towels, and a waste receptacle.
- b) Chemically treated towelettes may be used for cleaning hands in a temporary food establishment if the food items offered are pre-packaged or otherwise protected from contamination by hands AND a handwashing facility is available at the event and used by employees following toilet use.

#### When to Wash:

Food employees must wash their hands and exposed portions of the arms after touching bare human body parts, using the toilet room, handling animals, coughing/sneezing, using a handkerchief, using tobacco, eating/drinking, handling soiled equipment/utensils, as often as necessary to prevent cross-contamination, when switching between raw and ready-to-eat food, and after engaging in other activities that contaminate the hands.

#### How to Wash:

Food employees shall clean their hands and exposed portions of the arms in a properly equipped handwashing facility by vigorously rubbing together the surfaces of the lathered hands and arms and thoroughly rinsing with clean water. Employees shall pay particular attention to the areas underneath the fingernails and between the fingers. To avoid recontaminating hands, food employees may use disposable paper towels or similar barriers when touching surfaces such as faucet handles.



**Employee Health:**

The person in charge must exclude employees who have the following conditions:

- Symptoms such as diarrhea, fever, vomiting, jaundice, sore throat with fever. (A food employee with vomiting or diarrhea must be free of symptoms for at least 24 hours.)
- Illnesses such as Salmonella Typhi, Shigella, Escherichia coli O157:H7, Hepatitis A, or Norovirus.

**Hygiene:**

Food employees shall maintain a high degree of personal cleanliness and shall conform to good hygienic practices during all working periods. Food employees shall have clean outer garments and wear effective hair restraints. Smoking, eating, and drinking are not allowed by food employees in the food preparation and service areas. All non-working unauthorized persons must be restricted from the food preparation and service areas.

**No Bare Hand Contact with Ready-to-Eat Food:**

Food employees may not have contact with exposed ready-to-eat food with their bare hands. Suitable utensils, such as deli paper, spatulas, tongs, dispensing equipment, or gloves shall be used.

**Food Source and Temperature****Source:**

All food must be obtained from sources that comply with the law. All meat and poultry must come from USDA-approved sources. Home canned and home-prepared foods are not allowed. Ice for use as a food or a cooling medium must be made from potable water obtained from an approved source.

**Preparation:**

All food prepared off-site for service at a temporary food establishment must be prepared in a licensed food establishment.

**Temperatures:**

**Hot Holding:** Potentially hazardous food must be maintained at 135° F or higher.

**Cold Holding:** Potentially hazardous food must be maintained at 41° F or below.

**Cooking:**

- 165° F for 15 seconds – poultry; stuffing containing fish, meat, or poultry; stuffed fish, meat, pasta, or poultry.
- 155° F for 15 seconds – comminuted fish, meat, pooled raw eggs.
- 145° F for 15 seconds – raw shell eggs broken and prepared in response to a consumers order and for immediate service, fish, meat, and pork.
- See section 3-401.11 (B) of the 2005 Food Code for cooking whole beef roasts, corned beef roasts, pork roasts, and cured pork roasts, such as ham.

**Thawing:**

Potentially hazardous food shall be thawed either under refrigeration maintain the food temperature at 41° F or less; completely submerged under running water having a temperature of 70° F or below; or as part of a cooking process.

### **Cooling:**

Cooked potentially hazardous food shall be cooled from 135° F to 70° F within two hours or less; and from 70° F to 41° F within four hours or less.

### **Reheating for Hot Holding:**

Potentially hazardous food that is cooked, cooled, and reheated for hot holding shall be reheated so that all parts of the food reach a temperature of at least 165° F for 15 seconds within two hours.

### **Date Marking:**

Ready-to-eat potentially hazardous food held refrigerated for more than 24 hours must be clearly marked at the time of preparation to indicate the date by which the food shall be consumed which is seven calendar days or less from the day the food is prepared. **If an alternative marking system is used, the operator must be able to explain the system to inspector.** The inspector may verify employees understand and use the system.

- **Consumer Advisory:** Raw and partially cooked animal food may be served provided the food establishment serves a population that is not highly susceptible, and a consumer advisory has been provided in accordance with section 6149 of the Michigan Food Law of 2000, or 2005 Food Code section 3-603.11.

## **Food and Utensil Storage & Handling**

### **Dry Storage:**

All food, equipment, utensils, and single service items shall be stored at least six inches off the floor on pallets, tables, or shelving protected from contamination, and shall have effective overhead protection.

### **Cold Storage:**

Either mechanical refrigeration units or effectively insulated hard-sided cleanable containers with sufficient ice to maintain potentially hazardous food at 41° F or below shall be provided. Unpackaged food and packaged food subject to the entry of water may not be stored in direct contact with ice or water. **It is recommended all storage units be secured to prevent intentional contamination of foods.**

### **Hot Storage:**

Hot food storage units (i.e., electrical equipment, propane stoves, grills, etc.) shall be used to keep potentially hazardous foods at 135° F or above.

### **Thermometers:**

A thermocouple or metal stem thermometer shall be provided to check internal temperatures of potentially hazardous hot and cold food items. Food temperature measuring devices shall be accurate to +/- 2° F, and should have a range of 0° F to 220° F. Each cold storage unit shall have a numerically scaled thermometer accurate to +/- 3° F to measure the air temperature of the unit.

### **Food Display:**

All food shall be protected from customer handling, coughing, sneezing, or other contamination by wrapping, the use of sneeze guards, or other effective barriers. Condiments must be dispensed in



single-service type packaging, in pump-style dispensers, or in protected squeeze bottles, shakers, or similar dispensers which prevent the contamination of food items by workers, patrons, insects, or other sources.

#### **Utensil Storage:**

: In-use food dispensing utensils must be stored either in the food with their handles above the top of the food container; in running water of sufficient velocity to flush particles to a building drain; or in a container of water if the water is maintained at a temperature of at least 135° F or below 41° F and the water is changed at least every four hours.

#### **Cross-Contamination:**

Food shall be protected from cross-contamination by separating raw animal foods from ready-to-eat foods during storage, preparation, holding, and display. Equipment and utensils (including knives, cutting boards, and food storage containers) must be thoroughly cleaned and sanitized after being used for raw animal foods and before being used for ready-to-eat food.

### **Cleaning**

#### **Warewashing:**

Either a commercial dishwasher or a three-compartment sink set-up must be utilized to wash, rinse, and sanitize equipment and utensils coming into contact with food. The minimum requirements for a utensil washing set-up to wash/rinse/sanitize should consist of three basins that are large enough for immersion of the utensils, a potable hot water supply, and an adequate disposal method for the wastewater. In-use equipment and utensils must be cleaned and sanitized at least every four hours.

A two-compartment sink may be used for small batch operations for cleaning kitchenware provided: A) specific approval has been granted; B) the number of items to be cleaned is limited; C) the cleaning and sanitizing solutions are made up immediately before use and drained immediately after use; or D) a detergent sanitizer is used as specified under section 4-501.115 of the 2005 Food Code.

#### **Sanitizing:**

An approved sanitizer must be provided for sanitizing food contact surfaces. Sanitizers must be used at appropriate strengths as specified by manufacturer. Three common sanitizers, and the typical concentrations required by manufacturers, are:

Chlorine solution = 50 ppm;

Iodine solution = 12.5 to 25 ppm; or

Quaternary ammonium compound = 200 ppm

An approved test kit to measure sanitizer concentrations must be available and used.

#### **Wiping Cloths:**

Wet wiping cloths in use for wiping food spills from food contact and nonfood contact surfaces of equipment shall be stored in a clean chlorine sanitizing solution at a concentration of 100 mg/l. Dry wiping cloths may be used to wipe food spills from tableware and carryout containers. All wiping cloths shall be free of food debris and visible soil, and shall be used for no other purpose.

## **Water Supply and Wastewater Disposal**

### **Water:**

An adequate supply of potable water shall be available on site for cooking and drinking purposes; for cleaning and sanitizing equipment, utensils, and food contact surfaces; and for handwashing. Water must come from an approved water supply. The water supply system hoses, piping, and appurtenances must be constructed with approved food contact materials. The water supply system must be installed to preclude the backflow of contaminants into the potable water supply. All hose and other connections to the potable water supply shall be maintained a minimum of six inches above the ground. The water supply system must be adequately flushed and disinfected prior to use. A supply of commercially bottled drinking water may be allowed.

### **Wastewater Disposal:**

Wastewater shall be disposed in an approved wastewater disposal system. Wastewater may not be dumped onto the ground surfaces, into waterways, or storm drains.

## **Premises**

### **Food Contact Surfaces:**

All food contact surfaces shall be smooth, easily cleanable, durable, and nonabsorbent. All other surfaces shall be finished so that they are easily cleanable.

### **Floors:**

Unless otherwise approved, floors of outdoor-type temporary food establishments should be constructed of concrete; asphalt; non-absorbent matting; tight wood; or removable platforms that minimize dust and mud. The floor area should be graded to drain away from the temporary food establishment.

### **Overhead Protection:**

The temporary food establishment must be covered with a canopy or other type of overhead protection unless the food items offered are commercially pre-packaged food items dispensed in their original containers. Overhead protection is not required over outdoor cooking devices unless unique local circumstances warrant (i.e., roosting birds over cooking area, blowing dust from construction areas, etc.).

### **Walls:**

Walls may be required as necessary to protect against the elements, windblown dust and debris, insects, or other sources that contaminate food, food contact surfaces, equipment, utensils, or employees.

### **Insect Control:**

Windows and doors kept open for ventilation shall be protected against the entry of insects and rodents by 16 to 25 mesh screen, properly designed and installed air curtains, or other effective means. Other effective means may include the storage and handling of food, equipment, utensils, linens, and single service articles in covered containers or by using other methods in a manner that would protect the items from insects and rodents. Such precautions do not apply if flying insects and other pests are absent due to the location of the establishment, the weather, or other limiting conditions.



**Lighting:**

Adequate lighting by natural or artificial means must be provided. Light bulbs shall be shielded, coated, or otherwise shatter-resistant in areas where there is exposed food, clean equipment and utensils, or unwrapped single service articles.

**Ventilation:**

If necessary, mechanical ventilation shall be provided to keep rooms free of excessive heat, steam, condensation, vapors, obnoxious odors, smoke, and fumes. Natural ventilation is normally all that is necessary for outdoor-type temporary food establishments.

**Garbage:**

An adequate number of nonabsorbent, easily cleanable garbage containers must be provided. The containers must be covered and rodent proof. Grease must be disposed of properly.

**Toilet Facilities:**


An adequate number of toilet facilities, as required by law, shall be conveniently provided for food employees. As a minimum, toilets may consist of properly designed, operated, and maintained portable toilets.

**Personal Belongings:**

Personal clothing and belongings must be stored at a designated place away from food, equipment, utensils, linens, and single service articles.

**Toxic Materials:**

Poisonous or toxic materials shall be properly labeled and stored so they cannot contaminate food, equipment, utensils, and single service and single use articles. Only those chemicals necessary for the food establishment operation shall be provided.

 <p><b>Department of AGRICULTURE</b></p> <p><b>INSPECTION GUIDE</b></p>		<p><b>MICHIGAN DEPARTMENT OF AGRICULTURE FOOD &amp; DAIRY DIVISION</b></p>
	<p>Issue Date: 3/07</p>	<p><b>SELF-INSPECTION GUIDE FOR FARMERS' MARKETS</b></p>

The following questions will help managers and operators self-assess farmers' markets, farm markets and other temporary sites selling produce or other agricultural products. A properly operated market should be able to answer "YES" to all applicable questions.

**Market:**

1. Is the area surrounding the market place free of trash and is dust controlled?
2. Are market-managed facilities sanitary, in good repair, suited for intended use and otherwise in compliance (toilet facilities, hand or utensil washing stations, building structures)?

**Vendors:**

1. Is the area surrounding the stand clean, free of trash and provided with a covered trash receptacle?
2. Are proper controls in place to ensure the acceptability and safety of raw agricultural products?
3. Is the area free of insects, rodents, birds or other animals that may pose a contamination risk?
4. Is water used for hand, produce or equipment washing from an approved source? If from a well, has the well been tested and approved within the last year?
5. Considering the level of food handling activities: Does the vendor comply with aspects of this guidance and the, "Temporary Food Establishment Operations Checklist and the Michigan Food Law 2000, as amended"?
6. Are employees following approved food handling methods and have proper personal hygiene? Are employees who handle food free from boils, sores or infected wounds?
7. Are employees who handle food wearing clean outer garments and, hair restraints when necessary?
8. Are processed foods from approved sources, product-packaging materials sufficient to protect the food and, are prepackaged foods properly labeled?
9. Are food storage containers, coolers or freezers adequate in size, of proper construction, well maintained, clean and suited for intended purpose?
10. Are the food transport vehicles clean, adequate in size and constructed in a manner to preclude contamination?
11. Are potentially hazardous foods maintained at 41F or below or, kept frozen?
12. Are single ingredient, USDA meat and poultry products kept frozen throughout handling, properly packaged and labeled and otherwise in compliance with USDA rules?



## West Park Farmers Market to Open Saturday May 25

The annual farmer's market in Grosse Pointe Park will begin the 2013 season Saturday May 25. This year will feature three nighttime markets and there is a waiting list for jewelry vendors.



West Park Farmers Market in Grosse Pointe Park draws hundreds on Saturday mornings throughout the spring, summer and fall along Kercheval Avenue.

The 2013 season of [West Park Farmer's Market](#) in [Grosse Pointe Park](#) will open along Kercheval Avenue Saturday May 25 featuring fresh Michigan produce as well a host of other vendors with a variety of merchandise.

Market manager Jennifer Meldrum began working on the stretch of Kercheval Avenue where the vendors set up by planting flowers and generally preparing for opening day.

The market is in its tenth year this season, Meldrum said, noting how important it is for Grosse Pointers to shop the market in order to maintain it. This year's season is starting a few weeks later than usual to help ensure farmers have a multitude of crops for shoppers.

Sometimes in Michigan because of weather the crop matures a little later than other places, but Meldrum said offering Michigan-grown vegetables and fruits is important.

In addition to opening later in the season, the market will continue through the fall, Meldrum said. Rather than ending the season just as fall begins and before any of the farmers have the chance to sell their pumpkins or gourds, the season is being extended this year to Oct. 26, Meldrum said.

Among the items one can find at the market are: locally grown vegetables and fruits, flowers, baked goods, jewelry, gardening and wooden wares, candles, birdhouses and wildlife goods, oils and vinegars and more.

For the second year in a row, Meldrum has a waiting list of jewelry vendors, she said. Meanwhile, there will be some new vendors as well, she said.

The new vendors include Grosse Pointe Garden Party and Muddy Paws, she said.

The market operates on Saturdays from 9 a.m. to 1 p.m. There is off-street parking available in a lot between Lakepointe and Beaconsfield.

For more information about the market, [visit its website through Grosse Pointe Park's site](#). The market is open rain or shine and rarely is cancelled due to weather.





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## West Park Farmers Market

Grosse Pointe Park, Michigan



Like us



Welcome to Grosse Pointe Park's West Park Farmers Market web site. Here you can find out about your nearest market, browse the vendors that participate, and view all the latest news including special events.

This open air market brings you the best Michigan grown produce, and an array of products to satisfy the

shopper in all of us.

The Farmers Market experience is about being able to speak directly to the producer about their products and obtain fresh grown Michigan produce, along with perusing all the merchandise your neighborhood market has to offer.

Come along and see for yourself and make a visit to the Market this years resolution.





