



2021 OPERATING POLICIES

Sowing Seeds Growing Futures (SSGF) Farmers Market is managed by Joy Southfield Community Development Corporation (JSCDC), a Detroit-based non-profit organization. The SSGF Farmers Market fosters a positive impact on the lives of residents in the Joy Southfield community by creating a healthy, safe and just environment that empowers all people to learn and grow.

Sowing Seeds Farmers Market Team:

Colleen Joseph, MPH
Community Health Program Manager
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Location and Hours of Operation:

Sowing Seeds Farmers Market

18900 Joy Rd
Detroit, MI 48228

* Between Evergreen and Southfield, on the corner of Joy and Artesian

Day: Tuesdays

Time: 3:00 - 6:00 PM

Season: May 25 - October 5, 2021

Joy Southfield CDC Mailing Address

18917 Joy Rd
Detroit MI 48228

Farmers Market Rules

1. A **vendor** is defined to mean an individual or business who participates in the market selling whole food agricultural products, food items prepared in facilities licensed by the State of Michigan, food items prepared utilizing the Michigan Cottage Food Law, handmade non-food items, or any other items or services approved by the Market Manager.
2. A **Community Partner** is defined to mean a business or organization distributing information, entertaining and/or providing services and not selling products or services.
3. The **Market Managers** are employees of Joy Southfield Community Development Corporation, and oversee operations at the Sowing Seeds Farmers Markets. The Market Managers interpret and apply the rules to these operations.

Steps for Becoming a Vendor

Step 1: All interested vendors must complete the [Vendor Application](#) with accurate information for the season. Applications are due Friday May 18, 2021 for the first market day, May 25, 2021. Applications will continue to be accepted on a rolling basis throughout the year and accepted based on availability and product mix. Applications must be submitted 7 days prior to the market date the vendor plans to attend.

Step 2: Supporting Documents, including a signed copy of the 2021 SSGF Operating Policies must be turned in to Colleen once the Vendor Application is complete. Electronic or paper copies of these documents can be sent via email or mail. Supporting documents can include labels, ingredients or seed order purchase receipts, certifications, licenses, etc. Receipt of an application and fees does not guarantee acceptance to the market. If accepted, you will receive a confirmation email from the market manager.

Part 3: All accepted Vendors must attend one Vendor Orientation. The first vendor orientation will be held virtually via zoom on Tuesday, May 11th, 2021 at 6:00 pm. The meeting will be recorded. Vendors applying after these dates will be required to watch the recording. All required documents for food assistance and currency programs must be signed prior to accepting and reimbursing these payments.

COVID-19 Policies and Guidelines

1. Vendors, volunteers and staff are required to wear a mask at the market, covering nose and mouth, correctly at all times as required by Michigan Department of Health and Human Services (MDHHS)
2. Farmers Market staff will have limited masks on hand to share with the public.
3. It is the vendor's right to not serve customers who are not following masking guidelines.
4. Farmers Market Health Assessments are required before or during the vendor's arrival at market.
5. Do not attend the Market if you are experiencing fever, cough, or other symptoms of COVID-19. Notify the Market Manager of symptoms or possible exposure concerns as

soon as possible.

6. Sampling products is highly discouraged at this time. If vendors still want to provide samples, prepare samples in advance of arriving at the market by pre-packaging individual samples into covered containers. At the market, prepackaged samples should be spaced out for consumers to pick up in a way that allows the consumer to touch only the sample they will consume. Spacing should allow for the vendor and all consumers to maintain social distancing while waiting for, selecting, and consuming the sample, and while disposing of the sample container.
7. Try to keep people from touching any products by setting up tables with you and your registers at the front of your space, then have food/products behind you. Ask customers to tell you what they want, and you get the products for them.
8. Put less out, restock more.
9. Minimize cash transactions
10. Wipe down card readers between transactions.
11. Chalkboard product lists are strongly encouraged so that customers know what you have while still maintaining distance.
12. Consider pricing that reduces the need to provide making change with coins.
13. All displays should be made of materials that are able to be sanitized frequently throughout the market. This means no festive tablecloths, wooden boxes, charming wicker baskets, etc.
14. Sanitize equipment and hands after each transaction

