



Estherville Downtown Market Rules

6th Street side of Library Square – Thursdays, June 13 through September 5, 5–7pm

The following rules are for the good of vendors and customers at the market:

1. The market is tobacco free.
2. No Alcohol or Drugs
3. No Pets
4. Shirt & Shoes must be worn at all times.
5. Vendors must clean up their immediate selling area at the end of each market.
6. Set up begins at 4pm and must be completed by 5pm (this is for customer safety).
7. Supervised children are welcome at the market.

The following rules & guidelines apply to produce and food vendors:

1. Food & produce items must be displayed "off the ground", i.e. in a bin, cooler, box, or other appropriate container (except pumpkins).
2. Vendors are asked to sell produce at "fair market value". A good way to assess this is to check with other local growers and grocery stores (keeping in mind that local produce is generally considered to be of higher quality & desirability than grocery store produce). Price fixing is illegal & vendors should not conspire to "set" prices.
3. Produce vendors are asked to set their prices prior to the start of the market day and not to change them during market hours nor to sell their produce at a reduced rate at the end of the market. Once begun customers will come to expect it and be averse to paying regular price. However it is acceptable & often expected to give volume discounts.
4. An outline for market selling strategies, approved by the IA Dept. of Agriculture is available from the IA Dept. of Agriculture (Horticulture & Farmers Market Program) online.

The following products may be sold at the market:

1. Fresh fruits & vegetables grown by the vendor or purchased from an Emmet County grower or that of a neighboring county, including bordering Minnesota counties.
2. Honey packaged by the vendor.
3. Eggs produced by the vendor and kept at 45 degrees or less during the market (as required by the state).
4. Meat produced by the vendor & packed at a state or federally approved facility & with all necessary permits obtained from the county and state health authorities.
5. Flowers, trees & other plants grown by the vendor.
6. Baked goods that are not potentially hazardous made by the vendor such as; breads, cakes, doughnuts, pastries, buns, rolls, cookies, & pies (except meat pies, custard pies & cream pies). Baked goods must be labeled with the common food name (i.e. chocolate chip cookies) and the name & address of the person who prepared it. Allergen information needs to be declared on the label or by use of a placard. The following food products are considered major allergens: peanuts, soybeans, milk, eggs, fish, crustacean, tree nuts (almonds, pecans, walnuts) & wheat.
7. Non-potentially hazardous food products such as; jams & jellies, dried noodles, etc.

8. Food Vendors selling food to be made & eaten on site. These items include donuts, coffee, hot dogs, tacos, funnel cakes, etc. All vendors of food for consumption on site are subject to permit, regulation & inspection of the county and state health authorities.
9. Dried herbs & flowers & cut flowers (all must be grown in Emmet or neighboring counties).
10. Wine made by the vendor.
11. Art and craft items including but not limited to; quilts, jewelry, soap and other body care items, paper crafts, wood crafts, metal crafts, pottery, etc.
12. Direct sales vendors such as Pampered Chef, Tastefully Simple, Scentsy, etc. Only one vendor from each company is allowed at any given market day. Vendors from the same company must work out amongst themselves who will represent the company each week. Each vendor must submit a separate registration form and fee.
13. Any other items not listed, but approved by the market committee.

* Vendors are responsible for bringing their own tables, umbrellas or tents. These items must be weighted down or bungeed. Stakes are not permitted!

* To allow for customer parking, there are a limited number of drive-in vendor spaces on N 6th Street. Please note on your registration form if you would prefer a drive-in space.

* Samples may be given & are encouraged to help your customers get to know your products.

* Vendors selling non-food items may be required to have a Temporary Iowa Sales Tax Permit. For more information contact, IA Dept. of Revenue & Finance at 563-386-6484 or www.iowa.gov/tax

* Farmers Market Nutrition program is a program that accepts WIC and Seniors checks. We must have at least 3 vendors signed up with FMNP in order to accept these checks. Interested produce vendors interested are urged to contact the Farmers Market Nutrition Program, IA Dept. of Agriculture & Land Stewardship at 515-242-6239.

* The Iowa Wireless Project is another program available to produce vendors. This program enables vendors to accept food assistance cards (EBT), Master Card/Visa and Discover Cards at the market. This program is FREE! It is very simple to enroll, but it is first come, first serve. Vendors must be able to attend a 2 hour training in Des Moines before the market opens. This is another valuable program to offer at our market! Any produce vendors interested are urged to contact Tracy Penick at 515-281-4935 or tpenick@dhs.state.ia.us.

* The Market Committee has the right to forfeit the selling privileges of any vendor who refuses to abide by the rules outlined.

* These rules are based on standards set by the IA Dept. of Agriculture and those enacted by established markets for the good of vendors and customers.

IT IS THE RESPONSIBILITY OF THE VENDOR TO OBTAIN ALL PERMITS & LICENSES REQUIRED FOR THE SALE OF THEIR ITEMS BY THE STATE AND LOCAL HEALTH AUTHORITIES.

For more information please contact the Estherville Area Chamber of Commerce – 712-362-3541