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## West Park Farmers Market

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The West Park Farmers Market is located in Grosse Pointe Park, Michigan, and is entering its' tenth season. The Market will begin its 2013 season on May 25th at 9:00 a.m. We will have a plethora of vendors and will be offering celebratory "gifts", in honor of our tenth season, to the first one hundred families who attend.

Our vendors will be offering fresh products, certified organic and non-organic produce, cheeses, baked goods, art, candles, jewelry, crafts, plants, cut flowers, and an array of delicacies in case you come hungry. By June we expect to have farmers offering not only hot house tomatoes, cucumbers, and lettuce grown in Michigan, but vegetable, flower and herb plants for your garden. Additional produce will be available in season.

Not only is the market a great place to shop, but it is also a place for families to interact, and take advantage of a number of activities, such as easy listening music, children's crafts, and food sampling just to name a few. The Market will run this year from May 25th thru October 26th. Regular hours are Saturdays from 9:00 a.m. to 1:00 p.m. including holidays. Weather is rarely a cause for cancelling or closing.

Off street parking is available in the public parking lot which is in the market district. The parking lot is conveniently located off Kercheval between Lakepointe and Beaconsfield.

YOU CAN RECEIVE VENDOR INFORMATION BY CONTACTING THE MARKET MANAGER JENNIFER MELDRUM AT 313-822-2812 EXT. 202, BETWEEN 8:00a.m. AND 4:00p.m. MONDAY THRU FRIDAY, or go to the forms and flyers page on this web site and download your forms.

Forms should be returned to the Market Manager at 15115 E. Jefferson Grosse Pointe Park Michigan, 48230, Attn: West Park Farmers Market, or you can e-mail them to [meldrumj@grossepointepark.org](mailto:meldrumj@grossepointepark.org).

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# West Park Farmers Market

*Grosse Pointe Park, Michigan*



## CALENDAR OF EVENTS



### 2013 West Park Farmers Market

This year, as in the past, we hope to entice and entertain with a variety of foods, special events, entertainment and gift items.

Special event days will, once again, take place monthly throughout the season and will feature specialty items or events. Dates and times for special events will be listed on this page once determined.

If you have any questions regarding the Market, or would like to be a vendor, please contact Market Manager Jennifer Meldrum at (313) 822-2812, ext. 202, from 8:00 am to 4:00 pm Monday through Friday.

#### Opening Day

May 25th  
9:00 am -  
1:00 pm

#### Special Events

Ten Year  
Celebration  
Flower Day

#### Closing Day

October 26th  
9:00 am -  
1:00 pm

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## Market Special Events



### **Our first After 6 Event is on June 8th!**

In conjunction with the West Park Farmers Market we will be hosting this evening event which will include:

A Live Band (The Trust)

Silent Movies (Greatest Dance Moves) on the Big Screen

A Beverage Tent

Food Vendors (Bring your Appetite)

Market Specialty Vendors

Kerchevel will be closed from 4PM until Midnight. There will be foot traffic only. Events run from 6PM until 11PM.

For further information please contact:

Jennifer Meldrum, Market Manager

Phone: (313) 822-1159 X 202

Email: [Meldrumj@Grossepointepark.org](mailto:Meldrumj@Grossepointepark.org)

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## Market Vendors



*Our Vendors Provide Personable and Courteous Sales Information*  
Remember, this is just a small sample of the vendors ....

### Farmers...

*The Martin Family Farm, Lenox Mi. [mattmadeline@juno.com](mailto:mattmadeline@juno.com)*

*Blakes, Romeo Mi.*

*Reinhardt Blooms, Kawkawlin Mi.*

*Uhlianuk's, North Branch Mi.*

*Todosciuk Farms & Greenhouses, Howell Mi. [tofarmers@comcast.net](mailto:tofarmers@comcast.net)*

*This vendor participates in Community Supported Agriculture*

*Chai Family Farm, New Haven Mi. [chaivaj@gmail.com](mailto:chaivaj@gmail.com)*



### Food Vendors...

*The Green Grocer, St. Heights Mi. [jgreengrocer@wowway.com](mailto:jgreengrocer@wowway.com)*

*the Malcolm Tradition, Eastpointe Mi. [mail@themalcolmtradition.com](mailto:mail@themalcolmtradition.com)*

*Lupe Davil G.P.P. Mi.*

*Mike Cadrette, [macad@comcast.net](mailto:macad@comcast.net)*



### Gift Items...

*Cheryl's Boutique, G.P.P. Mi.*

*[cherylsboutique@aol.com](mailto:cherylsboutique@aol.com)*

*Kristin Henschel Designs G.P.W. [khenchel@hotmail.com](mailto:khenchel@hotmail.com)*

*Mac Woodwork, St. Clair Shores Mi.*

*art Cozy Collection Lincoln Park Mi. [admin@artcozycollection.com](mailto:admin@artcozycollection.com)*

*Baubles-n-Beads,*

*D.I.A. Cutom Jewelry, [dias@scglobal.net](mailto:dias@scglobal.net)*



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- [Contact Us](#) © 2013 Grosse Pointe Park. Designed by [olwebdesign.com](http://olwebdesign.com)

January 2013

Hello once again to all returning and prospective vendors;

As always it is a pleasure to be contacting everyone for our up-coming tenth year at the West Park Farmers Mkt. The 2013 farmer's market season runs twenty-three weeks, every Saturday from May 25th, through October 26th. Market hours will once again be from 9:00 a.m. to 1:00 p.m. Vendors need to be set up and ready for their first sale no later than 8:45. Rain is not usually a cause for closing the market as our farmers and produce people always choose to persevere!

This year the scheduling will once again be done monthly, however, new this year is the way the individual business will be invited to attend. Every Saturday in the month, farmers, produce vendors, food vendors and anything that applies to that type of product (at the Managers discretion), will be invited to attend. The last Saturday of every month is open to ALL types of business (at the Managers discretion). Payments WILL NOT BE ACCEPTED AT THE MARKET. If yearly registration, payment, or scheduling has not been taken care of in advance, your presence at the Market will not be expected.

All forms can now be found on line at [www.grossepointepark.org](http://www.grossepointepark.org), Park Market West. Please read and fill out all forms and remit with your payment. The rules and guidelines need to be signed and sent in with the registration form or you can not attend. If you have any concerns or questions, or do not have access to a computer you can contact me at 313-822-2812 ext. 202, Monday thru Friday 8:00 a.m. to 4:00 p.m. If necessary leave a message and I will get back with you A.S.A.P.

Sincerely,

Jennifer Meldrum

West Park Farmers Market Manager  
G.P.P. Parks and Rec.  
[meldrumj@grossepointepark.org](mailto:meldrumj@grossepointepark.org)  
313-822-2812 ext.202





# WEST PARK FARMERS MARKET

Your Company Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Date: \_\_\_\_\_

**PAYMENT MUST BE RECEIVED PRIOR TO ATTENDANCE AT MARKET**  
**(SEE RULES AND GUIDELINES)**

**\*Please list all dates for the MONTH/SEASON you will be attending and re-mitt payment\***

<b>Number of Spaces Required (Approx. 10x10)</b>	<b>Price for Space With (\$35) Without (\$30) Umbrella</b>	<b>Dates you will attend</b>	<b>Total amount Due</b>

Thank you,

**Jennifer Meldrum**

Market Manager

313-822-2812 ext. 202

[meldrumj@grossepointepark.org](mailto:meldrumj@grossepointepark.org)

Re-mitt payment to:  
**West Park Farmers Market**  
**Attn: Jennifer Meldrum**  
**15115 E. Jefferson Ave.**  
**Grosse Pointe Park, MI 48230**

Please Make Checks payable to:

**CITY OF GROSSE POINTE PARK**



# WEST PARK FARMERS MARKET

## VENDOR REGISTRATION

**\*A weekly vendor fee of \$35 per "display area" with umbrella.  
or \$30 per display area without an umbrella.**

**Prepayment and monthly pre-scheduling/commitment are now required.**

**\*\*Vendor fees are Non-Refundable.\*\***

**How many "display areas" will you require? \_\_\_\_\_.**

*Note to vendors: A display area is **approximately** 10 x 10.*

***Display area size is subject to change.***

*Vendors must supply their own tables and chairs*

**PLEASE PRINT ALL INFORMATION CLEARLY.**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Principal Contact(s)** \_\_\_\_\_

**Phone #s Home:** \_\_\_\_\_ **Work:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Please list the materials/produce that you would like to sell at the farmers market.**

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**Appropriate licenses required by the Dept. of Agriculture? YES NO (circle)**

**\*Vendors need to set up and ready for business no later than 8:45 a.m. and stay through the day! EXTENDED DAY RUNS THROUGH 3:00 p.m.**

**\*SAVE! If you pay for the ENTIRE SEASON in advance, the following rates will apply.  
\$30 with an umbrella or \$25 without per space per week!**

**Mail to:** West Park Farmers Market  
Attn: Jennifer Meldrum  
15115 E. Jefferson  
Grosse Pointe Park, MI 48230

**Fax To:** 313-821-0922  
Attn: Jennifer Meldrum  
Market Manager  
**Email To:** meldrumj@grossepointepark.org

**Questions? Call Jennifer Meldrum @ 313-822-2812 ext 202**



**WEST PARK  
FARMERS MARKET  
RULES AND GUIDELINES FOR VENDORS**

These rules and guidelines must be followed for a vendor to remain eligible to participate in the West Park Farmer Market ("Market"). Failure to follow these rules and guidelines can result in loss of ability to sell goods at the Market and loss of fees paid.

The goal of the Market is residents to gain access to quality fruits, vegetables, flowers and plants as well as other gift items at a central location, in a neighborly community atmosphere. It is also understood that vendors participate in the Market to make a profit and that an atmosphere must also be maintained consistent with that goal. To further these goals, the following rules and guidelines of the Market are established. All applicable local, state and federal ordinances governing vendor's business activities must be complied with by vendors along with these rules and guidelines.

1. Vendors must be registered with the City of Grosse Point Park and all FEES PAID MONTHLY (at least 30 days in advance). New entries will be accepted two weeks prior to start date.
2. Vendors must be at least 16 years of age, unless otherwise specified by the Market Manager.
3. Vendors are responsible for obtaining and maintaining their own general liability, personal liability and/or product liability insurance. Vendors must provide the Market Manager with certificates of insurance with this signed form.
4. No live animals may be offered for sale or given away at the Market.
5. NO pets may be brought by the vendors to the Market. This is for safety and health reasons.
6. Products sold under a brand name other than the owners/vendors are prohibited unless otherwise authorized by the Market Manager.
7. Vendors must broom clean up their locations prior to leaving for the day.
8. Vendors shall conduct themselves in a manner that is courteous to the other vendors, Market personnel, and the public. Language and behavior that is threatening, discourteous, abusive or harassing shall constitute a violation of these rules.
9. Vendors are limited to fruits, vegetables, flowers, plants and herbs. No unwholesome, inedible, or unusable produce shall be offered for sale. Other items not listed will be listed at the discretion of the Market Manager, in keeping with the nature and image of the Market. The vendor will list in writing what additional items they want to sell and submit it for approval.
10. By signing this form, the vendor expressly releases the City from any and all claims and/or causes of action against the City of Grosse Pointe Park and all of its past, present. and future employees of whatever type, wherever such claims and/or causes of action arose or arises.

11. No hawking of products is allowed. Playing music or other entertainment for the purpose of attracting customers is prohibited.
12. Neither the City of Grosse Pointe Park nor the Market is responsible for lost or stolen property or injuries to vendors or their staff.
13. All vendors are responsible for keeping proper records for taxes and health compliance.
14. Vendors may not sublet space.
15. Vendors must supply their own tables and chairs.
16. Vendors must not block access to another vendor's area with tables, vehicles etc...
17. Vendors are expected to dress appropriately. Shoes, shirts, pants.
18. In case of emergency the police, fire and ambulance can be reached at 911 or 313-8227400. THE LOCATION OF THE MARKET IS 15200 Kercheval Avenue, Grosse Pointe Park.
19. Suggestions, complaints and any arising problems should be addressed to the Market Manager at (313) 822-2812 ext 202.
20. Vendors must be set up at the Market by no later than 8:45 a.m. or they will not be allowed in. Market hours are from 9:00 a.m. to 1:00 p.m. Vendor must remain until 1:00 p.m. or 3:00 p.m. for special events. Vendors will NOT be allowed to leave/park their vehicles anywhere on Kercheval Avenue. The municipal parking lot has been provided for your convenience.
21. Vendors must supply signage to identify themselves to the public.
22. Vendors shall not smoke at their sales area.
23. Vendors should respect neighboring vendors products/and or ideas and not duplicate after the original registration is made.
24. Vendors shall observe all provisions of the City of Grosse Pointe Park Code.
25. The Market reserves the right to amend and/or add to these Rules and Regulations from time to time.

***I have read and agree to comply with all the above Rules and Guidelines of the Market***

---

**Signature**

**Date**





### Health & Fitness Event

June 23, 2013  
9 a.m. – 3 p.m.

[Click for more events](#)

### Volunteer Information Press Contact Us



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[Shopper Info](#)

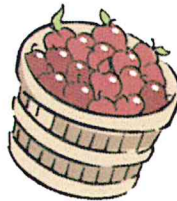
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## OUR MISSION

**New this year: Extended Hours!**  
Shop from 9 a.m. to 3 p.m. all season long!

The Birmingham Farmers Market is dedicated to creating a weekly experience for area residents to shop for farm fresh agricultural products and gather with others in the community, while enjoying entertainment and family-friendly activities.



This season at the Birmingham Farmers Market you'll find more than 70 booths featuring:

- locally and regionally grown produce
- garden plants and flowers
- organics
- fresh prepared foods
- hand crafted items
- and more!

It's easy to leave with a hearty arm full of wholesome and healthy goods! Enjoy live music performances while you shop, and this year's "Kids Zone" promises an enjoyable arts & crafts experience for your little farmers.

### Birmingham Farmers Market on TV!

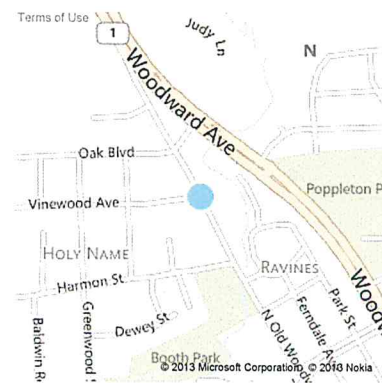
Check out our 30 second video, airing on Wow Cable in the Birmingham-Bloomfield area this season!

 [SEARCH](#)

## HOURS

Every Sunday  
May 5 thru October 20  
9am - 3pm!

## FIND US



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Public Parking Lot 6 on the east side of N. Old Woodward (across from Salvatore Scallopini Restaurant and Booth Park)



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### Health & Fitness Event

June 23, 2013  
9 a.m. – 3 p.m.

[Click for more events](#)

### Volunteer Information Press Contact Us



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## SPONSOR INFORMATION

Those interested in becoming a sponsor of the 2013 Birmingham Farmers Market may download our [2013 Sponsor Letter and Form](#).

### A Special Thank You to our 2013 Sponsors:

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It's that kind of experience.