The Sowing Seeds Growing Futures (SSGF) Farmers Markets will comply with all City, State, and Federal regulations regarding business operations in response to COVID-19. Joy Southfield Community Development Corporation will incorporate COVID-19 best practices and recommendations into SSFG market operations for as long as applicable regulations are in place, and vendors are expected to do the same. If SSGF must cancel any market dates for reasons related to COVID-19, notice will be given as far in advance as possible. For additional COVID-19 resources check out the Michigan Farmers Market Association (MIFMA) website, visit mifma.org/covid-19-resources.

Weather Plan

Sowing Seeds Growing Futures Farmers Market will notify all vendors and volunteers of severe weather threats. The market will be cancelled if determined that weather conditions pose a risk to the safety of the vendors and customers. Tornadoes, severe thunderstorms, winds, large hail, flooding rains, lightning and extreme heat or cold are all potential hazards in Michigan.

Products Allowed

We encourage all our vendors to sell products grown, cultivated, produced and or processed in Michigan with exceptions of the Midwest States. Customers may respectfully ask about their food and food sources. Please be prepared to openly and honestly share this information.

1. **Local products:** All produce, for purposes of customer clarity and food assistance program regulations must be labeled grown in Michigan or where they were grown. We

ask that a minimum of 80% of your produce be grown by you if purchased in the beginning of the season. Other food products need to be locally produced, but ingredients do not need to be locally sourced (though we prefer if they are). Crafts also need to be handmade, not store bought.

2. **Processed & Prepared Foods:** Any vendor selling prepared, processed or edible foods must provide the Market Manager with a copy of MDARD license or a copy of the MI Cottage Food Label for all required products. Eggs, meats, cheeses and other processed or prepared foods and drinks must meet all Federal, State, and County regulations while en route to and on site at SSGF Farmers Market.
3. **Cottage Foods:** Vendors applying to sell products under Cottage Food Law must demonstrate that they understand allowable products and labeling requirements.
4. **CBD and Marijuana:** SSGF does not permit the sale of marijuana or ingestible/consumable products that contain THC or CBD. Topical products (soaps, lotions, .etc) containing CBD are allowable if the vendor can provide documentation that delta-9-THC concentrations are below 0.3%. More information on State and Federal laws here: <https://www.michigan.gov/lara/0,4601,7-154-11472-493396--,00.html>
5. **Home Grown:** All products not grown, produced, or crafted by a Vendor's business must be accurately labeled with the location of the product's originating business and available for customers to see at all times.
6. **Organic Certification:** Anyone producing organic products, handling organic products, or certifying organic operations in Michigan, needs to comply with Act 316 registration requirements. If vendors advertise organic produce and practices a State Certificate of Registration must be displayed and the Market Manager must be provided a copy of the Certificate. <http://www.legislature.mi.gov/documents/mcl/pdf/mcl-Act-316-of-2000.pdf>
7. **Pre-Approval of Products:** All new products that are considered to be outside of a Vendors specialty, and are not listed on the Vendor's original application, must be pre-approved with the Market Manager before being sold, in order to ensure product diversity and proper licensing and labeling.

Booth Assignments

1. Space at the market may be rented for the whole season (Seasonal Vendor), or on a weekly basis (Weekly Vendor).
 - a. **Seasonal Vendor:** Applications and supporting documents are due May 14, 2021. Payment will be requested upon approval. Payments are due the morning of the first market participation.
 - b. **Weekly Vendor:** Applications and supporting documents are due 7 days prior to market participation. Vendors will be notified of acceptance and stall assignments via email. Payments are due the morning of market participation.
2. No Vendors shall be permitted at the Market except in the stalls assigned and paid for.
 - a. Each stall will be defined by the Market Manager.
3. No buildings, sheds, tables, tents, signs or offices shall be placed on the public market unless approved by the Market Manager.
4. Electricity is limited. Stall assignments are partially based on electric needs, which must be outlined in your application. The Market Manager reserves the right to limit electric

uses by any Vendor if it is necessary. All generators must be silent, so that the noise level does not interfere with the ability of nearby Vendors to conduct sales, as determined solely by the Market Manager.

