



# Ely Farmers Market 2011 Market Guidelines

## Contact Information

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## Location

Summer Market:  
Ely Community Center - Front Lawn  
1570 Rowley Street, Ely

Winter Market:  
Ely Public Library  
1595 Dows Street, Ely

## Schedule

Summer Market Season: May 1 through October (Fall Festival)

Hours: Tuesdays 4:00pm to 6:30pm (setup starts at 3:30pm)

Saturdays 8:00am to 12:00pm (setup starts at 7:30am)

Winter Market Season: November 6 and 20; December 4 and 18; January 15 and 29; February 12 and 26;  
March 12 and 26; Apr 9 and 23

Hours: 8:00am to 12:00pm (setup starts at 7:30am)

## Market Fees and Paperwork

\$80 - Year Pass (includes Summer and Winter markets) (Jan 1, 2011 to Dec 31, 2011)

\$40 - Punch Card for 20 market days

\$5 per market - Daily seller

- Market fees are to be paid by cash or check to "Edge" and state "Ely Farmers Market" on the comment line.
- Market fees must be submitted with signed paperwork (see Vendor Application and Indemnity Agreement).
- Daily sellers will be asked to sign paperwork and submit their fee before they will be permitted to setup for selling.
- At every market, all vendors are to report to the Market Manager before the start of selling. Attendance will be documented and outstanding fees will be collected before selling will be permitted that day.
- Any vendor writing a bad check will be charged \$25 per check and no future checks will be accepted.
- Bad check fees must be paid in full prior to participation in another market in Ely.
- No refunds of market fees will be given.

## Acceptable Products

- Focus for the Ely Market is on homemade, handmade or homegrown items.
- Fresh produce and other farm-related products such as eggs, honey, bedding plants, baked goods, jams, jellies, frozen meats, cheese, etc.
- Arts, crafts, household products, etc.
- Visual artists, musical artists and community groups are encouraged to join the market.
- No live animals may be sold at the market.



# Ely Farmers Market

## State Regulations for Farmers Markets

- It is the responsibility of the vendor to understand the current food safety regulations.
- Contact the Iowa Department of Agriculture and Land Stewardship if you have any questions about farmers markets and the regulations: [www.agriculture.ia.us](http://www.agriculture.ia.us).
- In addition, the Iowa Department of Inspections and Appeals controls and regulates items that may be offered for sale at farmers markets. Questions should be directed to Bob Haxton in the Dept. of Inspections and Appeals: or [rhaxton@dia.state.ia.us](mailto:rhaxton@dia.state.ia.us).

## Vendor Stalls

- Selling areas will be available on a first come - first choice basis. Stalls will not be reserved in advance.
- Vendors are responsible for their own tables, chairs, tents, etc. Electricity and water will not be available.
- Vendor's selling area should be neat and clean at all times.
- The vendor's selling area should be clean and free of all debris before the vendor leaves the market.
- If the vendor's selling area is not clean upon departure, vendors will be given a verbal warning, followed by a \$25 fine for the 2nd offense that must be paid before selling on another Ely Farmers Market day.

## Vendor Etiquette

- All vendors are expected to be courteous and respectful to customers.
- All signs and price tags must be legible.
- No pets, except for assistance animals, are allowed in or near the selling areas.
- Vendors are not allowed to smoke in or near the selling area.
- No alcohol or drugs allowed on the premises.
- The playing of loud music in vendor stalls will not be permitted.
- Display or sale of obscene, illegal or unsafe merchandise is prohibited, the determination of which is at the sole discretion of the Market Managers.

## Vendor Expectations

- Each vendor has the responsibility to be familiar with and abide by all state and federal regulations pertaining to the production, harvest, preparation, preservation, labeling and safety of products brought to the market.
- All vendors must comply with all City ordinances, regulations and rules together with state and federal laws relating to the Ely Farmers Market and the vendor's business conducted in the market. Failure to abide by ordinance, laws and regulations may be basis for suspension or expulsion. This includes, but is not limited to; assault or abuse directed toward other vendors, customers, market management, employees or the general public.
- Vendors are expected to comply with the Ely Farmers Market Guidelines. Failure to do so may result in the loss of vendor privileges at the discretion of the Market Managers.

## Market Manager(s)

- A market manager will be in attendance at every market.
- If a member of the Ely Farmers Market Committee will not be able to attend, a vendor will be designated to cover the given day's market.



# Ely Farmers Market Vendor Application

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

Names of people who will be selling for you: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_, IA Zip \_\_\_\_\_

Home phone \_\_\_\_\_  Work phone \_\_\_\_\_  Cell Phone \_\_\_\_\_

(please check the phone number you prefer we use to contact you)

E-mail: \_\_\_\_\_

(note - market wide communication will typically be sent via e-mail. If you do not have email please indicate days/times you can be reached by phone)

## Market Fees

- \$80 - Year Pass (January 1 through December 31)
- \$40 - Punch Card for 20 market days
- \$5 per market - Daily seller

Make checks payable to "City of Ely" and state "Ely Farmers Market" on the comment line.

What products will you offer for sale? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

To the fullest extent permitted by law, \_\_\_\_\_ vendor(s) agrees to indemnify and hold harmless the City of Ely, the Ely Farmers Market, Economic Development Group of Ely (EDGE) and officials, employees and volunteers associated with these groups against any and all claims or loss arising out of participation in the Ely Farmers Market.

Vendor(s) has read and agrees to follow the Ely Farmers Market 2011 Market Guidelines.

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_