[wowway.com](http://wowway.com)

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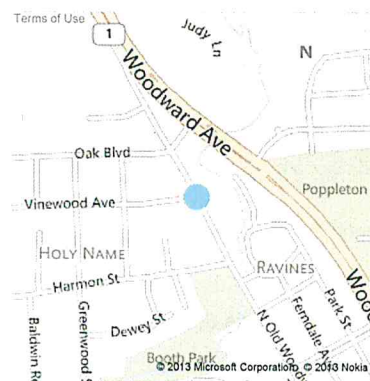
[GourmetEverydayDelivery.com](http://GourmetEverydayDelivery.com)  
248-398-5559

## HOURS

Every Sunday  
May 5 thru October 20  
9am - 3pm!

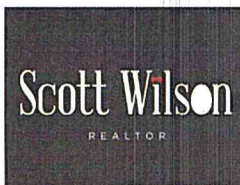
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Public Parking Lot 6 on the east side of N. Old Woodward (across from Salvatore Scallopini Restaurant and Booth Park)





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**A special thank you to our sponsors for the 2012 season:**

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## **SPONSORSHIP OPPORTUNITY**

We are pleased to present the Birmingham Farmers Market 2013 Season! New this year is an added hour each week - the market hours will now be from 9 a.m. to **3 p.m.**

The 2013 market will be held for 25 weeks on Sundays from May 5 through October 20. As you undoubtedly know, our market is one of Birmingham's favorite events and is highly regarded throughout Michigan.

The Market is funded primarily by the Principal Shopping District, with private contributions from local businesses and patrons. We need your support to continue this Birmingham tradition!

A sponsorship is a great way to get your company's message to thousands of people of all ages - during the Market season! Birmingham Farmers Market patrons are primarily from Birmingham and the Bloomfield area. Our patrons frequent area businesses and represent one of the top demographic profiles in southeast Michigan. As a sponsor, your message will be advertised and publicized in key media outlets. Last year the market enjoyed an **average weekly attendance of 2,500**. In 2012, the Birmingham Farmers Market made over **22 million impressions**, based on news media coverage and advertising.

Creating a festive and sophisticated gathering, the Market brings the community together on a regular basis among live music, flowers, fruits and vegetables, freshly prepared foods, children's activities and more. Special event weekends like Health and Fitness Day, Corn Festival, Harvest Festival and End of Season Celebration bring even more patrons with special activities and additional promotion.

A complete list of sponsorship opportunities is attached. For you to secure the maximum benefits for your sponsorship through signage and press materials, we will need a firm **commitment by March 29, 2013**. If you are interested in supporting this event or have any questions please feel free to contact the Birmingham PSD office at 248-530-1200.

Thank you in advance for your support!

*The Birmingham Farmers Market Committee*



## **BIRMINGHAM FARMERS MARKET --- Sponsorship Opportunities**

### **Presenting Sponsor (two Available) - \$5,000**

#### *Category Exclusivity*

- Company logo in a prominent position on signage at the Market and on Birmingham merchant window posters
- Company logo on all advertising/collateral material as lead sponsor
- Company name in press releases
- Company name on BirminghamFarmersMarket.org
- Opportunity to display brochures at a sponsor information table
- Use of one market booth space for entire season
- Opportunity to customize a marketing program to inform sponsors' customers of their support of this event

### **Market Master - \$2,500**

#### *Category Exclusivity*

- Company logo in a prominent position on signage at the Market and on Birmingham merchant window posters
- Company logo on all advertising/collateral material as lead sponsor
- Company name in press releases
- Company name on BirminghamFarmersMarket.org
- Opportunity to display brochures at a sponsor information table
- Use of one market booth space for half season
- Opportunity to customize a marketing program to inform sponsors' customers of their support of this event

### **Market Enthusiast - \$1,000**

- Company name included prominently in all advertising
- Company name on signage at the Market
- Company name on BirminghamFarmersMarket.org
- Opportunity to display brochures at a sponsor information table for 1 weekend

### **Market Friend - \$300-\$500**

- Company or personal name on signage at the Market
- Company or personal name on BirminghamFarmersMarket.org
- Company or personal name in one "thank you" advertisement in local paper

### **Market Business Sponsor - \$100**

- Business Name on BirminghamFarmersMarket.org

### **Market Weekly Booth Sponsor - \$100/Week (minimum of 4 weeks, subject to approval)**

- Use of one market booth space per week
- Business Name on BirminghamFarmersMarket.org

### **In-Kind Sponsor - Value: at least \$1,000 in goods or services**

- Company Logo in appropriate advertisements, signage and program
- Company name on BirminghamFarmersMarket.org



### **Sponsorship Opportunities**

**Please respond by March 1, 2013 to be included in early print materials. Final deadline for sponsors is March 29, 2013.**

Yes, I want to sponsor the Birmingham Farmers Market!

- Enclosed is my check in the amount of \$\_\_\_\_\_.
- \_\_\_\_\_We will provide in kind services. Please describe in detail and quantity.  
\_\_\_\_\_  
\_\_\_\_\_
- Enclosed is a copy of our company logo (when appropriate) or email to [info@enjoybirmingham.com](mailto:info@enjoybirmingham.com).

Company Name\_\_\_\_\_

Contact Person\_\_\_\_\_

Address\_\_\_\_\_, City\_\_\_\_\_, State\_\_\_\_\_

Zip Code\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

Email\_\_\_\_\_

For more information, call:

**Lori Rondello or John Heiney** – Birmingham PSD 248-530-1200  
Email: [info@enjoybirmingham.com](mailto:info@enjoybirmingham.com)

Please mail to:  
Birmingham Farmers Market  
151 Martin  
Birmingham, MI 48009  
or email: [info@enjoybirmingham.com](mailto:info@enjoybirmingham.com)



### Health & Fitness Event

June 23, 2013  
9 a.m. – 3 p.m.

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## SHOPPER INFORMATION

### [Seasonal Produce Guide & Cousin Don's Columns](#)

Access a seasonal produce guide showing when fruits and vegetables become available in Michigan. What to Expect at the Market Each Month by Richard "Cousin Don" Hobson Birmingham Market Master, Richard "Cousin Don" Hobson, and his family have be...

### [Specials and Promotions](#)

Stay tuned for details about our next promotion!

### [Recipes](#)

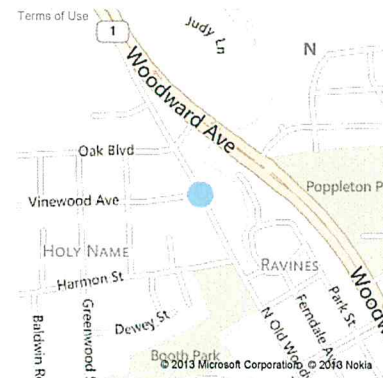
Mexican Grilled Corn by Kelli Lewton of 2 Unique Caterers & Event Planners  
Avocado and Grilled Corn Salad with Cilantro Vinaigrette by Kelli Lewton of 2 Unique Caterers & Event Planners  
Summer Vegetable Sautee with Fresh Corn and Herbs ...

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## HOURS

Every Sunday  
May 5 thru October 20  
9am - 3pm!

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## SEASONAL PRODUCE GUIDE & COUSIN DON'S COLUMNS

Access a [seasonal produce guide](#) showing when fruits and vegetables become available in Michigan.

### What to Expect at the Market Each Month by Richard "Cousin Don" Hobson



Birmingham Market Master, Richard "Cousin Don" Hobson, and his family have been involved in farmers markets for seven generations. They sell organic produce from their family farm in Clifford, Michigan. Each month Cousin Don writes columns about what you'll find at the Birmingham Farmers Market each month, the work he's doing on his farm and upcoming special events at the market.

[Cousin Don May 2013 Column](#)  
[Cousin Don's April 2013 Column](#)

### 2012

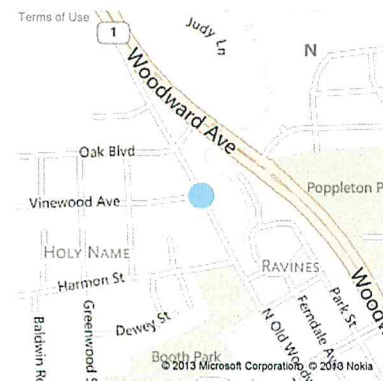
[Cousin Don September 2012 Column](#)  
[Cousin Don August 2012 Column](#)  
[Cousin Don July 2012 Column](#)  
[Cousin Don June 2012 Column](#)  
[Cousin Don May 2012 Column](#)  
[Cousin Don April 2012 Column](#)

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# Michigan Availability Guide

This chart is a buying guide for fruits and vegetables commonly grown in Michigan. It shows a wide range of availability because the season for fruits and vegetables varies slightly from year to year and from one area of the state to another.



## Fruits

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Apples</b> (fall)												
<b>Apples</b> (summer)												
<b>Apricots</b>												
<b>Berries</b> (black)												
<b>Blueberries</b>												
<b>Cantaloupe</b>												
<b>Cherries</b> (red tart)												
<b>Cherries</b> (sweet)												
<b>Grapes</b>												
<b>Melons</b> (watermelon, musk)												
<b>Nectarines</b>												
<b>Peaches</b>												
<b>Pears</b>												
<b>Plums</b>												
<b>Raspberries</b>												
<b>Rhubarb</b>												
<b>Strawberries</b>												









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## OPENING DAY

The 11th season at the Birmingham Farmers Market kicks off Sunday, May 5 from 9 a.m. to 3 p.m.

Be among the first 100 people to arrive and you'll receive a free canvas bag. Also, children on Opening Day will receive a free balloon. All Opening Day attendees can enter a free raffle to win tickets to the Fisher Theater to see "Catch Me If you Can".

**Brand new this year the market will remain open until 3 pm, an hour longer than years past!**

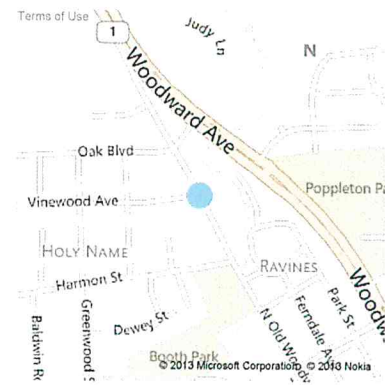
Expect to find rhubarb, parsnips, and a large variety of greens and herbs at the market in May. Just in time for Mother's Day, you'll find a beautiful variety of spring flowers in hanging baskets, flats and potted arrangements. Stock up on locally and regionally grown produce including some early organic vegetables, berries, garden plants, baked goods and hand crafted items.

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## HEALTH & FITNESS EVENT

**Where:** Farmers Market-City Parking Lot #6

**When:** Sunday June 23, 9 a.m. until 3 p.m.

**Contact:** Birmingham Principal Shopping District at 248-530-1200

In addition to the most fresh and healthy food around, Birmingham Farmers Market attendees will find even more to improve their health during the event.

Vendors interested in participating in the event may download the [2013 Health and Fitness Application](#). All application forms must be submitted to Marianne Gamboa ([mgamboa@bhamgov.org](mailto:mgamboa@bhamgov.org) or fax to 248-530-1110) by Friday, May 24.

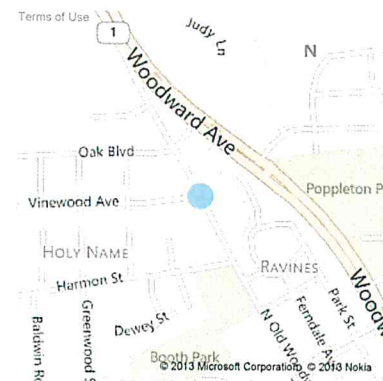
We look forward to seeing you at the fourth annual Health & Fitness Event!

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## CORN FESTIVAL

**Where:** Farmers Market-City Parking Lot #6

**When:** Sunday, August 11, 9 a.m. until 3 p.m.

**Contact:** Birmingham Principal Shopping District at 248-530-1200

Corn is King for a Day at the Birmingham Farmers Market!

Come celebrate one of Michigan's sweetest harvests with games, special kids crafts (provided by Happy Dino Daycare), demonstrations and old-fashioned corn shelling.

Enjoy fresh prepared corn recipes including roasted corn, kettle popcorn, corn bread and other homemade recipes. And of course there will be plenty of fresh Michigan sweet corn for sale!

Shoppers can see and pet a variety of farm animals at the event from Bowers School Traveling Farm. Expect to see rabbits, baby animals, a milking goat, pony and sheep.

Find special corn recipes on our [Recipes](#) page!

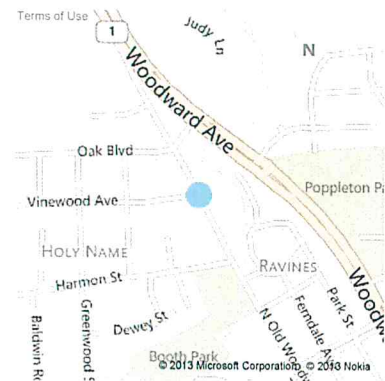


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## HARVEST FESTIVAL

**Where:** Farmers Market-City Parking Lot #6

**When:** Sunday, September 15, 9 a.m. - 3 p.m.

**Contact:** Birmingham Principal Shopping District at 248-530-1200

Join the Birmingham Farmers Market for our popular Harvest Festival!

- Corn Shelling
- View a live sheep shearing demonstration from one of the top ten sheep shearers in the nation, Sy Caryl, at 11 a.m. and 12:30 p.m.
- Antique Farm Tools & Machinery
- Live Entertainment
- Straw hat craft – free to kids!

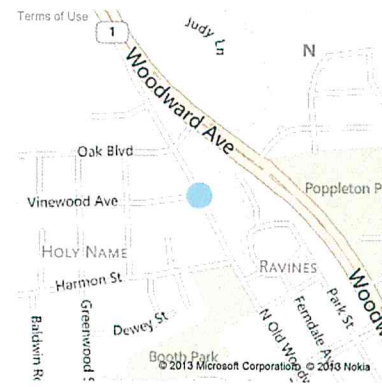
Shoppers can see and pet a variety of farm animals at the event from Bowers School Traveling Farm. Expect to see rabbits, baby animals, a milking goat, pony and sheep.

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**Health & Fitness  
Event**

June 23, 2013  
9 a.m. – 3 p.m.

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Press  
Contact Us**[Vendor & Sponsor Info](#)[Shopper Info](#)[Special Events](#)[Get to Know Your Farmer](#)

## END OF SEASON CELEBRATION

**Where:** Parking Lot # 6 North Old Woodward (the east side of North Old Woodward, north of Harmon Street)

**When:** October 20, 2013 from 9 am – 3 pm

**Contact:** Birmingham PSD at 248-530-1200

The Birmingham Farmers Market's 2013 season is coming to a close, but we'll have some fun saying good-bye at our End of Season Celebration! Dress your children in their Halloween costumes and join us as we wrap up our season with these exciting activities:

- Hayrides
- Corn shelling
- Live music
- Children's pumpkin craft
- Old fashioned kettle corn wagon
- Pumpkin carving demonstration – all day!

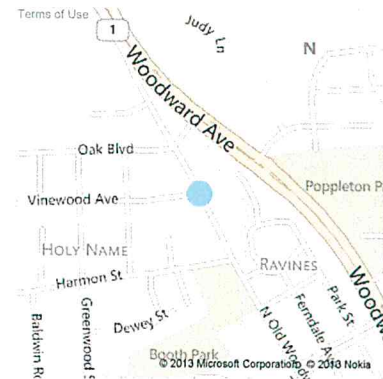
We look forward to seeing you there!