5. Products or signage may only be displayed beyond the defined limits of the space with express permission of the Market Manager. Products and signage may not interfere with market traffic or obstruct another vendor's space.
6. No goods for sale shall be displayed or stored less than 6 inches from the ground.

Conduct Guidelines

1. **Discrimination:** No Vendor shall refuse to permit the purchase of any produce, goods or participation based on race, religion, color, creed, gender, political affiliation, sexual orientation, national origin, sex, age, marital status, gender-identity, height, weight or mental or physical ability.
2. **Harassment:** All Vendors, employees/helpers, volunteers, etc. are expected to treat each other, customers, and market staff in a courteous and professional manner. Harassment in any form, such as sexual, gender, or race based, is unacceptable no matter who it is directed towards. Sexual harassment may include, but is not limited to, sexual innuendo, suggestive comments, physical contact such as petting or pinching, and sexually oriented "kidding" or "teasing" jokes. These behaviors are unacceptable and it is our policy to investigate all complaints of harassment promptly and thoroughly.

Attendance and No-Show Policy

Attendance is extremely important for the success of the markets and your business. Customers and Managers count on you to be at the market every week, and missing a market without notice has a negative effect on all. No shows will be issued a warning and will be subject to exclusion from the market if they continuously fail to notify market managers of attendance.

Vendor Identification

1. **Business Identification:** The name of each Vendor/Business must be posted at their stall. NOTE: Signs for this purpose will not be furnished by the Market Manager.
2. **Food Assistance Signage:** All participants in food assistance currencies must keep related signage visible to customers at all times. Food assistance signage will be provided by the market manager if approved to accept food assistance currencies. WARNING: Do not accept currencies if you are not approved or do not know what they are.

Grievances

Any problems, concerns, or complaints should be communicated to the market manager immediately. However, if you have communicated your grievance to the market manager and feel the issue has not been properly addressed OR if you feel that you have a grievance that is private and do not want to speak openly about it, grievance forms will be available. You can request a grievance form from the market manager.

Other Sowing Seeds Farmers Market Guidelines

1. Prohibited Activities

- a. Any activity by any person not under contract with the Sowing Seeds Farmers Markets, such as petitioning, campaigning or other public speaking must take place on the public sidewalk surrounding the market. No such activity will be allowed within the market.
- b. Smoking, using alcohol, or other drugs is prohibited for both Vendors and Customers at the Sowing Seeds Farmers Markets.

2. Alternate Currencies

- a. Sowing Seeds Farmers Markets use multiple different currencies to provide improved food access for all. All participating Vendors will receive signage from the market, which is required to be visible to customers at all times. All documentation for accepting these currencies must be signed before accepting or redeeming them. Vendors who sell Michigan-grown produce are expected to accept SNAP (which is used via an EBT card, known in MI as a Bridge Card because of the picture of the Mackinac Bridge on it), Double Up Food Bucks, WIC Project FRESH, Senior Market FRESH and Fresh Prescription. All other vendors are expected to accept all forms of market currency (tokens, etc.) that are eligible to purchase the types of products they sell.

3. COVID-19 Measures

- a. Increasing market stall spacing and aisle widths to allow customers and vendors to distance themselves at least 6 feet away from others.
- b. Marking the ground around booths to instruct customers to distance themselves at least 6 feet apart while they are waiting in line.
- c. Limiting entrances to ensure customers enter where a handwashing station is available.
- d. Having vendors set up in a way that minimizes/eliminates a customer's ability to touch the products.
- e. Posting signs instructing customers of their legal obligation to wear a face covering if they are medically able to do so and not able to maintain 6 feet of space between themselves and others.
- f. Providing handwashing and/or sanitizing (when available) at entrances and throughout the market.
- g. Regularly cleaning and disinfecting frequently touched surfaces, like point-of-sale devices tokens, etc.
- h. Providing disposal gloves to vendors and volunteers who request them.
- i. Making the COVID-19 preparedness and response plan in place and available at every market.