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## GET TO KNOW YOUR FARMER

### [Meet George Uhlianuk from Uhlianuk Farms](#)

Q: What can you tell us about yourself and your farm? George: I'm 44 years old and I've been farming my entire life. I represent the third generation of farmers in my family and I really love what I do. Our 120-acre farm is located in Armada, Michigan. Q: What do you grow on your [...]

### [Meet Kathy Fusilier from Fusilier Family Farms](#)

Q: Tell us about your farm and your history with farming. Kathy: Our main farm is about 300 acres at the edge of the Irish Hills in Manchester, Michigan. We are the fifth and sixth generation of Fusiliers farming this great land. My husband and I manage the farm with our four children and their [...]

### [Meet Kellie Zochowski from John Henry's](#)

Q: How many years have you been a farmer? Kellie: I've been farming all my life. I grew up at the Romeo Airport and my parents grew crops between the runways! They grew corn, soy beans and wheat. I used to ride the combine with my uncle for hours, and I just loved it! Today [...]

### [Meet Lee Uhlianuk from Uhlianuk Specialties From the Farm, LLC](#)

Q: Tell us about your farm in North Branch and your history on the farm. Uhlianuk: I grew up on my parent's farm in Armada, MI. I became an automotive designer and after 14 years, I retired and bought two farms in North Branch (one on each side of the road) totaling 100 acres. Q: [...]

### [Meet Lorrie Jackson from Jackson Farms](#)

Every Sunday from May through October, local farmers wake in the wee hours of the morning to prepare and deliver products to eager shoppers at the Birmingham Farmers Market. Here's your opportunity to learn more about those who work hard to provide the community with beautiful, fresh cut flowers each week at the market. Our [...]

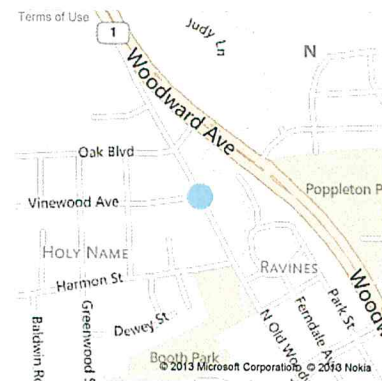


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Meet Maria Carlin from Maria's Garden

Q: Tell us about your farm and your history with farming. Maria: Our farm is located in Corunna, Michigan. My husband, Rob (a fifth generation farmer), works for the United States Department of Agriculture and manages 250 acres; I manage 10 acres of produce. I grew up in Ludington and married into the farming business. [...]

Meet Rich Bercel from Cooky Kutehey Farm Produce

Q. Tell us about your farm in Washington Township and your history on the farm. Bercel: The farm is about 300 acres and it has been in my wife's family for three generations. Our families have been friends for many years, so I had experience with farming as a young child. Our produce stand is [...]

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Community  
Food  
Security  
Coalition

# BUILDING HEALTHY FOUNDATIONS FOR FARMERS MARKETS

RECOMMENDATIONS FOR CITIES AND COUNTIES

A publication of the Community Food Security Coalition and The Farmers Market Coalition



This publication was produced by the Community Food Security Coalition with generous funding from the Communities Putting Prevention to Work Program and in collaboration with the Farmers Market Coalition.

Authors: Stacy Miller, Jezra Thompson and Marion Kalb

The authors would like to thank Heather Wooten at Public Health Law and Policy (PHLP), Suzanne Briggs, and Darlene Wolnik for their editorial contributions to this paper.


Community Food Security Coalition is a leader in the field of community food systems. We build the capacity and connections of our members, and implement programs and policy change efforts to strengthen and accelerate the food justice movement. To learn more about our work visit our website or contact us.

[www.foodsecurity.org](http://www.foodsecurity.org) | [info@foodsecurity.org](mailto:info@foodsecurity.org) | 503-954-2970

The Farmers Market Coalition seeks to strengthen farmers markets' capacity to serve farmers, consumers, and communities by providing the rapidly growing movement with information, tools, and representation at state and federal levels. We help build networks, link peers, inspire leadership, and connect farmers markets old and new with resources for success.

For more information on  
The Farmers Market Coalition, please visit:  
<http://farmersmarketcoalition.org/>



  
**Community  
Food  
Security  
Coalition**



## ABSTRACT

Farmers markets address a community's need for food access, redevelopment and local economics by bringing a region's farmers and eaters directly together. They allow small and mid-size family farmers, who traditionally can't compete in the traditional marketplace, to sell their products directly to the consumer, often in areas that lack sufficient options to purchase healthy food. The bridging of divides between urban and rural communities is just one positive outcome of the growing local-food movement taking root in communities across the United States. This movement encourages responsible consumerism, sustainable agricultural production, and greater access to healthy and affordable food. Between 2008 and 2010 alone, the number of farmers markets has increased more than 30 percent as demand for local food continues to rise.<sup>1,2</sup>

This growth demonstrates that demand and supply are moving in lock-step fashion at the local level to bring these mutually beneficial structures to fruition.

Farmers markets not only represent an opportunity for producers and consumers. Cities, counties, regions and states can make targeted, cost-effective investments in long-term community health, economic diversity and entrepreneurial success with greater support for farmers markets. This paper provides an overview of the various benefits farmers markets bring to communities and offers recommendations for a variety of ways local governments, as well as other community agencies, can support and strengthen farmers markets. Suggesting that support for existing farmers markets is just as or even more important than starting new ones, we provide examples of some of the challenges, as well as offer a window into some of the creative solutions at play, in communities across the country as farmers, neighborhoods, and local governments work together. Lastly, we offer the reader links to numerous resources describing how to establish farmers markets, how to become involved on a variety of levels, and how to align policies to support their ability to yield crosscutting benefits to farmers, consumers and communities.

We hypothesize that with appropriate local government support, a farmers market can become:

- An important incubator for small businesses
- A platform for civic discourse, socialization and volunteerism
- An opportunity to promote healthy food and encourage better nutritional choices
- A reliable venue for agricultural producers to experiment with new product lines and adapt enterprise models based on local demands
- A system in which all stakeholders can participate in market governance
- A platform for educating both youth and adults about agriculture and the environment
- A catalyst for cross-disciplinary alliances between agencies and organizations that efficiently address a variety of regional needs
- An opportunity for market organizers to innovate, rapidly respond to local needs and build templates that serves as models for other communities

## INTRODUCTION: AN OVERVIEW OF HOW AND WHY TO SUPPORT FARMERS MARKETS

According to the Farmers Market Coalition (FMC), a farmers market operates on a regular basis and "is organized for the purpose of facilitating personal connections that create mutual benefits for local farmers, shoppers and communities. To fulfill that objective farmers markets define the term local, regularly communicate that definition to the public, and implement rules/guidelines of operation that ensure that the farmers market consists principally of farms selling directly to the public products that the farms have produced."

The triple bottom line of economic, community and public health benefits inherent in successful farmers markets offers ample justification for investments in market development and growth. Evidence suggests that smaller, community based farmers markets can be just as effective anchors for community development and food access as high-profile public markets with permanent structures. Open-air, neighborhood farmers markets are dynamic, flexible, accessible to farmers and consumers, and lend themselves to citizen buy-in and participation. Markets open for limited hours each week also preserve the multi-use functions of public spaces, such as parking lots and parks.

This paper was inspired by a demonstrated need to help municipalities and counties streamline procedures and processes relevant for the establishment and operation of farmers markets. As such, it serves as a resource not only for grantees of the Communities Putting Prevention to Work (CPPW) program, but

<sup>1</sup> USDA Agricultural Marketing Service. 2010. Farmers Market Growth. Available at <http://www.ams.usda.gov/farmersmarkets>

<sup>2</sup> Martinez, S., M. Hand, M. Da Pra, S. Pollack, K. Ralston, T. Smith, S. Vogel, S. Clark, L. Lott, S. Low, and C. Newman. 2010. *Local food systems: concepts, impacts, and issues*. EPR 97. Washington, DC: USDA Economic Research Service.



also to the thousands of local agencies and organizations looking for ways to bolster farmers markets' roles as venues for healthy food access, and health and nutrition education. In support of innovative collaborations, and to further the dialogue about how to create sustainable food systems, this paper offers city and county governments a starting point for integrating farmers markets into place-making, public health and economic development goals. We suggest that local zoning, planning and health codes can and should be congruent with these goals in order to maximize farmers markets' potential to transform communities in positive ways.

After many conversations with practitioners in the farmers market sector, as well as city, county and food system planning professionals, we have concluded that improved local policies are needed if communities are to realize the full spectrum of public benefits that markets can offer. As it is, interested parties trying to create or maintain a farmers market must not only recruit from a limited pool of local farmers, create an organizational structure for the governance and management of a fair marketplace, but also navigate a variety of often confusing permitting processes and regulations. For example, they must comply with zoning regulations that may not be specific to farmers markets that try to setup shop in underused parking lots or along temporarily close streets for a few hours. Rather, they often have to apply for special event permits that are intended for street fairs and other once-a-year gatherings that are not directly applicable to their needs.

While state and federal policies and programs can have a significant influence on the long-term success of farmers markets, this paper concentrates on local and county government capabilities to identify resources, reduce redundancies and sustain efforts that enable farmers markets to prosper as entrepreneurial activities providing direct-marketing outlets. The recommendations that we provide throughout this paper for both city and/or county governments will help influence the necessary policy changes to state and federal governments, such as the Supplemental Nutrition Assistance Program (SNAP) authorization and state and federal granting of government funds.

City and county involvement in farmers markets spans a wide spectrum of possible roles. Some city governments host and manage farmers markets, such as the Market at the Square in Urbana, Illinois, or the City Market in Charlottesville, Virginia. Others simply host markets on municipal property, with limited personnel

involvement in market operations. Others offer some extent of in-kind services, whether in the form of advertising, signage, parking spaces, research, sponsorship, reduced rent, or providing other staff time. In most cases, city and county governments also act as regulators by requiring licenses, permits and, in some cases, fees. Some local governments, by not acknowledging farmers markets in their codes, have no choice but to fit a square peg into a round hole. This means that they apply the same regulatory and tax structure to nonprofit farmers market organizations as they do to privately owned brick and mortar retailers. Fortunately, there appears to be growing recognition that proactive (rather than reactive) strategies are needed in order to clarify procedures that help avoid redundancies and the need for repeated trouble-shooting.

## THE CURRENT CLIMATE FOR FARMERS MARKETS

### ECONOMIC AND COMMUNITY DEVELOPMENT

According to recent calculations from the USDA Economic Research Service, farmers receive an average of 15.8 cents for each dollar consumers spend on food.<sup>3</sup> The remainder goes to retailing, processing, distributing and marketing. Farmers markets are the most common form of direct marketing, in which farmers can retain a higher portion of the consumer's food dollar. This allows farmers to cover their costs of production, invest in their businesses and provide jobs in their rural communities.

The 2007 U.S. Census of Agriculture reported that most farms selling directly to consumers are small farms with less than \$50,000 in total farm sales. Though many of these are located in urban corridors of the Northeast and the West Coast, more recent trends indicate that the number of farmers markets in the Midwest and rural counties is also keeping pace.<sup>4,5</sup> Additionally, small-scale farmers, who primarily grow specialty crops<sup>6</sup> or produce value-added goods, are not eligible to participate in as many federal programs, and rely on outlets like farmers markets as their primary source of income.

In bridging the gap between the consumer and producer, farmers markets offer the producers real-time feedback that allows them to efficiently adapt to cultural tastes and changing consumer demands. Through these venues, they can also begin to make the connections necessary to sell larger quantities to restaurants

3. Gennings, P. 2011. A Revised and Expanded Food Dollar Series: A Better Understanding of our Food Costs (Economic Research Report Number 114). USDA Economic Research Service: Washington, DC.

4. 2007 U.S. Census of Agriculture: Small Farms

5. Kaufman, P. 2010. Density of Farmers Markets Highest in Rural Counties. Amber Waves. USDA Economic Research Service: Washington, DC.

6. Specialty crops are fruits, vegetables and nuts. Most specialty crop farmers cultivate smaller plots and are often operated by families, rather than cash crop farmers who typically manage larger, expansive plots to farm grains and other raw commodities that are then processed into other consumables by other entities.



and institutions, which provides them with additional financial security. Markets are replete with examples of small-scale food entrepreneurs, including farmers, who are starting businesses and expanding into other retail channels, growing financially sound businesses that might otherwise not be possible without a very large economy of scale.<sup>7</sup>

Research on the widespread economic impact of farmers markets is incomplete; however, new data at the state and local levels is emerging. In Iowa, for example, a recent study found that farmers markets contributed \$59.4 million to the state's economy in 2009 (and more than 500 jobs)<sup>8</sup>, and a single market in New Orleans, Louisiana, was found to contribute \$9.88 million in regional economic activity.<sup>9</sup> A study in West Virginia found that, even when food sales lost to grocery stores was factored in, the state's 34 farmers markets still yielded a net gain of 43 full-time equivalent jobs and more than a million dollars in total economic impact in 2005.<sup>10</sup> These emerging studies at the state and local level illustrate the dynamics among farmers markets, local spending and business incubation.

Thriving farmers markets can be more than places to buy tasty produce. They introduce new jobs in the form of farm personnel, as well as market staff, such as outreach coordinators, market managers and nutrition educators. These jobs, even those that are part-time, can address community education needs with on-site cooking demonstrations and classes that engage the expertise of local chefs to teach market patrons how to prepare unfamiliar fruits and vegetables and ways to add more of these foods into their family diets. Farmers markets are also retail anchors that can increase foot traffic to neighboring businesses and attract new merchants to underutilized areas. In 2003, researchers at Oregon State University found that farmers markets were the primary reason why patrons visited small towns on weekends, and that the amount of expenditures farmers market patrons spent at neighboring businesses depended on the proximity of neighboring businesses

and whether the hours of the market coincided with the business hours of neighboring stores.<sup>11</sup>

There are different methods for sustaining a consistent customer-base at farmers markets to help create these vibrant spaces. Consumer-bases can be expanded by word of mouth, low-cost creative marketing, and by acceptance non-cash forms of payment, such as debit and EBT. When strategically located, farmers markets can also act as cultural mixing bowls that bridge neighborhoods, while increasing fresh food access to places where other options are few and far between. As markets grow, they encourage innovation, seasonal extension and new product development. Even in Maine, where there are long winters and smaller populations, there are 24 farmers markets operating in winter months, offering income opportunities for farmers and making seasonally available local food available more months of the year.<sup>12</sup>

#### ADDRESSING PUBLIC HEALTH AND FOOD SECURITY

Farmers markets also provide a public service through their ability to increase access to healthy foods, educate consumers about nutrition, and empower both children and adults to ask questions about what they eat and how it's grown. They also have the potential to act as forums for civic engagement, volunteerism and the development of social capital. Phat Beets Produce is a nonprofit organization in Oakland, California, that uses the farmers market as such a forum and has been able to involve at-risk and hard-to-reach populations in neighborhoods with high poverty rates and little access to healthy foods through place-making focused on creating an equitable food system.

According to the USDA, 5.9 million households live more than one-half mile from a supermarket and do not have access to a vehicle, and a full 23.5 million people live in a low-income area more than one mile from a supermarket.<sup>13</sup> Food-insecure families tend to live within these types of areas where access to healthy food is not easily available. These areas are commonly called food deserts,

7 Kim, E. 2010. Transitioning to Value Added Enterprise: Toigo Orchards. Wallace Center for Sustainable Agriculture: Arlington, VA.

8 Otto, D. 2010. Consumers, Vendors, and the Economic Importance of Iowa Farmers Markets: An Economic Impact Survey Analysis. Strategic Economics Group.

9 Marketumbrella.org. 2009. Crescent City Farmers Market Economic Impact Study. Available at <http://www.marketumbrella.org/uploads/files/SEED%20report%20for%20CCFM%200709.pdf>

10 Hughes, D.W., C. Brown, S. Miller, and T. McConnell. 2008. Evaluating the economic impact of farmers markets using an opportunity cost framework. *Journal of Agricultural and Applied Economics*. 40(1): 263-265.

11 Lew, L., L. Brewer, and G. Stephenson. 2003. *Research Brief: How Do Farmers markets Affect Neighboring Businesses?* Oregon Small Farms Technical Report Number 16. Corvallis, OR: Oregon State University Extension Service.

12 Maine Organic Farming and Gardening Association. 2011. Maine Farmers Markets. Available at <http://moiga.net/Directories/FarmersMarkets/tapid/352Default.aspx>

13 Ver Ploeg, M., V. Breneman, T. Farrigan, K. Hamrick, D. Hopkins, P. Kaufman, B.L. Lin, M. Nord, T. Smith, R. Williams, K. Kinnison, C. Olander, A. Singh, and E. Tuckermanty. 2009. Access to Affordable and Nutritious Food: Measuring and Understanding Food Deserts and Their Consequences: Report to Congress. <http://www.ers.usda.gov/Publications/AP/AP036/AP036d.pdf>.



where fast food chains or small corner stores that don't stalk fresh produce dominate the market and are more accessible than grocery stores. Many customers in food deserts experience nutrition-related illnesses, such as diabetes and obesity.<sup>14</sup> Concern that food deserts equate to poor health has resulted in concerted efforts to reduce hunger while increasing consumption of fresh, healthy foods. Farmers markets are recognized as tools to address community food insecurity<sup>15</sup> and lack of access. A recent study in North Carolina found that proximity to farmers markets was associated with lower body mass index (BMI) among youth, while density of fast-food venues was associated with higher BMI.<sup>16</sup>

Food insecurity does not discriminate by location, and is therefore more than an urban concern. We now see many food-insecure families who live in low-income rural communities, reflecting how the face of food insecurity has changed with the changing economic climate. At the same time, connections are being made between community prosperity with physical, mental, and emotional health.

When farmers markets accept federal food assistance benefits, like Supplemental Nutrition Assistance Program (SNAP), Women, Infants and Children (WIC), and Senior Farmers Market Nutrition Program (FMNP), they become more accessible to all members of a community. In addition to added health benefits, participation in SNAP stimulates the economy as well. The USDA Economic Research Service (ERS) calculates that every \$10 in new SNAP benefits generates as much as \$10 of economic activity.<sup>17</sup> When spent at farmers markets instead of retail chains, this money can be recirculated within the local economy, rather than to distant corporate headquarters. In 2010, \$7.5 million in SNAP benefits were redeemed at farmers markets. While this number represents more than 70 percent growth in only one year, it still accounts for only .012 percent of all SNAP dollars redeemed nationally.<sup>18</sup> Clearly, there is a tremendous opportunity for local communities to capture more of these federal dollars while increasing access to healthy food for those who need it most.

#### WHY FUND FARMERS MARKETS NOW?

Energy is coming not only from the community level. A number of national initiatives, including the Department of Health and Human Services' Communities Putting Prevention to Work program and Community Transformation Grant programs are inspiring and enabling local action. The First Lady's "Let's Move!" initiative is working with the "Let's Move! Cities and Towns" initiative to support healthy lifestyles through policy changes. "Let's Move! Cities and Towns" engages mayors and other municipal leaders in the campaign to solve the problem of childhood obesity within a generation. The initiative emphasizes the unique ability communities have to approach the challenge locally, and the critical leadership mayors and elected officials can provide to bring communities together and spur action.

In California, the Healthy Eating Active Living Cities Campaign catalogues municipal policies that encourage physical activity and access to nutritious foods. As their website says, "cities can support local agriculture and bring healthy food to residents by defining farmers markets in the general plan and zoning code, and encouraging markets to accept the electronic benefit transfer card (EBT) and WIC coupons."<sup>19</sup>

Programs that incentivize purchases of local fruits and vegetables at farmers markets for federal nutrition program participants are taking root, too. Programs like New York City's Health Bucks, which increases the purchasing power for SNAP participants using their benefits at farmers markets, are now coming to scale thanks to programs like Wholesome Wave's Double Value Coupon Program in various states throughout the country and the Fair Food Network's Double Up Food Bucks Program in Michigan.<sup>20</sup> Agencies and organizations like the ones listed above play a large role in facilitating local programs.

14. The Center for Disease Control and Prevention (CDC) calculates overweight and obesity trends from 1986-2006: <http://www.cdc.gov/obesity/data/trends.html>. The ERS published a study on Food Access and Its Relationship to Diet and Health Outcomes for 2009: <http://www.ers.usda.gov/Publications/PR0766/PR0766dup1>.

15. According to the Office of Research and Analysis of the Food and Nutrition Service at USDA, "millions of people (food insecure) are considered to have experienced hunger as a result of not having enough food to eat at some point during the year."

16. Jipott, S.B., Wade, S., McGuire, J.T., Wu, C., Lazorick, S., and J.B. Moore, April 2011, "The association between the food environment and weight status among North Carolina Youth," *Public Health Nutrition*, 18:1-8.

17. Hanson, K. 2010. The Food Assistance National Input-Output Multiplier (FANIOM) Model and Stimulus Effects of SNAP. USDA Economic Research Service: Washington, DC.

18. Love, D. 2011. SNAP Farmers Market Sales Soar in 2010. The market beat newsletter, April 2011. Farmers Market Coalition. Available at <http://farmersmarketcoalition.org/snap-sales-soar-2010>.

19. Healthy Eating Healthy Living Cities. Available at <http://www.healthycitiescampaign.org>.

20. New York City Department of Health and Mental Hygiene. 2011. Physical Activity and Nutrition: Working with Farmers markets. [http://home2.nyc.gov/html/doh/html/doc/bdop\\_plan\\_health\\_bucks.shtml](http://home2.nyc.gov/html/doh/html/doc/bdop_plan_health_bucks.shtml).

## CHALLENGES

This paper argues that farmers markets provide multiple public services and should be understood and cultivated as such. Re-evaluating relevant local policies so that they are consistent and appropriate for the unique nature of farmers markets will help these promising organizations flourish for the benefit of farmers, consumers, and communities. First, however, cities, counties and even state governments should be aware of the primary limiting factors to the success of many farmers markets. As the sector rapidly grows, practitioners find that market sustainability can be hampered by:

- Overdependence on volunteers for management responsibilities and community education<sup>21</sup>
- Limited access to farmers'-market-specific professional development opportunities
- Inconsistent and often confusing permitting and licensing procedures for farmers markets and individual farmers
- A lack of farmers'-market-specific zoning and permitting
- Tenuous land use agreements that lend to location insecurity
- A need for more comprehensive evaluation of farmers markets' economic, health and social impacts<sup>22</sup>
- Limited ability to invest in SNAP/EBT infrastructure and ongoing associated costs<sup>23</sup>

In advocating for local government engagement with farmers markets, this paper offers strategies and examples of the myriad ways cities, counties and community agencies, even with few financial resources, can help address some of the challenges farmers markets confront.

Though there are many reasons to support direct-marketing enterprises like farmers markets, many local municipalities and counties are dismayed to learn that there are no uniform best practices to do so. What makes farmers markets unique from community to community also makes them challenging to define. Most farmers markets are operated by nonprofit organizations and more than 60 percent of them are managed exclusively by volunteers, according to USDA's most recent study of market managers.<sup>24</sup> This proportion makes the need to streamline and clarify policies and licensing processes all the more important in

order to reduce confusion and work redundancies.

Here, we encourage local and county municipalities to take a holistic view of food system planning, clarifying what may be confusing (or altogether nonexistent) policies and procedures, and offering financial or in-kind support to help grow farmers markets into reliable community anchors. Such support may take the form of a permanent market location, matching funds, signage, parking, waste management, street closures, and flexibility with laws governing permits and licenses. Both city and county governments should involve farmers market stakeholders including farmers and adjacent merchants, in the planning processes and make relevant regulations, resources and contact information readily accessible to current and prospective market operators. At a minimum, city, county, and other local agencies should maintain open lines of communication with one another and with existing farmers market operators. Such multi-tiered communication channels will enable all parties to better understand farmers market challenges, as well as identify and facilitate fruitful and cost-effective collaborations.

## RECOMMENDATIONS FOR CITY GOVERNMENTS

Creating space to enable entrepreneurship, celebrate regional agriculture, and encourage healthy eating can take many forms. Taking the full responsibility for hosting and managing of a market as a public service is not the only option. City or county governments, for example, exclusively sponsor only 15 percent of farmers market members of the Farmers Market Coalition. Governments can reduce redundancies and conserve resources by organizing a comprehensive plan for farmers markets that delineate the roles and responsibilities of all who are involved in establishing and maintaining a farmers market. For example, once organized and available in a centrally located resource, plans can be reviewed for redundancies so that multiple licenses or approvals are not required by different governing bodies to conduct the same farmers market activity. A useful tool for evaluating the "farmers market friendliness" of local governments may soon be available. The Division of Nutrition, Physical Activity and Obesity at the Centers for Disease Control and Prevention are, as of this writing, developing a community-based surveillance system targeting local government officials and what they can do to support healthy eating and active living. These efforts should coincide with direct marketing of healthy foods to communities by local farmers, such as in the form of farmers markets.

21 Stephenson, G. 2008. *Farmers Markets: Success, Failure, and Management Ecology*. Cambria Press: Amherst, NY.

22 Tropp, D. and J. Barham. 2008. *National Farmers Market Summit Proceedings Report*. USDA Agricultural Marketing Service: Washington, DC.

23 Briggs, S., A. Fisher, M. Lott, S. Miller and N. Tessman. 2010. *Real food, real choice: Connecting SNAP recipients with farmers markets*. Community Food Security Coalition and Farmers Market Coalition.

24 Ragland, E., and D. Tropp. 2009. *USDA national farmers market manager survey 2006*. Washington, DC: USDA Agricultural Marketing Service.



## CPPW SUCCESS: MIAMI, FLORIDA

Miami-Dade County, a Communities Putting Prevention to Work (CPPW) grantee, found that the city of Miami lacked zoning and permitting regulations for farmers markets, and two markets in underserved neighborhoods were shut down as a result of this confusion. With support from the CPPW grant, an "Access to Healthy Foods Workgroup" was formed as a subcommittee of the Health Consortium, a cross-sector collaboration of various non-governmental organizations. Community partners on the ground worked with the workgroup to

- a. recommend a definition of "farmers market" to include in city code,
- b. provide examples of market benefits and best practices from markets throughout the country,
- c. recommend a six month pilot program during which time markets would only have to pay a one-time fee of \$153.50, waived for nonprofits while a health impact assessment can be conducted, and
- d. co-draft a city ordinance or resolution concerning markets following this 6-month pilot. With CPPW support, the community is now able to provide education to existing and would-be market managers on relevant zoning and permitting requirements.

In 2011, Portland, Oregon began an Urban Food Zoning Code Update, for which the city established a Project Advisory Group (PAG).<sup>25</sup> The PAG hosted four public meetings to evaluate:

- Types of activities in each topic area that are happening in Portland
- Benefits associated with the topic area (community-based, health-related, economic, and environmental)
- Possible negative impacts to surrounding areas;

- Existing zoning regulations and issues that have been identified as barriers
- How other cities/jurisdictions are addressing these topic areas
- Ways that equity can be addressed through the zoning code

Public comment was sought and compiled, leading to the development of draft zoning code language that implements the concepts most supported by the community. Possible regulatory approaches are being discussed.

## CREATE PHYSICAL SPACE FOR FARMERS MARKETS

Zoning codes and city plans are an obvious starting point for cities to recognize and legitimize farmers markets as a cross between retail businesses and public service. Several existing resources recommend incorporating farmers markets into land use plans to secure tenure for certain days and times. "Establishing Land Use Protections for Farmers markets," for example, offers examples of municipalities integrating markets into their city's general plans and model land use policies for supporting and protecting farmers markets and the farmers on which they depend.<sup>26</sup>

Writing farmers markets into citywide general plans, which establish zoning codes that delineate land uses, growth and density, can be expressed through maps and organized according to compatibility with existing uses and utility for the surrounding areas. By identifying underutilized space and vacant lots, a city can annotate spaces for farmers markets and also complementary purposes like urban farms and community gardens. Charlotte, North Carolina, for example, is considering new city rules that would allow markets to prosper on inactive parcels through amendments to four zoning categories, both business and residential.<sup>27</sup> The City of San Francisco has writing these uses into their regulations, which defines a farmers market as an allowable use within their zoning codes and allows them to be established on city-owned land if they accept federal benefits. Planning for Healthy Places has created model land use policies to protect and promote farmers markets with support from California's Healthy Eating Active Living Cities Campaign.

Often formal changes to zoning codes are not necessary for a city to provide space for a market organization. By offering public space for farmers markets and recognizing the myriad public services markets offer, some cities have reduced or waived fees for farmers market operators. In Seattle, Washington, for example, farmers market advocates worked with the city's Office of Economic

25 City of Portland. 2011. Urban Food Zoning Code Update Project Advisory Group. Available at <http://www.portlandonline.com/ops/index.cfm?c=53393>

26 National Policy and Legal Analysis Network to Prevent Childhood Obesity. Public Health Law and Policy Network. 2009. Establishing Land Use Protection for Farmers markets. Available at [http://www.nplanonline.org/system/files/nplan\\_Establishing%20Land%20Use%20Protections%20for%20Farmers%20%20Markets\\_FINAL\\_081209.pdf](http://www.nplanonline.org/system/files/nplan_Establishing%20Land%20Use%20Protections%20for%20Farmers%20%20Markets_FINAL_081209.pdf)

27 Stabley, S. May 20, 2011. Charlotte freshening up rules governing market location. Charlotte Business Journal.



Development on an ordinance to reduce fees for street closures and use of parks, as well as streamline the permit application process.<sup>28</sup>

Being temporal and transitory in nature, many markets lack confidence in their own permanence and are consistently at risk of relocation. Long-term, minimal-cost leases to farmers market organizations allow them to better plan with their farmers for the future, with some assurance that the market won't be asked to relocate as soon as an attractive bid for redevelopment competes for its site. Cities can help markets negotiate with private business, schools, parks and other community institutions to secure long-term leases that allow for more permanent signage, while building consumer and farmer confidence in the reliability of the market's location.

### ALIGN PERMIT AND FEE STRUCTURES

Creating clear and streamlined permitting processes for market operation, street closure, use of parking lots and other activities eases confusion about requirements and removes farmers markets from the fringes of legality. Temporary permits (e.g. permits valid for 14 days or less) are not relevant for regularly occurring markets and have the effect of hindering season extension and ultimate year-round operation. Defining and declaring the utility of farmers markets to the broader community allows administrators to distinguish them from street fairs, flea markets, parades, or other special events that may need daily or twice weekly permit renewal. Annual permits that are applicable to the market, rather than each individual producer stall, are easier to apply, collect and enforce. One suggested strategy to help farmers markets navigate requirements involves creating a blanket form for market operators to fill out that allows them to access all the permits and read relevant ordinances. Collaborating with county agencies and neighboring cities to develop common forms can help ensure consistency across political boundaries and reduce the likelihood of inadvertent violation. To encourage the proliferation of farmers markets on city property, the San Francisco Board of Supervisors elected to waive fees for farmers markets operating in city parks.<sup>29</sup>

In many communities, permits related to food safety are tied to county rather than city agencies. In others, health department

permits are required for both, leading to confusion among farmers, farmers markets and, in some cases among the regulators themselves.<sup>30</sup> Farmers markets consistently report frustration with duplicative, confusing, or contradictory food licensing laws, which can be compounded when farmers are growing in the county and selling within a city that has different food safety specifications. Cooperation between city and county governments is key. We discuss food safety later in our recommendations for county governments.