4. Vendor Fees

- a. Vendors can choose to apply and pay in advance for the whole season or choose to attend individual market dates and pay a smaller fee. Vendor fees must be received by 9:00 AM EST on the day the vendor plans to attend the market.

Vendor fees are nonrefundable. Please contact cjoseph@joysouthfield.org if other accommodations are needed.

- i. **Whole season fee:** \$50.00 USD
 1. Allows vendors to attend all 20 weeks of the market from May 25 - October 5.
 2. Due: 9:00 AM on the first day of the market you plan to attend
 - ii. **Partial season fee:** \$25.00 USD
 1. Allows vendors to attend up to 10 weeks of the farmers market. Vendors can choose up to 10 dates they would like to attend the market on their Vendor Application form.
 2. Due: 9:00 AM on the first day of market you plan to attend
- b. You can submit your vendor fees via PayPal, cash or check.
- i. **PayPal:** invoice will be sent directly once you complete an application.
 - ii. **Cash or check mailing address:**
Joy Southfield Community Development Corp.
18917 Joy Rd
Detroit, MI 48228

5. Vendor payment

- a. Farmers Market Vendors will be paid out for transactions made with alternative currencies bi-weekly from Joy Southfield Community Development Center.

** If you need additional accommodations, please contact Colleen at cjoseph@joysouthfield.org.*

Marketing

Social Media: Find us on Facebook (@joysouthfield), Instagram (@joysouthfieldcdc) and Twitter (@joysouthfield)

Website: <https://www.joysouthfield.org>

Youtube: Check out Joy Southfield's YouTube page:

<https://www.youtube.com/channel/UCVg1jJ2x-8ctUEBI3k4eMZQ>

Agreements

COMPLIANCE AGREEMENT - I further hereby release and forever discharge said Sowing Seeds Growing Futures Farmers Market, and there officers, agents, members and employees from any and all claims, demands, actions, causes of actions, damages and liabilities resulting or arising directly or indirectly out of my/our participation in the Sowing Seeds Growing Futures Farmers Market. I confirm that the information provided in my application is, to the best of my knowledge, true and accurate and that I agree to represent my products or services at the Sowing Seeds Growing Futures Farmers' Market in accordance with the rules and responsibilities.

Print Sign Date

PHOTO/VIDEO RELEASE - I do hereby grant permission to the Sowing Seeds Growing Futures Farmers Market, its agents, and others working under its authority, full and free use of/video photographs containing my image/likeness. I understand that these images may be used for promotional news, research, and/or educational purposes. I hereby release, discharge, and hold harmless the Sowing Seeds Growing Futures Farmers Market and its agents from any and all claims, demands, or causes of action that I may hereafter have by any reason of anything contained in the photographs or video. I do further certify that I am either of legal age or possess full legal capacity to execute the foregoing authorization and release.

Print Sign Date

WEATHER PLAN - Sowing Seeds Growing Futures Farmers Market will notify all vendors and volunteers of severe weather threats. The market will be cancelled if determined that weather conditions pose a risk to the safety of the vendors and customers. If there is time to evacuate before severe weather strikes, vendors will be asked to pack up their belongings and return to their cars. Tornadoes, severe thunderstorms, winds, large hail, flooding rains, lightning and extreme heat or cold are all potential hazards in Michigan. Please sign below if you understand the weather risks associated with the Farmers Market.

Print Sign Date

If you have questions about these rules and policies or need further clarification please contact Farmers Market Manager, Colleen Joseph, at cjoseph@joysouthfield.org.