### PROVIDING FUNDING AND IN-KIND SUPPORT

Because farmers markets strive to keep their fees to farmers affordable and fair, most find that they need to identify other revenue sources if they are to effectively serve as hubs for health education, manage acceptance of SNAP benefits or perform other community services. To do so, a growing number of independently run farmers markets are establishing sponsorship programs, which offer cities a no-fuss means of being publicly recognized as supporting the market without having to undertake management responsibilities. If farmers markets are considered nonprofit service programs, funds can be established into which municipalities can donate matching resources.<sup>31</sup>

Operating or project-specific financial support are not the only ways that cities can foster farmers market sustainability. As stated above, there are several opportunities to provide in-kind support, including staff time, storage space, office space, signage, parking, electricity, port-a-potties, running water, waste disposal or street closures. In an effort to improve access to low-income families, cities can partner with markets and/or other community nongovernmental organizations to offer incentives for SNAP participants to use their benefits at farmers markets, which often provide these customers with matching market dollars for the SNAP dollars they spend. Matching dollars may come from different sources including private and federal funding. In Charlottesville, Virginia, for example, the parks and recreation department, which manages the City Market, developed a partnership with the Jefferson Area Board on Aging to manage SNAP acceptance at the market. The Jefferson Area Board on Aging also offers a matching incentive program with private funding from Wholesome Wave. These partnerships and programs expand the markets' customer base and increase the healthy food purchasing power of low-income community members.

28 Seattle City Council. 2010. Rules Regarding Farmers Market Permitting Process, 2009 Pilot Program. Available at <http://www.wafarmersmarkets.com/resources/OED-FarmersMarketOrdinanceAttachmentA.pdf>.

29 San Francisco Board of Supervisors. 2007. Amendment to Park Code - Section 7.21, to authorize Farmers markets, as certified by the Agricultural Commissioner, to be located on property under the jurisdiction of the Recreation and Park Commission. Available at <http://www.sfbos.org/ftp/uploadedfiles/bdsupvrs/ordinances07/c0023-07.pdf>.

30 Sauter, S. (2005). *Roadblocks to Rural Economic Development: Restrictions on West Virginia's Farmers markets*. Food Safety Task Force. West Virginia University Extension Service.

31 Broad, E., Benton, L., Blake, M., Emery, A., Fitts, J., Greenfield, M., Powell, C., Kubota, E., Lopez, S., Policicchio, J., Freyman, D., Zhang, J. 2009. Mississippi Farmers Markets: Legislative Recommendations and Innovations to Promote and Sustain Farmers Market Development. Delta Directions Consortium: Cleveland, MS. Available at [http://hiscoddsociety.weebly.com/uploads/5/0/5/8/5058105/ms\\_farmers\\_markets\\_-\\_legislative\\_recommendations\\_version\\_2\\_\\_rotate.pdf](http://hiscoddsociety.weebly.com/uploads/5/0/5/8/5058105/ms_farmers_markets_-_legislative_recommendations_version_2__rotate.pdf)



One thing few volunteer-based farmers markets typically have time to do is write grants that help them implement educational programs or other community activities. Providing in-kind assistance with grant writing to support a start-up market or improve an existing one is a service that most local agencies with city partnerships are ideally suited to provide. Cities are also perfectly positioned to commission research on farmers market impacts, which can demonstrate the market's success as a small business and as a public resource. This information can help future decision-making and increase chances of acquiring grant support. One available tool to help understand economic impacts is the Sticky Economy Evaluation Device, developed by marketumbrella.org and available on its website.

#### **FACILITATE PARTNERSHIPS AND COMMUNICATION**

Some local businesses may feel threatened by farmers markets, with the perception that markets compete for space and patronage. As we have pointed out earlier, localized studies of economic impact indicate that merchants on the periphery of farmers markets (even grocery stores) experience increased sales on market day. The Easton Farmers Market in Pennsylvania, for example, calculated that the market enabled \$26,000 in sales at neighboring businesses each week during market operating hours (L. Pryor, personal conversation, June 21, 2011). Gathering such data helps cities make the case to stakeholders and potential funding partners that an investment in the farmers market is an effective economic stimulator.

Despite a market's demonstrated contributions, conflicts can arise when neighboring merchants feel that a farmers market is encroaching on their sales, whether or not such infringement is real or perceived. Recently, the city of Los Angeles was called in as the de facto mediator when a film school filed a complaint that the nonprofit Hollywood Farmers market adjacent to the schools' property was limiting parking for their students.<sup>32</sup> In the end, the school withdrew its complaint, but not before sparking a lively and productive debate in the community about the value of the farmers market and its right to operate on a street for which all appropriate permits were paid. In the end, the community expressed a great need for the farmers market and supported its continuity in droves.

Ensuring open communication among stakeholders is often the first step to facilitating partnerships with other local community agriculture and nutrition promotion projects, such as community gardens, food policy councils, urban agriculture alliances and youth development programs. Often, a city's most important role is helping organizations and grassroots efforts connect the dots to better leverage community resources and effectively engage citizens in

their food system. For example, several food policy councils are being established throughout California that are gathering various invested groups and government agencies to convene around actionable items and develop congruent policies.

#### **BUILD FARMERS MARKETS INTO MASTER PLANS**

Some cities have demonstrated exemplary leadership in building farmers markets into master plans, which describe the city's holistic vision for future use with targeted benchmarks for meeting specific food-access goals. Local government can help maintain the integrity of farmers markets by making sure that only farmers are selling farm products at the markets. This ensures traceability of the farm goods. Other ways government can get involved to help plan for comprehensive health ensures the accountability of food distribution and retail.

In many cases, acceptance of and redemption of SNAP and other federal nutrition benefits is a proxy for fresh food accessibility, and leadership is emerging to help more farmers markets acquire wireless point of sale (POS) technology and promote SNAP acceptance to the broader community. Under a centralized system, shoppers come to the market, swipe their cards at the main booth for a certain amount of money, and are given tokens to spend at any booth in the market. Shoppers spend the tokens at different booths and, at the end of the day or week, vendors exchange the tokens for cash. This system helps markets overcome the logistical, financial and staffing challenges associated with implementing and advertising SNAP. Here, we provide two examples of large cities taking leadership to make their urban centers more food secure, ensuring that residents have ready access to fresh, locally grown food.

### **CASE STUDIES**

#### **NEW YORK, NEW YORK**

Since 2007, the New York City Council has supported the implementation of EBT into farmers markets. At that point, SNAP sales at the handful of GrowNYC Greenmarkets authorized to accept EBT reached \$14,000. With continued support for technology and implementation costs from the city council, as well as USDA, the program expanded to 40 markets by 2010, when SNAP/EBT sales exceeded \$500,000. In 2010, under the leadership of Speaker Christine Quinn, the New York City Council released a report that laid out 59 strategies for improving access to healthy food across the city,<sup>33</sup> including an expansion in the number of farmers markets and an increase in the number of markets that take EBT and other food

32. Linnicum, K., and D. Karp. July 14, 2011. Feud over Hollywood Farmers market ends – for now. Los Angeles Times. Available at <http://www.latimes.com/news/local/la-me-0714-farmers-market-20110714.0.6742146.story>

33. New York City Council. 2010. Food/works: A Vision to Improve NYC's Food System. <http://council.nyc.gov/html/food>



benefits. In a press event for the report, Speak Quinn noted, "New York State is home to over 36,000 farms and seven million acres of farmland. We rank second in apple production – growing more than enough to meet our local demand. Yet we still import apples from Washington and apple juice from China."

In addition, the New York City Department of Health and Mental Hygiene offers two "Health Bucks" for every five dollars city residents on SNAP spent at farmers markets. Health Bucks are now available in 65 farmers markets in all five boroughs.<sup>34</sup> The Centers for Disease Control and Prevention is conducting an evaluation of this program, with results and an evaluation toolkit to be available in the fall of 2011.<sup>35</sup>

#### BALTIMORE, MARYLAND

Recognizing that many of Baltimore's neighborhoods were considered "food deserts," city mayor Sheila Dixon announced the need for a Food Policy Taskforce in 2008. A year later, the task force released a set of 10 food policy recommendations, one of which was to promote and expand farmers markets. After hiring a food policy director and forming the Baltimore Food Policy Initiative (BFPI) in 2010, the city conducted an assessment of markets within the city, and began using the number of EBT machines at farmers markets and number of markets that accept federal nutrition assistance as a measure of its success in implementing the Food Policy Task Force recommendations. The BFPI now notifies the 196,000 Baltimore residents enrolled in SNAP benefits which markets accept federal nutrition assistance.<sup>36</sup> With support from Maryland Hunger Solutions and outside funders, \$6,000 each was provided to three farmers markets in a 2010 pilot project that supported costs for EBT machines, market currency (tokens), administration and marketing.

One of the markets chosen to participate in this pilot was 32nd Street Farmers Market, a long-standing community-run market located on the fringe between very different neighborhoods—one beset by poverty and pawn shops, the other home to faculty, staff, and students of Johns Hopkins University and other nearby hospitals. Here in this mixing bowl of cultures, the market exceeded more than \$11,000 in SNAP redemptions in the first six months of the pilot, with very little promotion or outreach. This speaks to the power of location, word of mouth and the trust that low-income citizens place in the market as a space that is welcoming, culturally appropriate and affordable.

#### CPPW SUCCESS: HEALTHY LAKES, MAINE

After learning that the 50/50 match offered by the USDA Food and Nutrition Service could be applied to support the use of EBT machines at farmers markets, the Maine Department of Health and Human Services (DHHS) conducted a pilot program with six EBT terminals in 2010. In 2011, they began allowing farmers markets to rent the machines directly from third party providers, offering to reimburse the market for SNAP transaction and monthly fees. However, this program was not widely publicized and few markets knew about the opportunity at their fingertips. Through the Communities Putting Prevention to Work program, the People's Regional Opportunity Program (PROP) helped two farmers markets in Cumberland County to implement EBT in 2011. "Reimbursement for renting terminals bypasses concern about technology becoming obsolete and allows markets to flexibility to switch providers or change their system if necessary. More importantly, this reimbursement program alleviates the financial burden and risk markets take in starting up a SNAP/EBT program which, in turn, makes it increasingly possible for markets to give SNAP acceptance a try." (T. Weber, personal communication, July 20, 2011). Even if markets are committed to the principle of incorporating EBT and are able to recoup costs down the road through increased sales, they face upfront costs of up to \$1,000. Programs like Maine's that cover technology costs allow farmers markets to focus limited resources to promoting SNAP and conducting outreach to a new customer base.

34 New York City Department of Health and Mental Hygiene. 2011. Physical Activity and Nutrition: Working with Farmers markets. [http://home2.nyc.gov/html/doh/vnm/cdp/cdp\\_pan\\_health\\_bucks.shtml](http://home2.nyc.gov/html/doh/vnm/cdp/cdp_pan_health_bucks.shtml)

35 Center for Excellence in Training and Research Translation. 2011. "Emerging Interventions: Health Bucks." <http://www.center-rti.org/index.cfm?fa=opinterventions.intervention&intervention=healthbucks&page=overview>

36 Baltimore Office of Sustainability. 2010 Baltimore City Sustainability Report <http://cleangreenhighrockhosting2.com/uploads/files/AnnualReport.2010.ForWeb.pdf>



## RECOMMENDATIONS FOR COUNTY GOVERNMENTS

County governments are in a unique position to converge the interests of rural, suburban and urban areas. As a whole, counties typically have more rural constituents than cities and are home to the farms on which farmers markets and their shoppers depend.

### SUPPORT AGRICULTURAL ENTREPRENEURSHIP IN COMPREHENSIVE PLANS

Countywide comprehensive plans provide long-range land use policies within unincorporated areas, delineate zoning jurisdictions, preserve farmland for diversified production, and can be used as a tool to help the county realize their overall vision for a vibrant, economically viable food system that's accessible to all residents. Assessing availability of food processing and USDA inspected slaughterhouse facilities, small business development resources, and other networks that support agricultural entrepreneurship is one important component of such plans. Re-evaluating existing land use plans with local food systems in mind can be a democratic process that engages citizens, presenting an opportunity for government leadership and civic participation. For example, the Multnomah County Commissioners in Oregon adopted a resolution that puts into place a 15-year plan for local food, healthy eating, social equity, and economic vitality. Objectives specifically incorporating farmers markets are

- a. to increase the acceptance of SNAP/WIC,
- b. establish more local food hubs that centralize distribution for regional farms, and
- c. ensure regulatory support for food production.<sup>37</sup>

### PROVIDE SUPPORT SERVICES TO MARKETS

In concert with county extension offices, economic and agricultural development agencies, and other county-level organizations, governments can provide a host of support services to farmers markets. This might involve signage, identification of host sites, or developing printed and online directories of farmers markets and farms (in particular those accepting Farmers Market Nutrition Program (FMNP) or SNAP benefits). Offering to help recruit producers, assist farmers in diversifying their production, and facilitate relationships with county farm bureau offices can be particularly useful for farmers

markets founded with a public health or economic development lens that may not already be connected with agricultural stakeholders. County governments may also find it more cost-effective to partner with neighboring counties and city governments on regional marketing campaigns for farmers markets.

### CREATE STATEWIDE FARMERS MARKET FOOD SAFETY PLANS

One common regulatory role for county governments is concerned with sanitation and health. Ensuring the safety of the food supply is critical. However, when licensing requirements differ from county to county, are duplicative or contradictory with other state licenses, or are altogether inappropriate for the sale of non-hazardous, uncut produce and baked goods, both market managers and farmers have a hard time understanding what's allowed.<sup>38</sup> The existing regulatory landscape in many jurisdictions creates an over-burdensome environment that can stifle farmers market development. In some cases, this is compounded by a lack of proper training or awareness on the part of local regulators as to how policies relate to farmers markets and interact with one another. One helpful resource for jurisdictions that are re-evaluating sanitation policies related to farmers markets is *"From the Field to the Table: Suggested Food Handling for Farmers Markets, Fairs, and Festivals"* which contains food sanitation guidelines and recommended policies for sanitation departments as well as recommended practices for farmers and market managers.<sup>39</sup>

Statewide farmers market food safety plans are one way of streamlining guidelines. Legal analysis of Mississippi codes in 2009 led to the recommendation that the state add a section to the law on Adulterated and Misbranded Foods to exempt home production of food for sale at farmers markets and clarify that the home-based processors are not subject to general food regulations.<sup>40</sup> In 2010, the Maryland Legislature passed SB 198, instituting a Producer Mobile Farmers Market License that effectively prohibited municipalities from enacting any food safety licensing fees above and beyond those required by the state.<sup>41</sup> This was celebrated as a victory for farmers and market managers who had long been confused about overlapping or contradictory jurisdiction that resulted in duplicative costs to farmers and markets. According to Amy Crone, agriculture marketing specialist with the Maryland Department of Agriculture, this means that "no county or local jurisdiction can

37. Multnomah County Office of Sustainability. December 2010. Multnomah Food Action Plan: Grow and Thrive 2025 Community Action Plan. Available at [http://multnomah.org/files/PDFs/Dec2010\\_MFAP.pdf](http://multnomah.org/files/PDFs/Dec2010_MFAP.pdf)

38. Benman, H. July 4, 2011. Farmers market regulations draw ire. PhillyBurbs.com. Available at [http://www.phillyburbs.com/my\\_town/quakertown/farmers-market-regulations-draw-ire/article\\_b592396c-511b-5852-a82a-f26a9121cae4.html](http://www.phillyburbs.com/my_town/quakertown/farmers-market-regulations-draw-ire/article_b592396c-511b-5852-a82a-f26a9121cae4.html)

39. Drake, C. and Swango, E. (2006). *From the Field to the Table: Suggested Food Handling Guidelines for Farmers Markets, Fairs, and Festivals*. marketumbrella.org; New Orleans, LA.

40. [http://www.mde.state.ms.us/mde/products/farmers\\_market/pdf/SB%20198%20Producer%20Mobile%20Farms%20License%20%26effective%2010-1-2010%29.pdf](http://www.mde.state.ms.us/mde/products/farmers_market/pdf/SB%20198%20Producer%20Mobile%20Farms%20License%20%26effective%2010-1-2010%29.pdf)



charge a licensing fee to sell raw agricultural products,” and in order to sell anything other than raw fruits and vegetables, eggs, and naturally acidic fruit jams and jellies and non-potentially hazardous baked goods, “the only license a farmer should need, even if selling at farmers markets in multiple counties, is the \$100 license from the Department of Health and Mental Hygiene” (A. Crone, personal communication, March 16, 2011).

California offers another interesting case study illustrating widespread impact through grassroots partnership. Roots of Change (ROC) manages the California Farmers Market Consortium (CFMC), a statewide partnership of eight organizations dedicated to increasing food access and the incomes of specialty crop farmers in California by supporting farmers markets. This project has helped form partnerships with other nonprofits working on improving access to farmers markets, as well as county and state offices that work with farmers markets and low-income populations to increase food access and the incomes of specialty crop farmers selling at these markets. More than 850 individual farmers throughout the state have benefited from this incentive project at more than 60 farmers markets from San Diego to Humboldt County<sup>41</sup>. Counties, cities, academic institutions and nonprofit organizations can partner on similar projects, such as those of Wholesome Wave and Fair Food Network, which are designed to get fresh, locally grown fruits and vegetables to low-income families.

Clearly, policy at the county and local levels informs policy at the state level, and vice versa. City and county governments can support alliances at the state level that address the barriers and duplicities found in regulations. Connecting with and supporting the growth of state farmers market associations, which are often grassroots run, helps grow the capacity of farmers market networks to learn from one another and act as stronger partners with local governments. In the end, farmers markets are most successful when they cultivate innovative partnerships to meet community goals. City and local governments can play a vital role by paving the way for these alliances that improve the health of their citizens as well as their regions’ farms and economies.

## CONCLUSION

### EXISTING RESOURCES

Many organizations interested in the proliferation of farmers markets have created how-to manuals to help organizations and market managers navigate the rules and processes for establishing themselves as legal entities, improving their operations and accepting federal nutrition assistance benefits.<sup>42</sup> The Farmers Market Coalition (FMC) and other organizations also host resources on their websites about accepting federal benefits at farmers markets, as well as materials on how to support farmers markets at the community, city and federal levels.<sup>43</sup>

While a variety of private funding opportunities exist, there are three significant funding programs within the USDA that support local food projects at the community and state levels, including the Farmers Market Promotion Program, Specialty Crop Block Grant Program and Community Food Projects.<sup>44,45,46</sup>

For the purposes of seeking funding for farmers market activities, statistics are always helpful in communicating the needs of a given community. Below are just a few of the useful tools available to communities looking for data to help inform their projects:

- County-Specific Obesity, Diabetes, and Physical Inactivity Prevalence Data (CDC):
- [http://www.cdc.gov/obesity/data/trends.html?s\\_cid=govD\\_dnpao\\_079&source=govdelivery#County](http://www.cdc.gov/obesity/data/trends.html?s_cid=govD_dnpao_079&source=govdelivery#County)
- Food Environment Atlas (USDA): <http://www.ers.usda.gov/foodatlas/>
- Food Desert Locator (USDA): <http://www.ers.usda.gov/data/foodDesert/>
- National Farmers Market Directory: <http://apps.ams.usda.gov/FarmersMarkets/>

41 Roots of Change. 2011. California Farmers Market Consortium Available at <http://www.rootsofchange.org/content/activities-2/california-farmers-market-consortium>


42 Owens, N. and K. Verel. 2010. SNAP/EBT at your Farmers Market: Seven Steps to Success Project for Public Spaces. Available at [http://www.pps.org/pdf/SNAP\\_EBT\\_Book.pdf](http://www.pps.org/pdf/SNAP_EBT_Book.pdf).

43 Farmers Market Coalition. n.d. Resource Library. Available at [www.farmersmarketcoalition.org/resources](http://www.farmersmarketcoalition.org/resources)

44 USDA Agricultural Marketing Service. 2011. Farmers Market Promotion Program. Available at <http://www.ams.usda.gov/fmpp>

45 USDA Agricultural Marketing Service. 2011. Specialty Crop Block Grants. Available at <http://www.ams.usda.gov/SCBGP>

46 USDA, National Institute of Food and Agriculture. 2011. Community Food Projects. Available at <http://www.csrees.usda.gov/fo/communityfoodprojects.cfm>



## Community Food Security Coalition



## What Our Members Say

"We chose to join MIFMA for the same reasons we love going to farmers markets. An association like MIFMA creates a community of people united by similar causes. Having the opportunity to learn and interact with others at events sponsored by MIFMA is a great help to our farm."

- Rebecca Titus, Titus Farms in Leslie

"MIFMA provides a forum for many. I am impressed with the increasing resources available for both new and long-established markets. I believe that MIFMA offers us the opportunity to learn from each other and also provides a means to collectively shape important issues and concerns."

- Hollie Hamel, Market Manager, Allen Street Farmers Market in East Lansing

"We support wholeheartedly the training, planning and advocating that MIFMA accomplishes for members. It is needed function- and it is being very well executed by the board and staff. MIFMA helps us succeed with our mission, and helps our friends succeed."



Wayne State University Farmers Market, by Michaelle Rehmann of the Food System Economic Partnership (FSEP)

- Ann Dougherty, Learn Great Foods in Petoskey

"I am a Friend of MIFMA because I see farmers markets as providing so many benefits, both financial and health related. And they are so underutilized. I think it is important to support farmers markets, and being a Friend of MIFMA gives me the chance to support this."

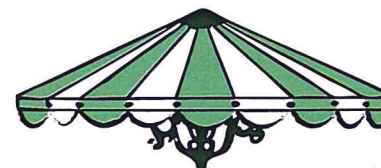
- Robin Danto, Friend of MIFMA from Oakland County

*This publication is based on work supported by the Farmers' Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under Award No. 12-25-G-0946.*

172 Natural Resources  
East Lansing, MI 48824  
Ph: 517-432-3381  
[www.mifma.org](http://www.mifma.org)



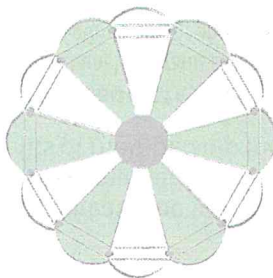
Get under the umbrella



Michigan  
**Farmers  
Market**  
ASSOCIATION



MaryBeth Iaconelli of Farmington Hills shows off her beautiful basket of farmers market goodies. Photo taken by Scott Stevenson.





# What is MIFMA?

The Michigan Farmers Market Association (MIFMA) is a statewide, member-based association.

**Mission:** MIFMA advances farmers markets to create a thriving marketplace for local food and farm products.

**Vision:** MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.



Farmers Market at the Capitol, by MIFMA

MIFMA's core purpose is to empower communities and their residents to connect with local food and farming.

MIFMA believes in:

- **Integrity & Quality** ~ of each other and of our food sources
- **Community & Belonging** ~ by including and not isolating
- **Diversity & Unity** ~ working towards shared values and common goals while respecting differences

MIFMA received permission from member markets and photographers to use all photos. Copying of photos for other intentions is prohibited.

# Why Join MIFMA?

Now is a great time to join MIFMA. Show your support for farmers markets and local farmers and vendors. Benefits of membership include:

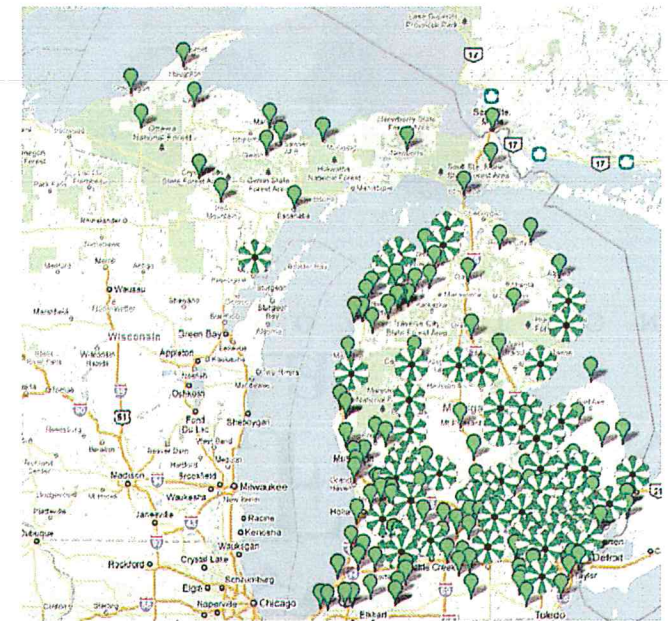
- ✿ **Reduced Rates.** Receive reduced rates at MIFMA educational programs and events. See our Calendar of Events at [www.mifma.org](http://www.mifma.org) for upcoming opportunities.
- ✿ **Liability Insurance.** Special Group Rate Liability Insurance for farmers market and farmer/vendor members.
- ✿ **Special Offers.** Members-only offers on Rapid Market Assessments and market evaluation services.
- ✿ **Discounts.** Take 10% off purchases made at Eat Local Food, 30% off the subscription price of Farmers Markets Today and 10% off wholesale orders of Michigan Guide's to Local Cooking.
- ✿ **Voting Privileges.** Active farmers market and farmer/vendor members have the opportunity to elect the Board of Directors and vote on other issues that may come before the membership.
- ✿ **Policy Voice.** MIFMA advocates for state and federal policies that support farmers markets.
- ✿ **Up-to-date Information.** Receive information on all Michigan farmers market happenings through monthly e-newsletters and the farmers market listserv.
- ✿ **Classified Ads.** Receive complimentary classified ads in the MIFMA e-newsletters.
- ✿ **Promotion.** All members can submit up to three events per month. We will promote your events on our calendar of events, our website and our newsletter.
- ✿ **Networking.** Join the community of MIFMA members dedicated to the mission of advancing Michigan farmers markets. Learn from other members through networking and peer-to-peer learning opportunities.
- ✿ **Membership Directory.** A yearly directory of current MIFMA members is distributed at the MIFMA annual meeting and is available online 24/7.
- ✿ **Access.** Get access to a volunteer team of farmers market practitioners (MIFMA Board, staff and committee members) to answer your questions.

# Where Can I Find a Farmers Market?

Today, there are more than 220 farmers markets in Michigan. This number continues to grow each year and has skyrocketed from 90 markets counted in 2001. Farmers markets bring farmers and consumers together and often act as a centerpiece of community vitality. To be successful, farmers markets need to attract local farmers and vendors as well as garner community support.

Dollars spent locally also circulate locally, supporting your community's economy and local businesses.

Visit [www.mifma.org](http://www.mifma.org) for a full list of farmers markets.



MIFMA Member Market



Non-member Market

Join today as a farmers market, farmer, vendor or friend at

[www.mifma.org](http://www.mifma.org)



## Join

Thank you for your interest in joining MIFMA and becoming part of the statewide network of farmers markets, market managers, farmers and vendors and local food enthusiasts. See what we can do for you on our [Membership Benefits](#) page, or check out our upcoming events on the [Calendar of Events](#) page. Scroll down to join online now.

A farmers market is defined as a venue where multiple farmers come together to sell their products to the public. Dues for farmers markets as an entity are determined on a sliding scale based on the average total number of farmers and vendors that sell at the farmers market during peak season. The number should be determined from the previous year's farmer and vendor attendance.

<b><i>Farmers Markets</i></b>	
First year markets and markets with less than 9 farmers and vendors	<b>\$75</b>
10-25 farmers and vendors	<b>\$150</b>
26-75 farmers and vendors	<b>\$250</b>
76+ farmers and vendors	<b>\$350</b>
<b><i>Farmers and Vendors</i></b>	
Farmers or Vendors who sell at farmers markets	<b>\$50</b>
Farmers or Vendors who sell at MIFMA member markets	<b>\$30</b>
<b><i>Friends of MIFMA</i></b>	
Lifetime member	<b>\$1,000</b>
Organizations or business	<b>\$100</b>

Individual or household	\$30
Student	\$20

All farmers markets applying as an entity must also include a market farmer and vendor list. Please feel free to include any other materials such as your market rules and regulations, vendor application, and/or promotional materials. If you wish to pay by check, please [download our membership form.](#)





**T**he MIFMA Farmers Market Manager Certificate Program is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management. Market managers will be recognized with a certificate upon completion of the full program. This certificate offers acknowledgement to market organizers and vendors that the market manager is a trained professional.

### Registration Information:

The fee is \$300 for all five sessions for MIFMA members and \$600 for all five sessions for non-MIFMA members. Single sessions will be \$90 for MIFMA members and \$180 for non-MIFMA members.

**Register online at [www.mifma.org](http://www.mifma.org)**

Full program registration closes December 31, 2012. Individual session registration closes two weeks before the session.

Registration begins at 8:45 a.m. the day of the session.

Certificates will be awarded to individuals who complete the full five-day program including course assignments. People attending individual sessions will receive a day packed with information and networking, but they will not receive a certificate. No make-up classes will be scheduled.

For individuals unable to attend sessions, online resources are available. See [www.mifmainstitute.com](http://www.mifmainstitute.com). The MIFMA Cyber-Institute provides a vast range of information for market managers; however, online courses do not replace certificate program requirements.



Michigan Farmers Market Association  
480 Wilson Road  
Room 172 Natural Resources Building  
East Lansing, MI 48824  
Phone number: 517-432-3381  
[www.mifma.org](http://www.mifma.org)

**MIFMA**  
*Michigan Farmers Market Association*



*Farmers Market Manager  
Certificate Program*

**FEBRUARY 2013**

**Dates:**  
February 1, 2, 15, 16, & 22

**Location:**  
Bengel Wildlife Center  
6380 Drumheller Road  
Bath Township, MI 48808

[www.mifma.org](http://www.mifma.org)



# Farmers Market Manager Certificate Program

## Business Planning and Managing Market Growth

Friday, February 1, 2013

9:00 a.m. – 6:30 p.m.

After this session, you will:

- Understand the importance of clearly stating the mission of your farmers market
- Have learned the components of a business plan and the steps you can take for developing a plan for your farmers market
- Be able to determine critical records needed for market management and how to collect that information
- Know where you can go with a business plan and market records to garner outside support for your market

## Internal & External Communication Strategies

Friday, February 15, 2013

9:00 a.m. – 6:30 p.m.

After this session, you will:

- Be aware of communication tools available to facilitate difficult conversations
- Be able to manage conflict or other ethical issues that may arise
- Have tools and examples to develop marketing strategies
- Know the components of an annual marketing plan

## Manager to Manager Education and Presentations

Friday, February 22, 2013

9:00 a.m. – 4:00 p.m.

During this session, you will learn from your fellow market managers what they believe is their strategy for a successful 2013 season. Market managers from the certificate program will develop short presentations to share what they learned through the Farmers Market Manager Certificate Program and how they plan to implement those skills during the upcoming season. There will be ample time for feedback from program presenters and peers. The close of this session marks the start of a great market season.

## Finances & Fundraising

Saturday, February 16, 2013

9:00 a.m. – 4:00 p.m.

After this session, you will:

- Become familiar with financial recordkeeping and financial accountability specifically related to farmers markets
- Have learned simple strategies for writing successful grant proposals
- Be aware of markets that use sponsorship as a funding stream and understand how they successfully manage market sponsorships
- Know how to plan for entertainment and events
- Have learned about successful farmers market fundraisers from other market managers across the state and leave inspired to implement a fundraiser for your 2013 market season

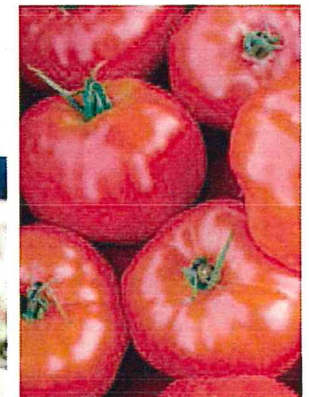
## Market Governance, Policy & Enforcement

Saturday, February 2, 2013

9:00 a.m. – 4:00 p.m.

After this session, you will:

- Be aware of different market governance structures and the parties represented
- Have tools and examples to develop market policies that support the market's mission and can be enforced
- Be aware of licensing requirements and regulations that market vendors must follow
- Understand what steps you can take to be prepared for emergency situations







[Online Store](#)   [Sign Up for ENews](#)

## Farmers' Market

### Every Saturday, 8:00am – 1:00pm

### May 4 – October 26

Celebrating its 14th season, the Farmers' Market is a frequent stop for area residents to enjoy the vibrant colors, aromas and flavors of southeast Michigan's growing season. Located at the corner of E. Third and Water Street, it is one short block east of Main Street and conveniently surrounded by two free public parking lots. The Farmers' Market is proud to feature fresh produce, flowers and other products exclusive to Michigan.

**Vendor of the Week, Saturday, May 11, 8am to 1pm**

Haack's Farm Greenhouses...#27-28. Special: \$9.99 Wave Baskets.

**2013 Farmers' Market Activities**

May 18  
Raising Rochester  
Sola Life Cooking Demo

June 1  
The Classic Winds  
Oakland County Gardening Program  
Sola Life Cooking Demo

June 6  
Oakland Country Gardening Program

June 15  
Rochester Mills Beer Co. Cooking Demo  
Music with Carissa

June 22  
Raising Rochester

July 6  
Sola Life Cooking Demo  
Music with Jumpin' Jack

July 13  
Raising Rochester

August 3  
Raising Rochester

August 17

**In this Section:**

- [Sponsorships](#)
- [Events Calendar](#)
- [Farmers' Market](#)
- [Farmers' Market Vendor](#)
- [Profiles](#)
- [Deck Art 2013](#)
- [Junk in the Trunk](#)
- [Movies in the Moonlight](#)
- [Sidewalk Sales](#)
- [The Big, Bright Ball](#)
- [Rochester's Great American Bake](#)

**Sale**

- [The Big, Bright Light Show](#)
- [The Ewe Revue 2](#)
- [Photo Gallery](#)

Music with Carissa

August 24

Jenna Barba with Mini Musicians

September 7

Jumpin' Jack

September 14

Paul Miles

October 26

Trick-or-Treat at the Market

### Get To Know Your Vendors

[Click here](#) to read the vendor profiles.

Interested in becoming a vendor? Contact Nancy at 248/656-0060 or email to [Nancy@DowntownRochesterMI.com](mailto:Nancy@DowntownRochesterMI.com) for more information.





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# Michigan Seasonal Fruits and Vegetables

## What's In Season In Michigan?

By Molly Watson, About.com Guide



Montmorency Cherries

Exact crop availability and harvest times vary year-to-year, but this summary will help you know when to look for what at [markets](#) near you in Michigan. You can also look up produce by seasons ([spring](#), [summer](#), [fall](#), [winter](#)) or [region](#). Or, you might want to read about more [Local Foods in Michigan](#).

[Apples](#), July through October

[Arugula](#), May through September

[Asparagus](#), April through June

[Basil](#), July through September

[Beets](#), May through October

[Blackberries](#), July into August

[Blueberries](#), July into August

[Broccoli](#), June through October

[Brussels sprouts](#), August through November

[Cabbage](#), June through November (local harvest available from storage through March)

[Cantaloupes](#), August and September

[Carrots](#), May through November (local harvest available from storage through winter)

[Cauliflower](#), August through November

[Celeriac/celery root](#), August through October

[Celery](#), August through October

[Chard](#), May through September

[Cherries](#), June and July

[Cilantro](#), June through September

[Corn](#), mid-June through mid-August



Cucumbers, July through mid-October

Eggplant, July through mid-October

Fava beans, May

Fennel,

Garlic, August through November

Garlic scapes/green garlic, May and June

Grapes, August and September

Green beans, July through September

Green Onions/Scallions, June through September

Greens (various), May through November

Herbs, various, May through October

Kale, June through November

Leeks, August through October

Lettuces (various), May through October

Melons, July through September

Morrels, spring

Mushrooms (cultivated), year-round

Mushrooms (wild), spring through fall, varies tremendously each year

Onions, August through October (local harvest available from storage year-round)

Parsley, May through September

Parsnips, April and May and again in October through November (local harvest available from storage through winter)

Peaches, July and August

Pears, August through October

Peas and pea pods, June through August

Peppers (sweet), June through September

Pumpkins, October

[Plums & pluots](#), July and August

[Potatoes](#), July through November (local harvest available from storage year-round)

[Pumpkins](#), September through October

[Radishes](#), May through October

[Raspberries](#), June into August

[Rhubarb](#), April through June

[Shelling Beans](#), September through October (local harvest available dried year-round)

[Spinach](#), May through October

[Squash](#) (summer), July through October

[Squash](#) (winter), August through November (local harvest available from storage into spring)

[Strawberries](#), June and July

[Tomatoes](#), July through October

[Turnips](#), August through November (local harvest available from storage through February)

[Watermelons](#), August through September

[Zucchini](#), July through October

[Zucchini Blossoms](#), July and August



**XFINITY Connect**

mayornovitke@comcast.net

± Font Size ±

**Rubbish Disposal**

**From :** Ted Miller <tcm1966@yahoo.com>  
**Subject :** Rubbish Disposal  
**To :** mayornovitke@comcast.net  
**Reply To :** Ted Miller <tcm1966@yahoo.com>

Sun, May 26, 2013 06:40 PM

Dear Sir,  
Question. Why doesn't GPW provide or allow the use of garbage cans for residential rubbish disposal? Each trash day all our front yard curbs look like junk yards with all sorts of unsightly bags, boxes, jugs and other junk piled up waiting for the trash-man to come and take it away. While waiting, weather, animals and scrappers often scatter the trash all over the neighborhood. The garbage collection service does their best to police it all up, but always miss some. This year a larger recycle bin is being provided. Very nice. Thank you. I request the city consider providing or allowing the use of same size/type garbage cans with attached lids for non-recycle rubbish disposal. It will help make the neighborhood looks so much nicer, and clean.

Respectfully,

Ted Miller

642 Perrien Place

Grosse Pointe Woods, MI 48236

May 30, 2013

RECEIVED

JUN 18 2013

CITY OF GROSSE PTE. WOODS

Mr. Robert E. Novitke  
Mayor of Grosse Pointe  
795 Lake Shore Rd  
Grosse Pointe Shores, MI 48236

Dear Mr. Novitke:

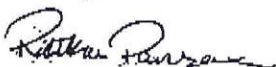
I see so many kids ride their bikes outside. They seem to be having so much fun until...they fall. Although head injuries are not very common when they occur they are very serious. I think that the world would be a better place if there was a law requiring everyone under 15 to wear a helmet when bike riding.

If there was a law requiring kids to wear helmets, more people would pay attention to wearing a helmet. People are going to wear a helmet when going bike riding if they get fined when caught without it. It may seem like a waste of time to have police cars patrol the area for kids not wearing a helmet but it all helps in the long run. I always wore a helmet but my brother never wore one, as I consistently wore one he began to also. As you see, people learn from watching others,, they also learn from laws that are there to protect them.

When you receive a head injury not only is it painful, but it is also VERY serious. There is a simple way to prevent head injuries on wheels: wear a helmet! According to [www.science20.com](http://www.science20.com) between 1994 and 2008 Canada had 66,716 hospital admissions for cycling accidents. 30% of those were head injuries. That's a lot of head injuries, and although this is Canada, this can happen in the U.S. also.

All in all, wearing a helmet is one of the smartest decisions you can make. Not only for your own safety but others around you. More people are likely to obey a law that fines them if they did not wear a helmet and wearing a helmet is just common sense. Head injuries are very serious, and head injuries on wheels have a simple solution, while wearing a helmet does not totally reduce the risk of a serious injury, it does greatly reduce it. So I suggest making it a law to have everyone less than 15 years old wear a helmet while bike riding.

Sincerely,



Ritika Pansare



**CITY OF GROSSE POINTE WOODS  
BUILDING DEPARTMENT  
MEMORANDUM**

REC 8A  
JUN 27 2013  
CITY OF GROSSE PTE. WOODS

**TO:** Alfred Fincham, City Administrator

**FROM:** Gene Tutag, Building Official *GT*

**DATE:** June 27, 2013

**SUBJECT:** Request for Additional Staff

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The Building Department is requesting permission to create and fill a new permanent part-time position. The position would be a combination Code Enforcement Officer/Administrative Clerk I. Duties would be split between work in the field providing additional support in the investigation and resolution of complaints, issuance of parking tickets to contractors and landscape contractors, and to ensure all work is being done with the proper permits and inspections in addition to providing clerical support during vacations and busy times in the office as needed.

This would be a TPOAM bargaining unit position. The starting wage for a Code Enforcement Officer, according to the current TPOAM Contract, would be \$15.26 per hour with no fringe benefits. The position would for 4 hours per day or as needed, 5 days per week. The cost to the City will be  $\$15.26 \times 20 = \$305.20$  per week and approximately \$15,870 per year. An Administrative Clerk I would start at \$14.32. We anticipate this position would be paid the Code Enforcement wage.

We anticipate this position to have no effect on the current budget as time in the field is anticipated to produce three building permits at \$100.00 each and 2 parking tickets equal to \$120.00 for a total of \$420.00 per week and \$21,840 per year.

Code enforcement efforts directly contribute to the issuance of Building, Plumbing, Mechanical, Electrical and associated permits such as fences, dumpsters and issuing tickets for illegal parking. When work is observed as taking place without the required permits being obtained and fees being paid, revenue is lost. Revenue is produced by the application fees for permits and by fines imposed by the court, if a case goes that far. The dependability of this revenue in conjunction with the requested position is assured by the enforcement process. When the Inspection's Department receives a complaint and the code enforcement officer confirms that permits are required for the work being performed, a Stop-Work-Order can be issued. Applications must be submitted to the Department as required and the work cannot continue until the permits have been issued. Parking tickets will be issued to landscapers and contractors who do not comply with fire route and no parking signs and to those who park in front of fire hydrants. Code Enforcement routinely provides back-up for rental and sale inspectors.

Some work by contractors is done on weekends to avoid securing permits. It is likely that this person will work an occasional Saturday to ensure work is being done to code with proper permit/s.

The Building Department is currently scheduling into the fourth week of July for paid Rental and Sale Property Maintenance Inspections. As proposed, this is a combination position with an Administrative Clerk I component to it. The intent is to help with the ever-increasing workload of reports, phone calls, and administrative functions while providing backup for breaks, lunches and vacations of our current administrative staff.

By spending time in the field as a code enforcement officer this person will bring a valuable perspective to the office and residents as they will have firsthand knowledge of what is going on in the community.

We request permission to have the position created and filled.

1 Attachment

TPOAM - Page 71, Exhibit A-4-3



**EXHIBIT A-4-3  
TPOAM**

**HOURLY WAGE RATE SCHEDULE--FOR FULL-TIME/PART-TIME EMPLOYEES**

**Effective July 1, 2012 - June 30, 2013**

<u>Classification</u>	<u>Start</u>	Step A <u>6 Mos.</u>	Step B <u>12 Mos.</u>	Step C <u>18 Mos.</u>	Step D <u>24 Mos.</u>	Step E <u>30 Mos.</u>		
Crew Chief	21.79	21.96	22.29	22.44	22.82	22.99		
Mechanic	22.82	22.96	23.31	23.45	23.82	24.00		
Operator I	19.07	19.31	19.59	19.77	20.11	20.27		
Administrative Clerk II	18.51	18.68	19.01	19.19	19.54	19.71		
Administrative Clerk I	17.90	18.05	18.42	18.58	18.95	19.11		
Administrative Clerk III	19.08	19.32	19.60	19.80	20.13	20.29		
Accounting Tech I	17.90	18.05	18.42	18.58	18.95	19.11		
Code Enforcement Officer	19.07	19.31	19.59	19.77	20.11	20.27		
Parking Enforcement	16.73	16.90	17.25	17.39	17.76	17.93		
Building Custodian II	19.07	19.31	19.59	19.77	20.11	20.27		
Building Custodian I	13.05	13.18	13.53	13.70	14.05	14.21		
							Step E <u>36. Mos.</u>	Step F <u>48 Mos.</u>
Operator II	19.55	19.73	20.04	20.23	20.56	20.89		21.22

Employees hired after March 30, 2011 will be placed on a wage schedule set at 80% of current wage schedule as follows:

<u>Classification</u>	<u>Start</u>	Step A <u>6 Mos.</u>	Step B <u>12 Mos.</u>	Step C <u>18 Mos.</u>	Step D <u>24 Mos.</u>	Step E <u>30 Mos.</u>		
Crew Chief	17.43	17.57	17.83	17.95	18.26	18.39		
Mechanic	18.26	18.37	18.65	18.76	19.06	19.20		
Operator I	15.26	15.45	15.67	15.82	16.09	16.22		
Administrative Clerk II	14.81	14.94	15.21	15.35	15.63	15.77		
Administrative Clerk I	14.32	14.44	14.74	14.86	15.16	15.29		
Administrative Clerk III	15.26	15.46	15.68	15.84	16.10	16.23		
Accounting Tech I	14.32	14.44	14.74	14.86	15.16	15.29		
Code Enforcement Officer	15.26	15.45	15.67	15.82	16.09	16.22		
Parking Enforcement	13.38	13.52	13.80	13.91	14.21	14.34		
Building Custodian II	15.26	15.45	15.67	15.82	16.09	16.22		
Building Custodian I	10.44	10.54	10.82	10.96	11.24	11.37		
							Step E <u>36. Mos.</u>	Step F <u>48 Mos.</u>
Operator II	15.64	15.78	16.03	16.18	16.45	16.71		16.98